

Data Analysis Questions for Bank Marketing Dataset

General Understanding

1. What are the most common demographics (age, job, education) among clients who subscribe to term deposits?
2. How does the marital status of clients influence their decision to subscribe to a term deposit?
3. Are there any trends in subscription rates based on the month or day clients were contacted?
4. Which communication method (cellular or telephone) is the most effective in driving subscriptions?

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5. Is there a correlation between the average account balance of clients and their likelihood to subscribe to a term deposit?
6. Do clients with housing or personal loans have a lower subscription rate compared to those without loans?
7. How does the presence of previous defaults (credit issues) affect the decision to subscribe? Campaign Effectiveness

8. Does the duration of a call significantly impact the success of subscription?

9. How does the number of contacts during the campaign (column: "campaign") correlate with the success rate?

10. For clients who were previously contacted in other campaigns, how does the outcome of the previous campaign (column: "poutcome") affect their current subscription status?

11. Is there a specific number of calls (from "campaign") beyond which the success rate starts to decline? Performance and Optimization

12. Which combination of factors (e.g., age, job, balance, etc.) is most predictive of a client subscribing?

13. Can we identify a "sweet spot" for call duration that maximizes subscription rates while minimizing resource expenditure?

14. Are there certain months or seasons where campaigns perform better? If so, why?

15. What is the overall success rate of the marketing campaign, and how can it be improved? Predictive Analysis

16. Based on the historical data, which clients should be prioritized for future campaigns?

17. How effective are repeat contacts with clients? Do they increase or decrease the chances of subscription?