

we still have left skewed graph that mean Young age people are most likely to accept Term Deposit

From age 30 to 40 aged people have high chances of accepting Term deposit

older people have less acceptance of TD

There likely chance that a person with no housing and personal loan to accept TD

there are 63% customers have no housing loan and they have accepted TD

there are 90% customers have no personal loan and they have accepted TD

there are 90% people have defaulted in past they rejected to accept TD

there not such impact of duration on subscription rate of TD

there are chance that previous outcomes is successs will likely to be accept current TD

Conclusion:

age group 30-40 has high chances of accepting the TD

following job have high TD acceptance rate

management 1301

technician 840

blue-collar 708

admin. 631

retired 516

30 may is sweet spot where call had most success of TD acceptance

second and third quarter has high TD subscription rate

Based on the historical data, following clients should be prioritized for future campaigns

1. age between 30-40

2. white and blue collar job peoples and retired citizens

3.married and single people should have priority

4.secondary and tertiary educated people should have target

5.zero bank ballance indivisual have high rate of accepting TD bank should avoid that to avoid risk of
Premature Withdrawal in emergency situation

6. customers with any loan have high chances of accepting TD bank should promote that indivisuals and
avoid indivisual with loan in order to secure future risk