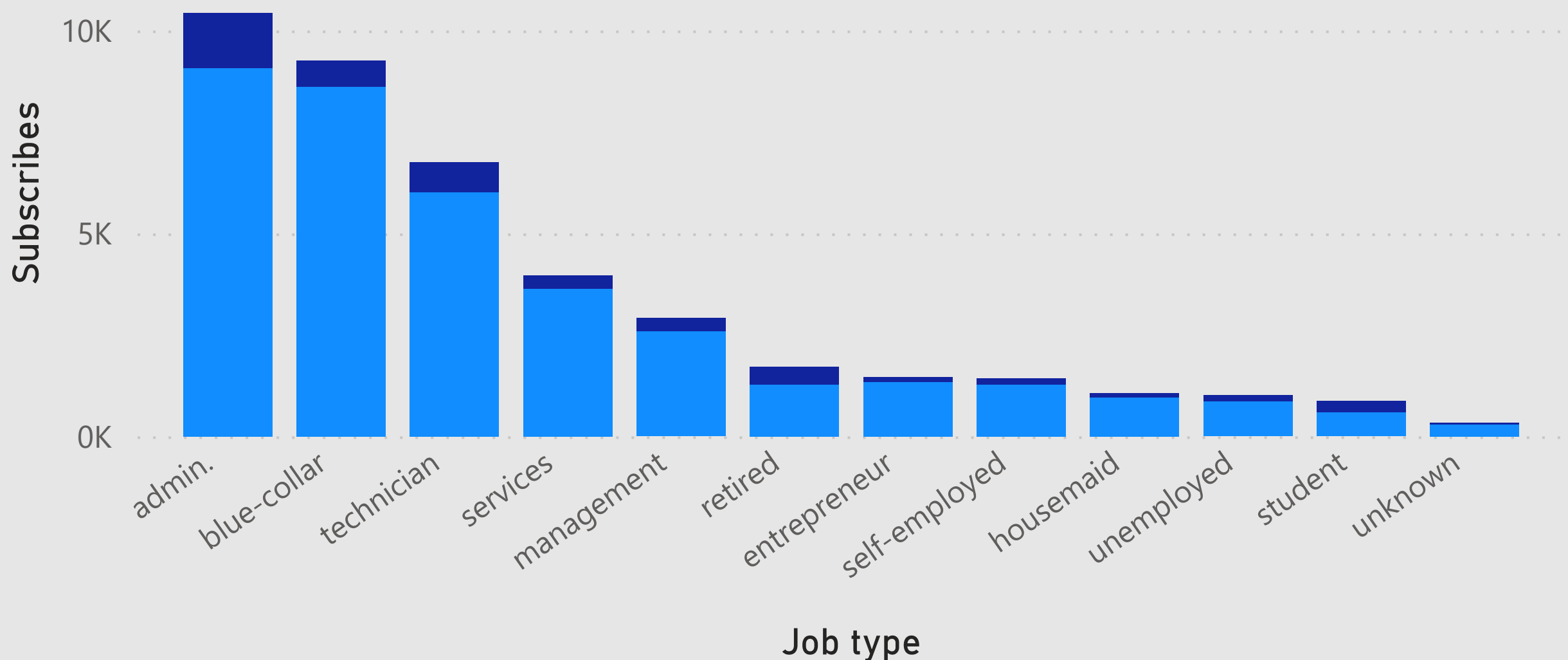


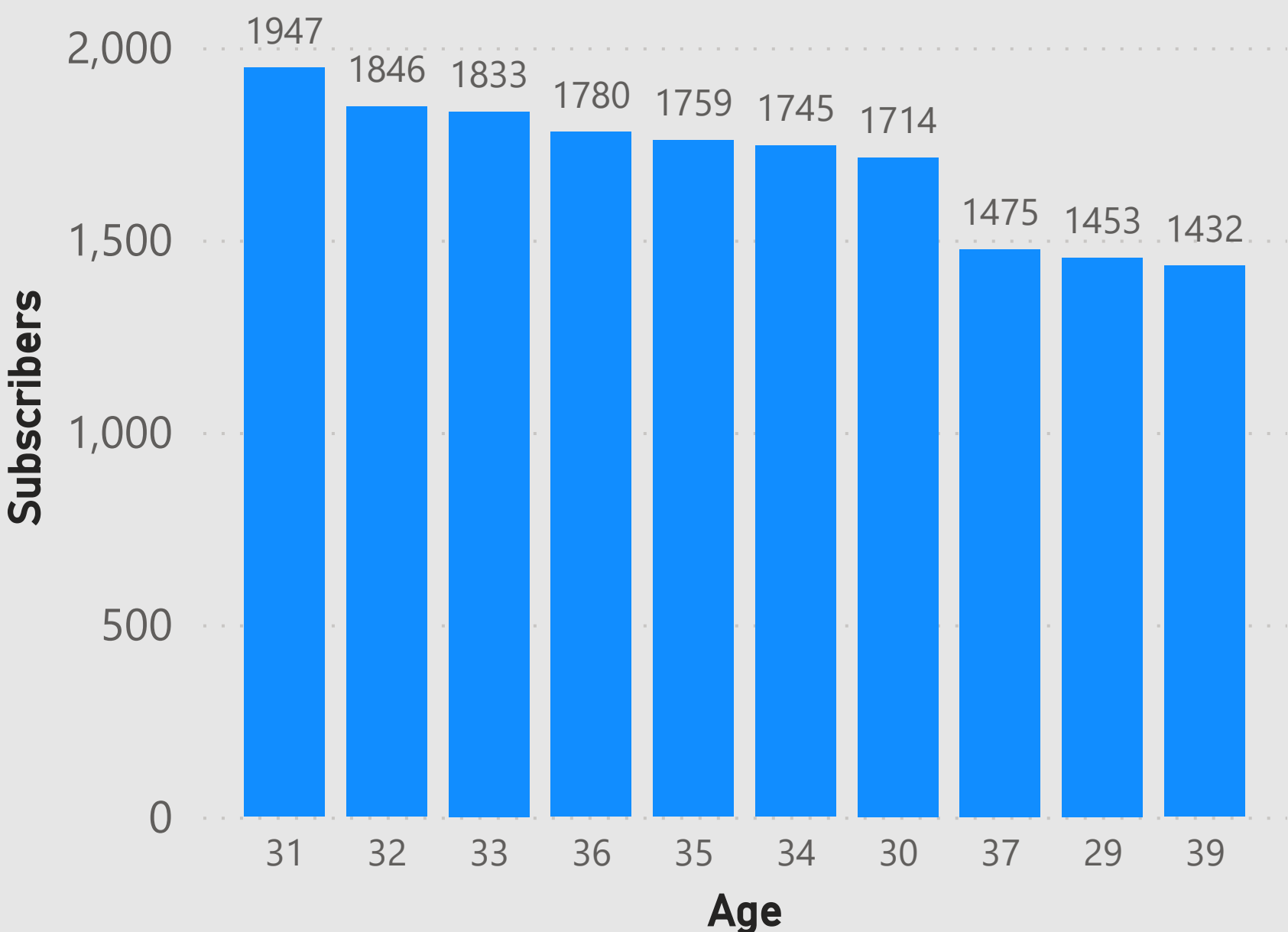
Bank Marketing Campaign Data Analysis

Which type of jobs Subscribe to term deposit mosts.

Subscribers? ● no ● yes



Top 10 Age group who has subscribed



Subscribers

no

yes

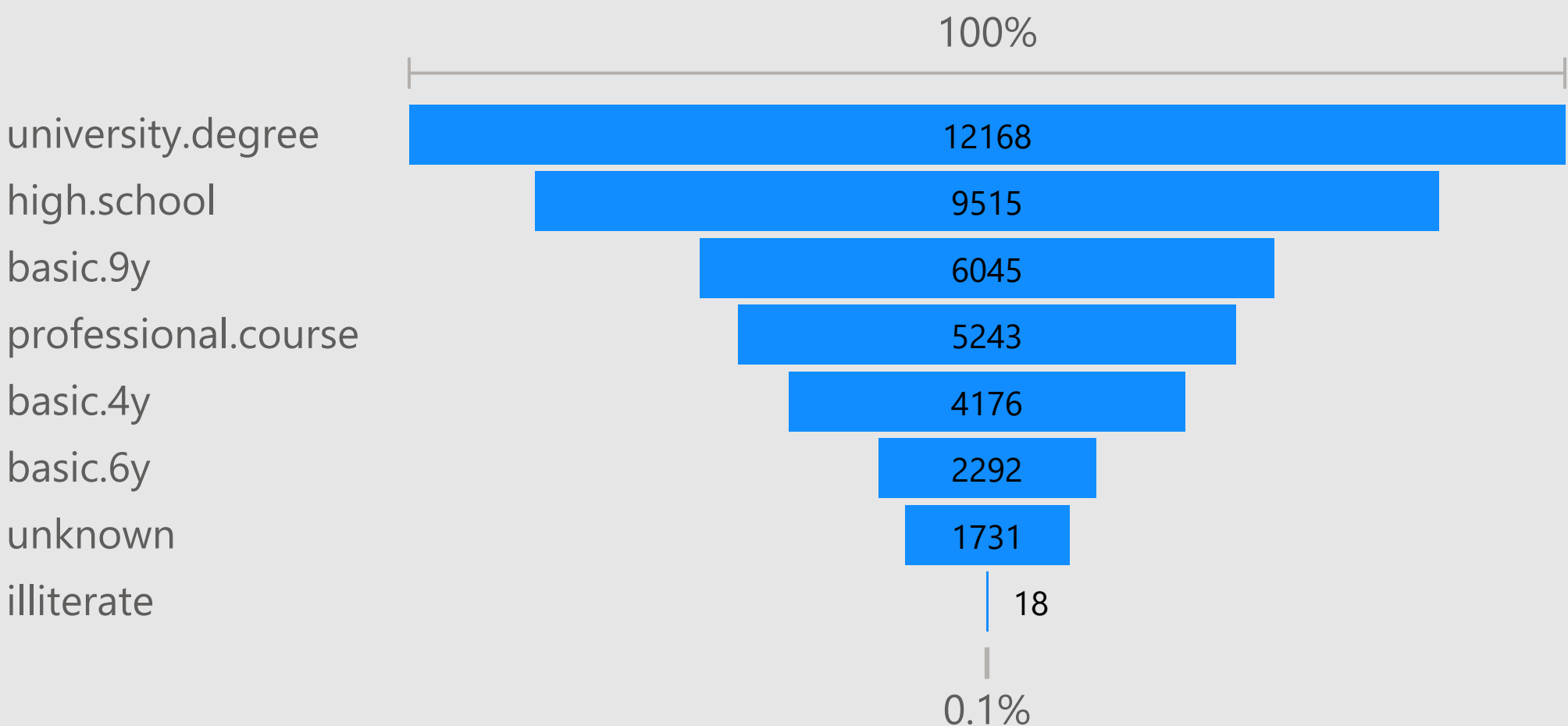
4640

Subscribed

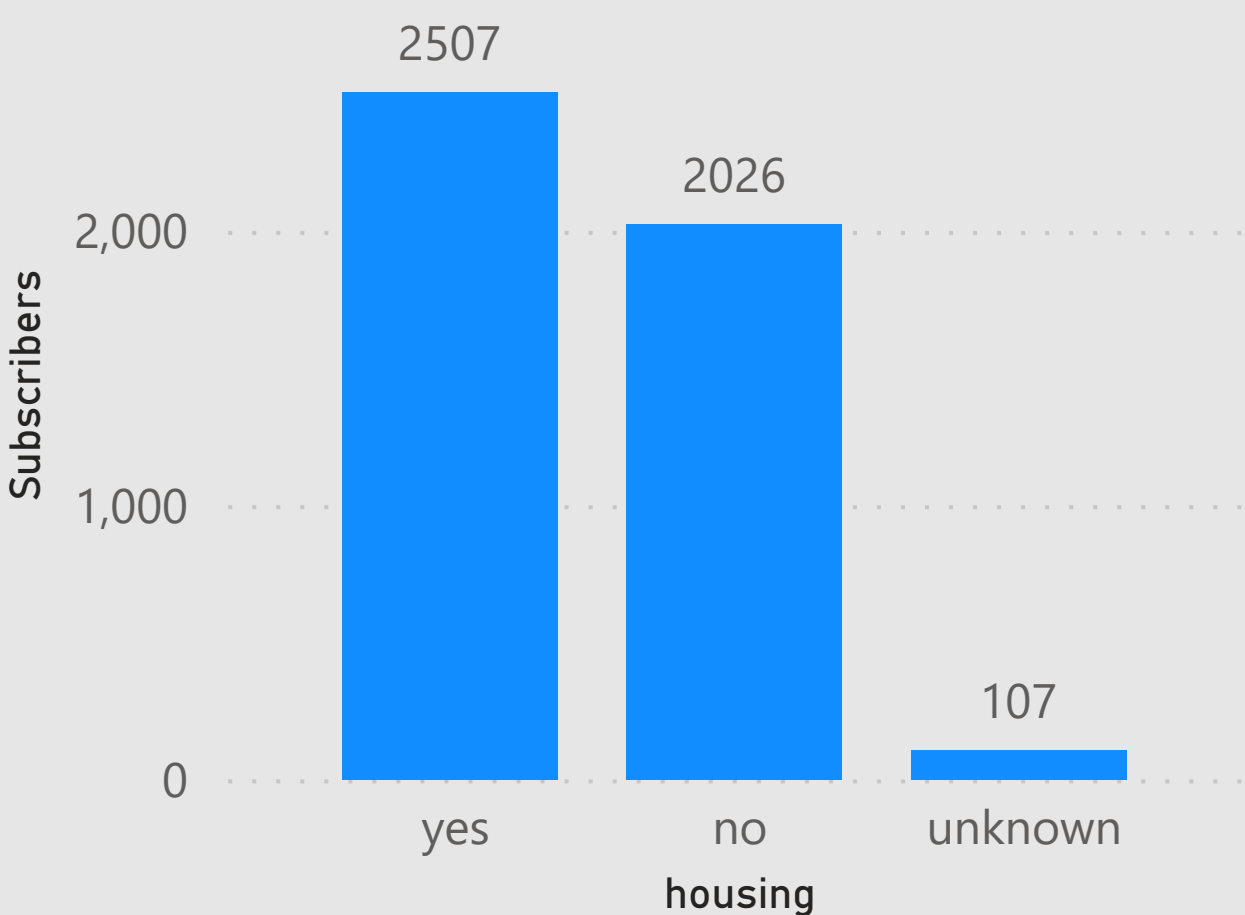
36548

Not Subscribed

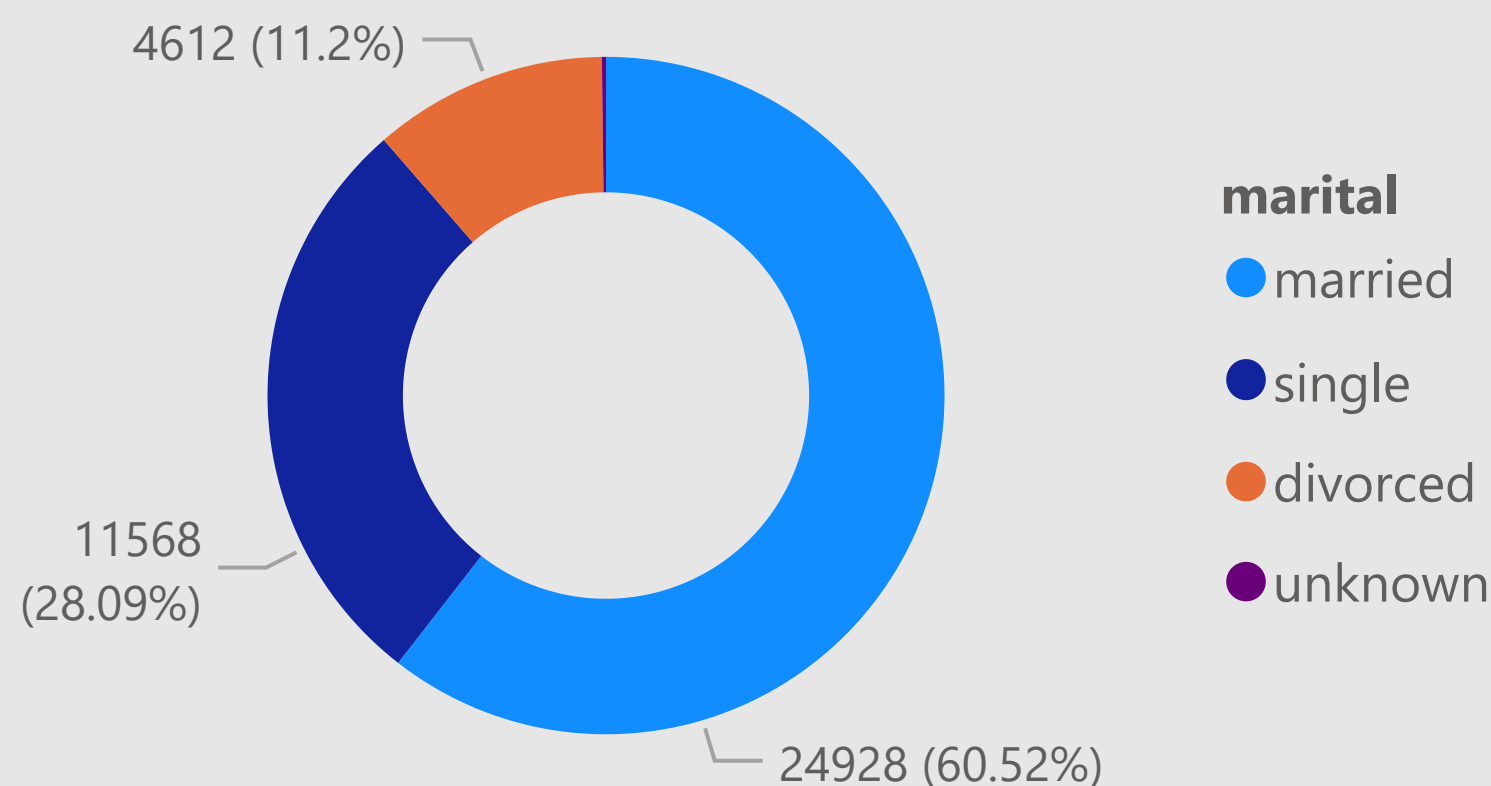
Subscribers by education



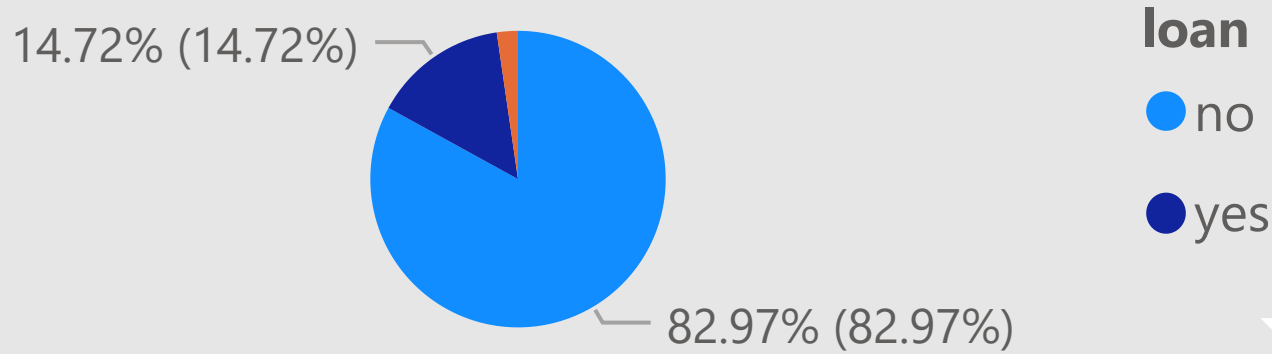
Housing Loan



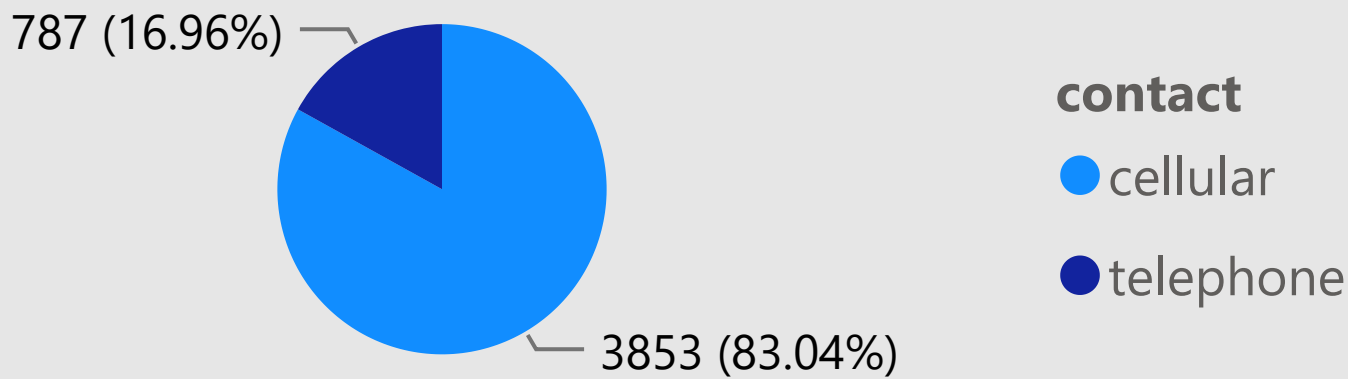
Marital Status



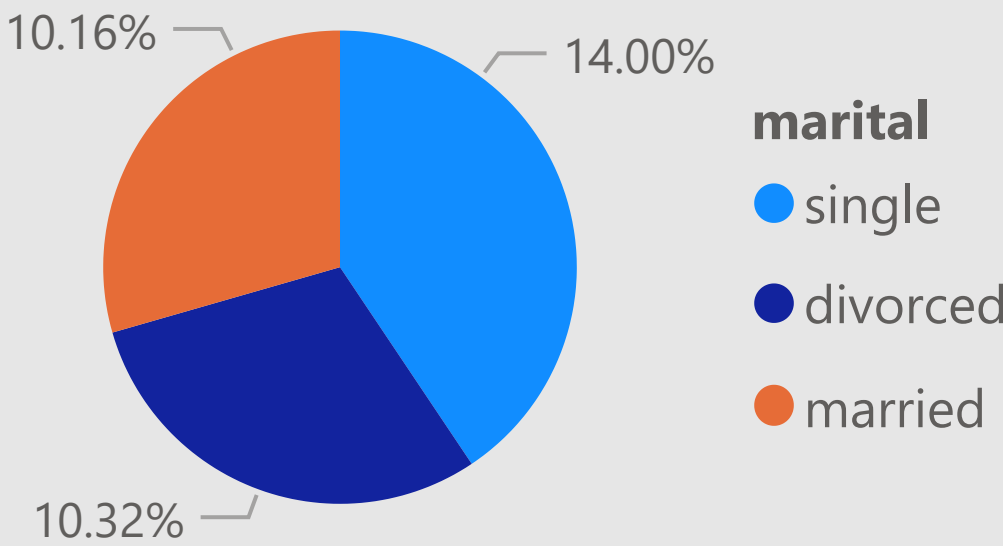
Subscribers%_ by loan



Mode of contact of Subscribers



Conversion_ by marital

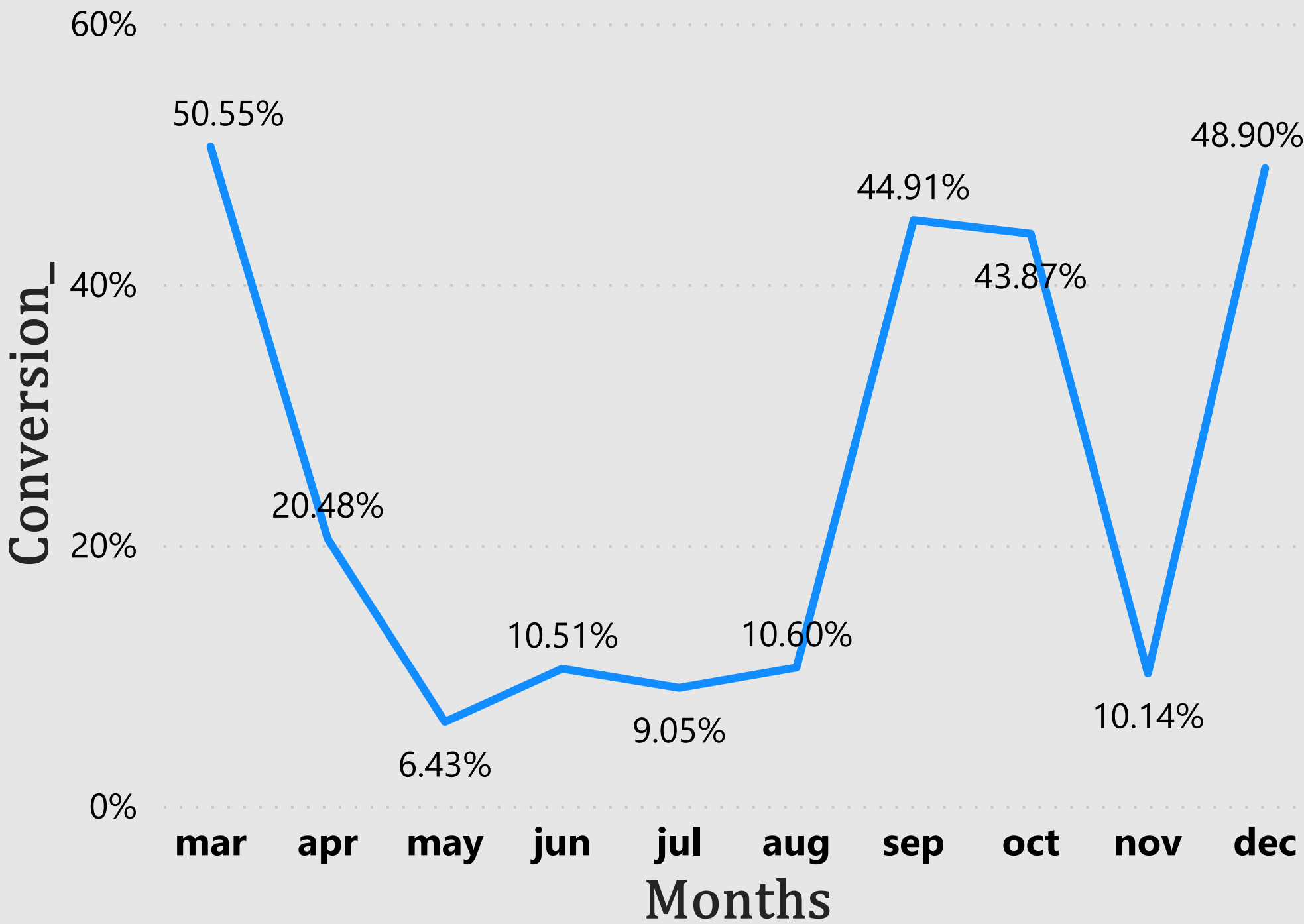


Age	CountAges	Subscribers%_
31	220	4.74%
33	210	4.53%
30	202	4.35%
29	186	4.01%
32	184	3.97%
34	184	3.97%
35	167	3.60%
36	154	3.32%
28	151	3.25%
38	143	3.08%
Total	1801	38.81%

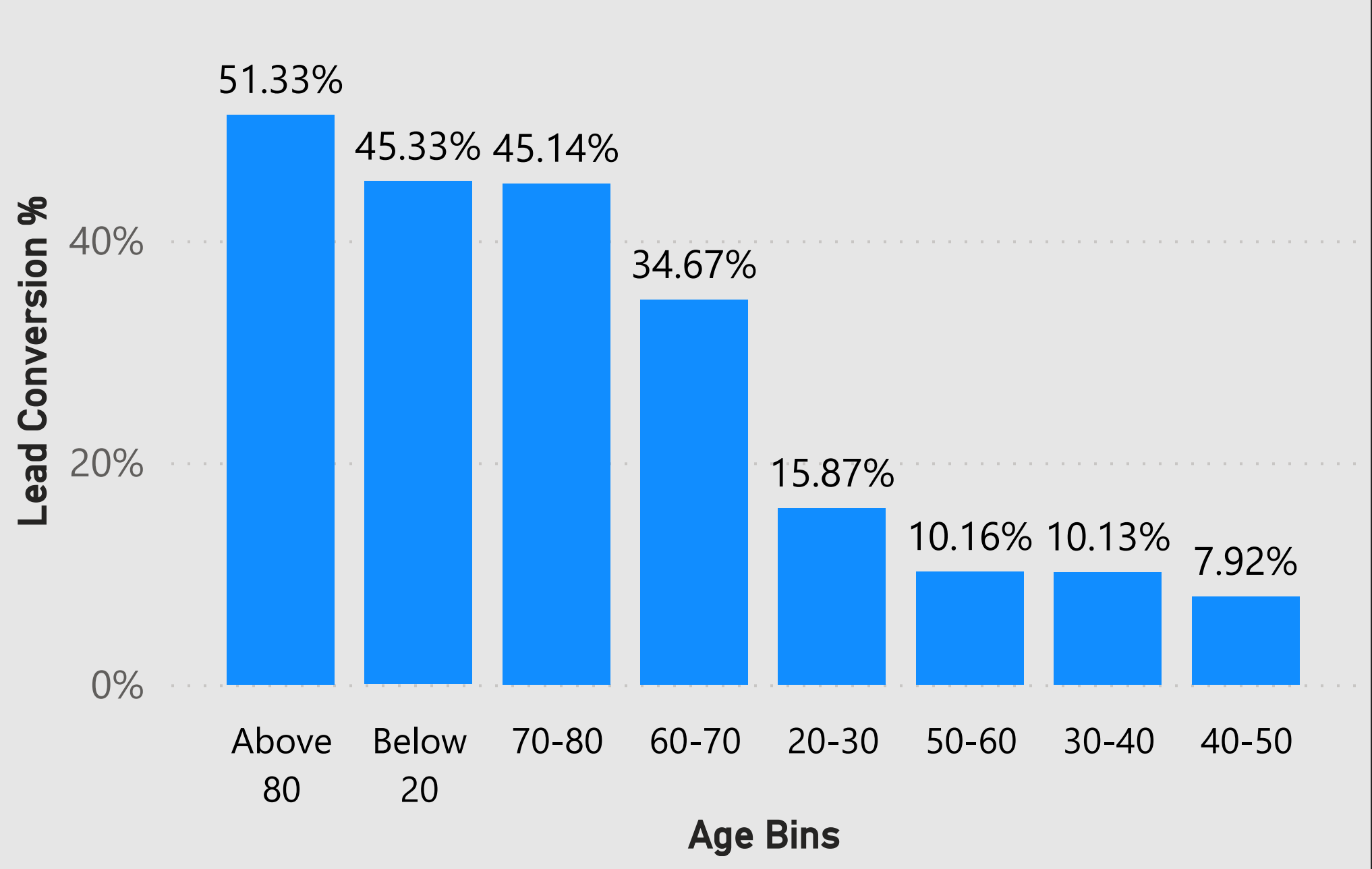
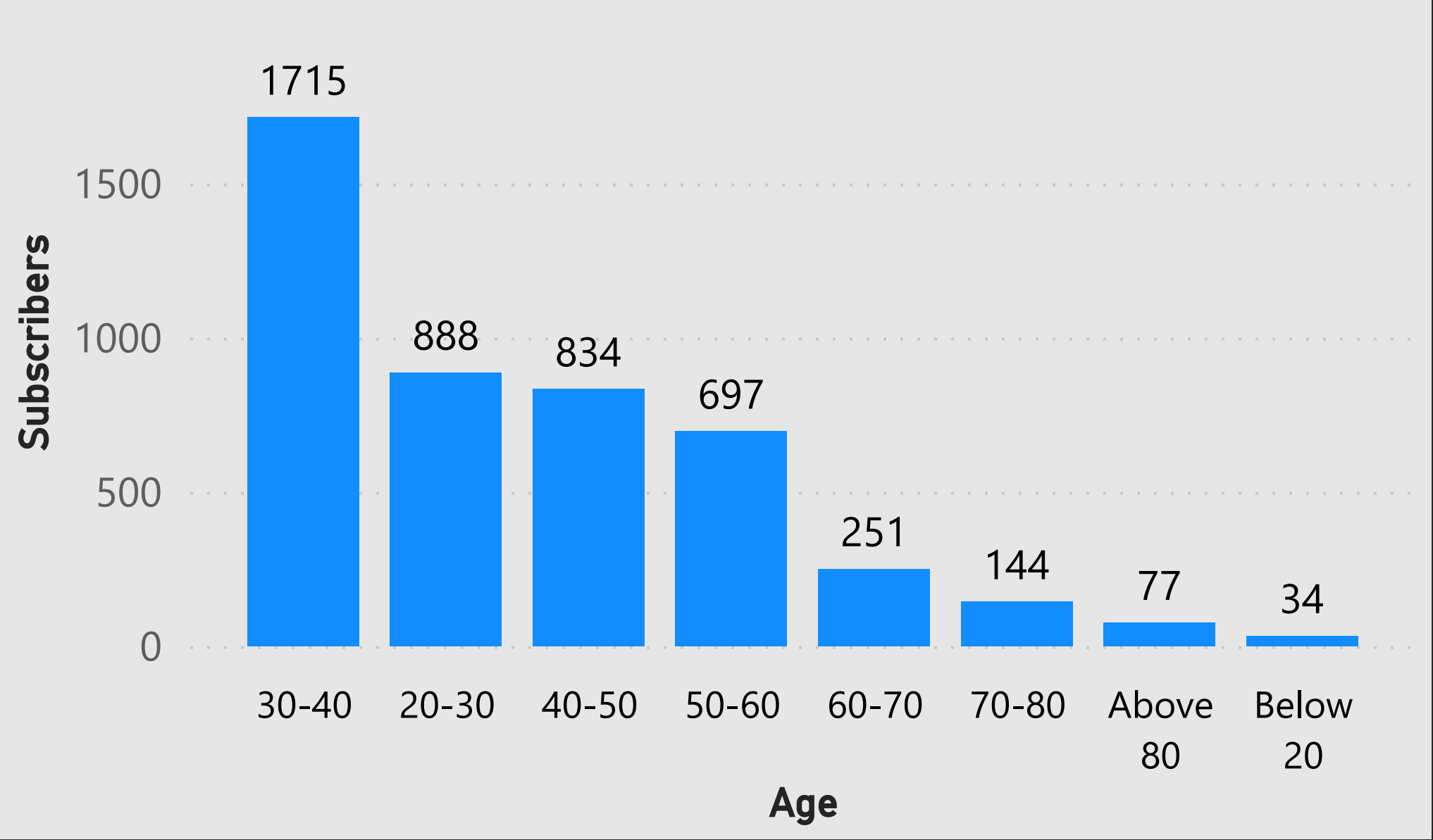
job	Count of jobs	Conversion_
student	275	31.43%
retired	434	25.23%
unemployed	144	14.20%
admin.	1352	12.97%
management	328	11.22%
unknown	37	11.21%
technician	730	10.83%
self-employed	149	10.49%
housemaid	106	10.00%
entrepreneur	124	8.52%
services	323	8.14%
blue-collar	638	6.89%

No. of time contacted	Subscribers	Subscribers%_
1	2300	49.57%
2	1211	26.10%
3	574	12.37%
4	249	5.37%
5	120	2.59%
6	75	1.62%
7	38	0.82%
8	17	0.37%
9	17	0.37%
10	12	0.26%
11	12	0.26%
13	4	0.09%
17	4	0.09%
12	3	0.06%
15	2	0.04%
14	1	0.02%
23	1	0.02%

Conversion_ by month



Age	CountofAges_of subs	Conversion_
17	2	40.00%
18	12	42.86%
19	20	47.62%
20	23	35.38%
21	29	28.43%
22	36	26.28%
23	48	21.24%
24	86	18.57%
25	93	15.55%
26	122	17.48%
27	114	13.40%
28	151	15.08%
29	186	12.80%
Total	4640	11.27%



Calls Duration of Subscribers

37
Min of duration(sec)
553.19
Average of duration(sec)
4199
Max of duration(sec)

