

Bank campaign response statistics

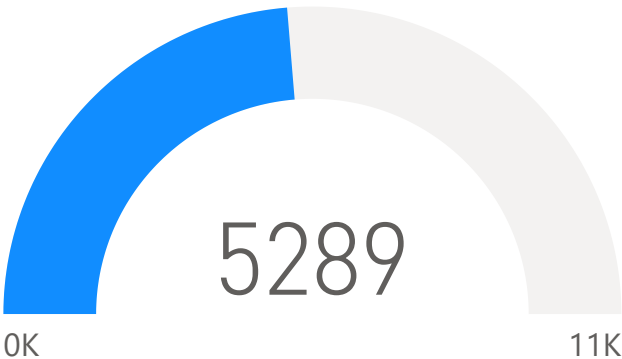
11.16K

Number of responses for the campaign

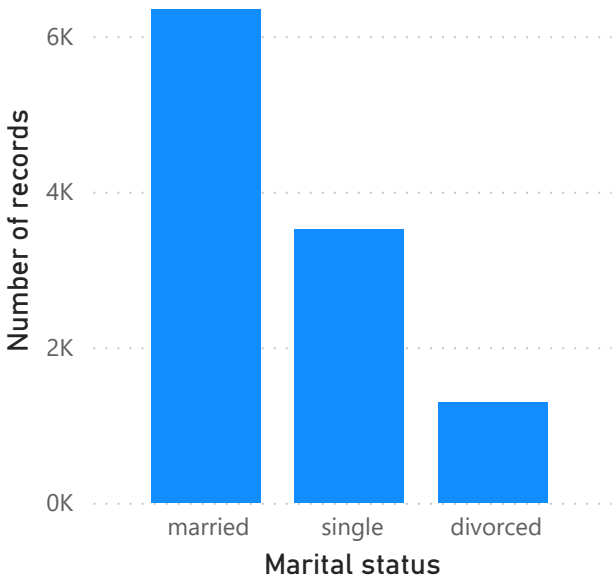
39

Median age of campaign participants

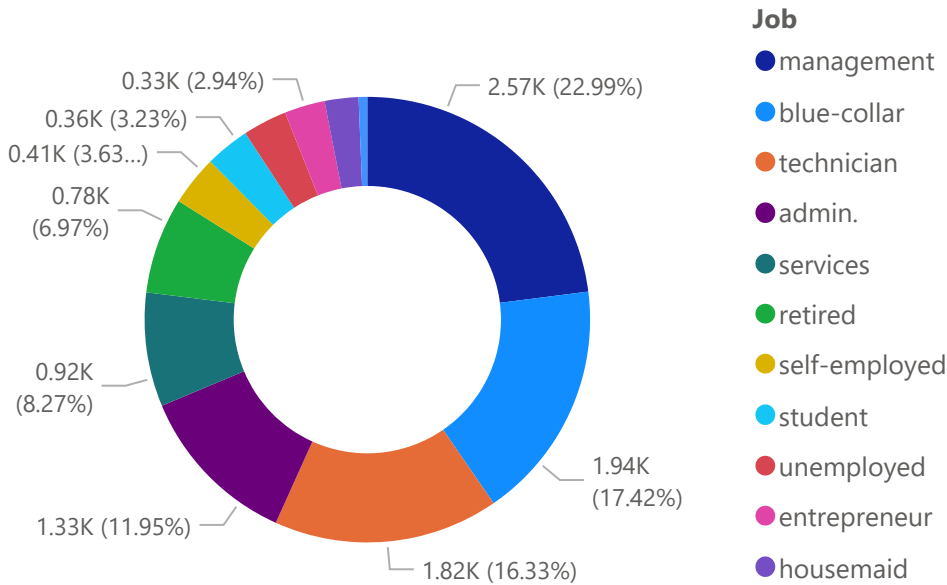
Number of positive responses



Number of records by Marital status



Number of responses by Job

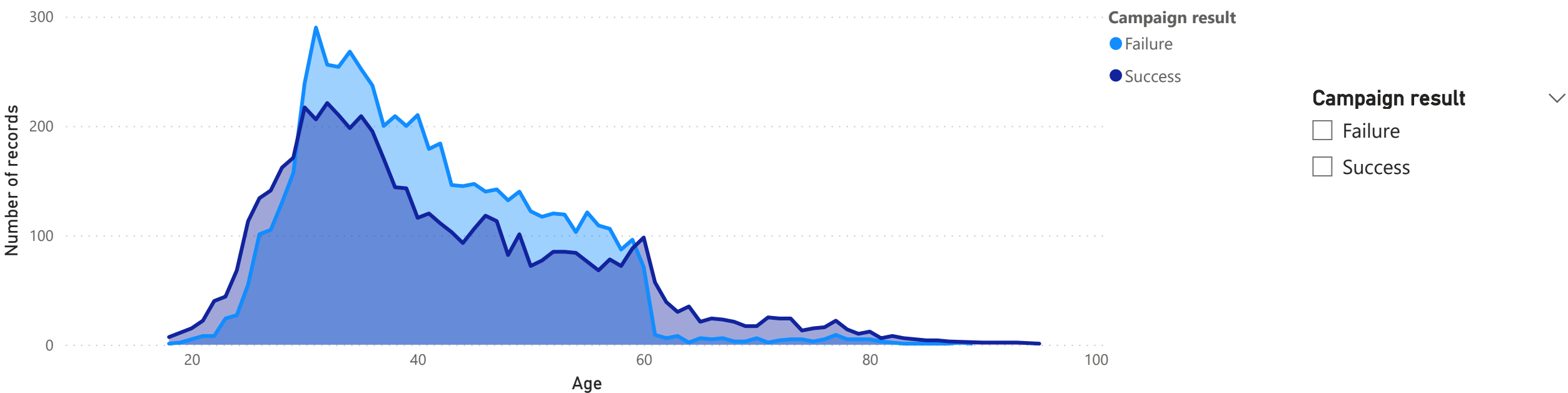


Highest education Number of records

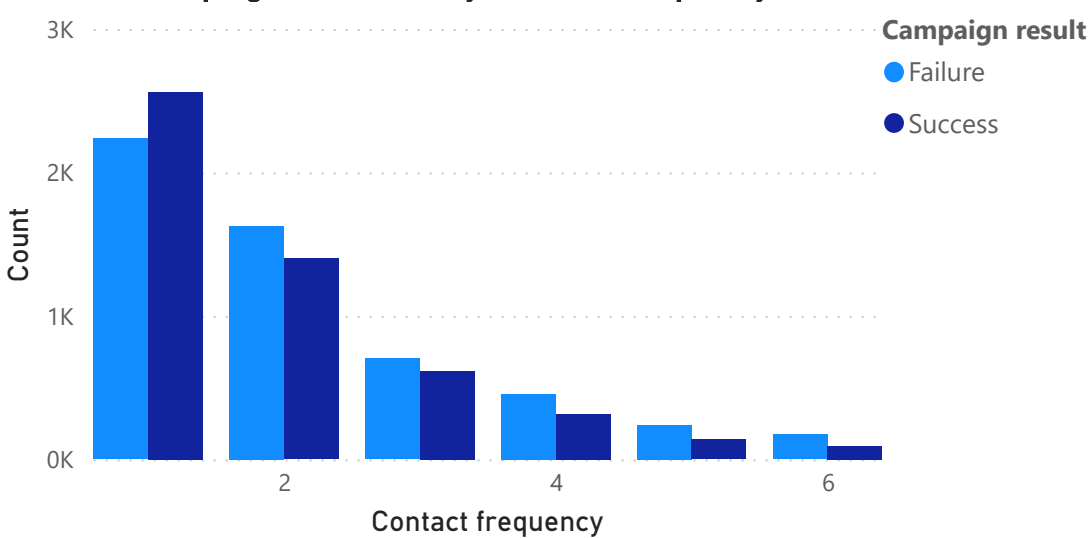
primary	1500
secondary	5476
tertiary	3689
unknown	497
Total	11162

Impact of various factors on Bank campaign outcome

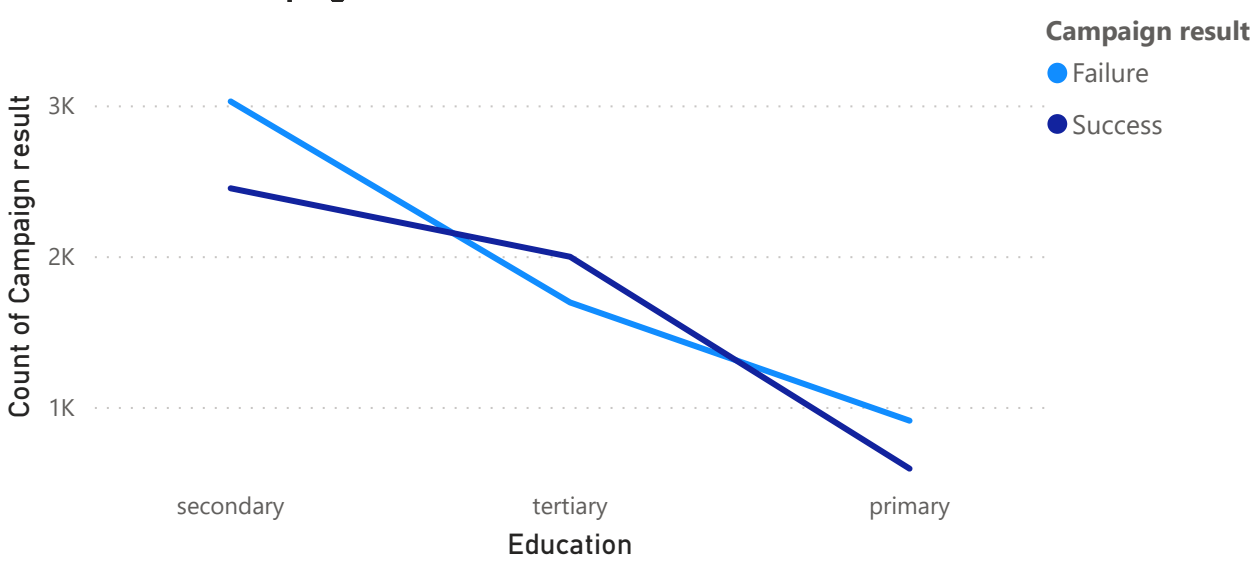
Campaign outcomes by Age



Count of Campaign outcomes by Contact Frequency

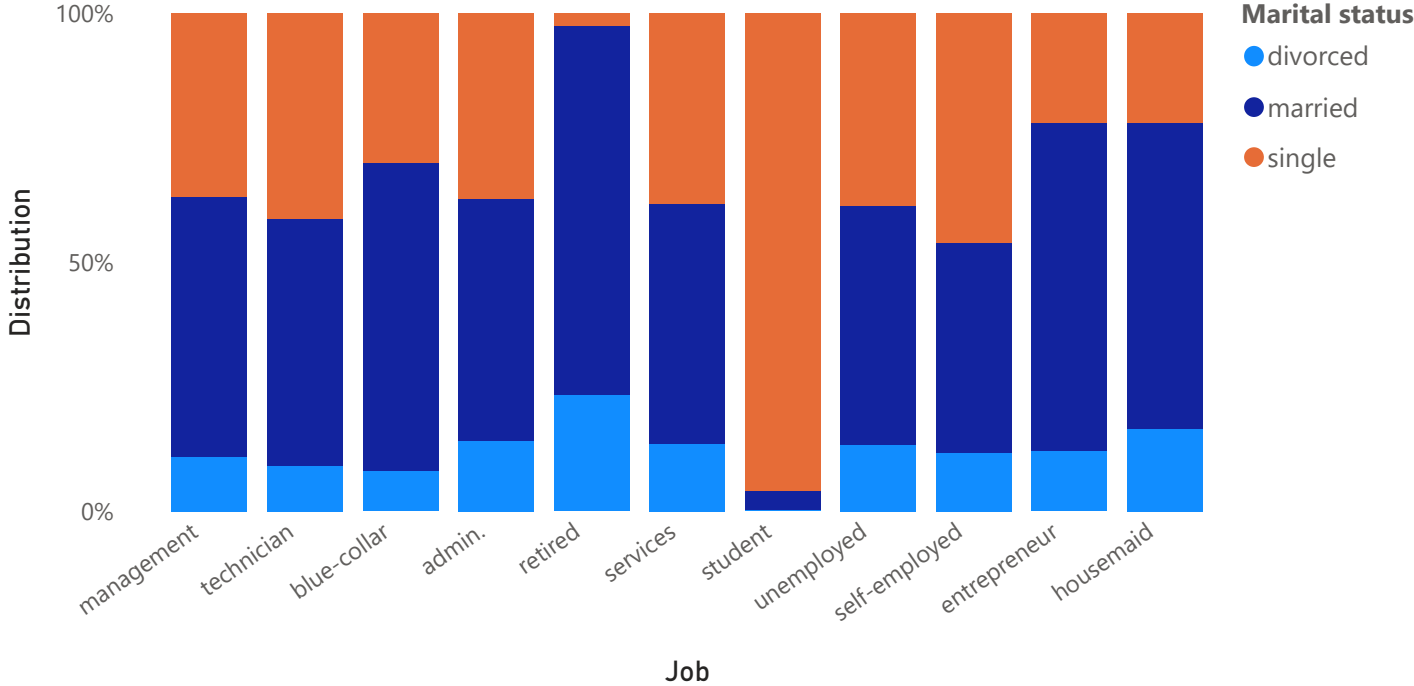


Distribution of campaign outcomes based on Education

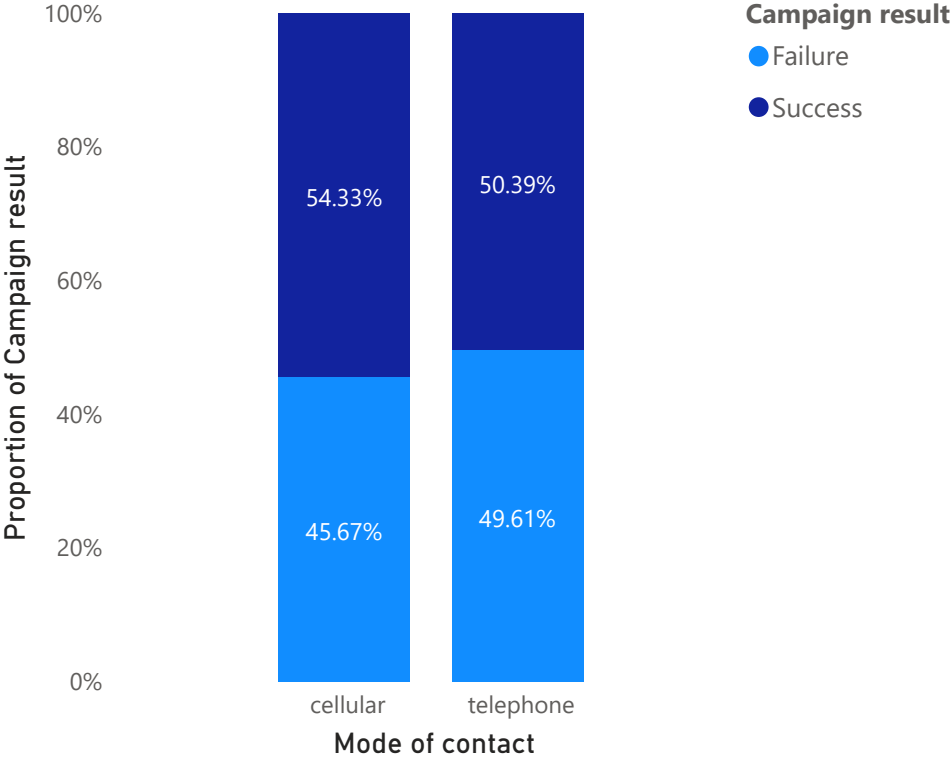


Distribution of the bank campaign outcomes based on various variables

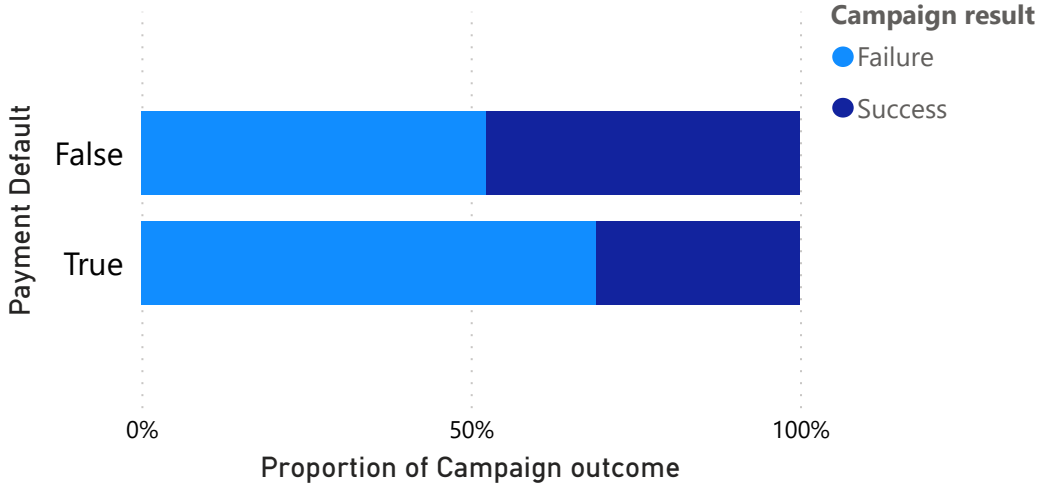
Distribution of successful campaign outcome based on job and marital status



Campaign outcomes by Mode of communication



Campaign outcomes based on customer default on payments



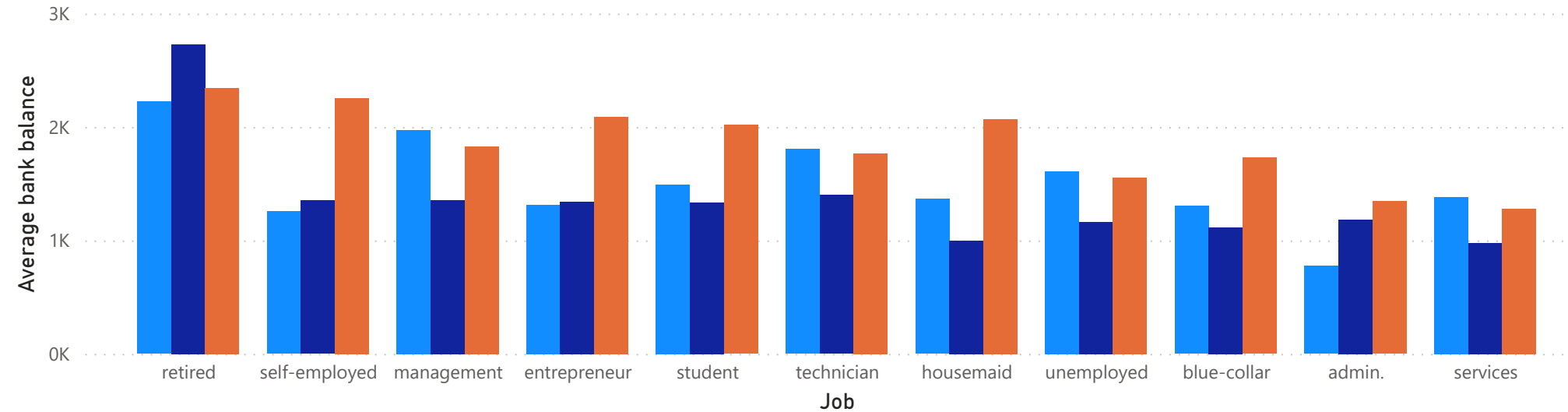
Successful campaign subscriptions based on the customer loans

Personal Loan	Housing Loan	Number of successful campaign subscriptions
False	False	3135
False	True	1670
True	False	219
True	True	265
Total		5289

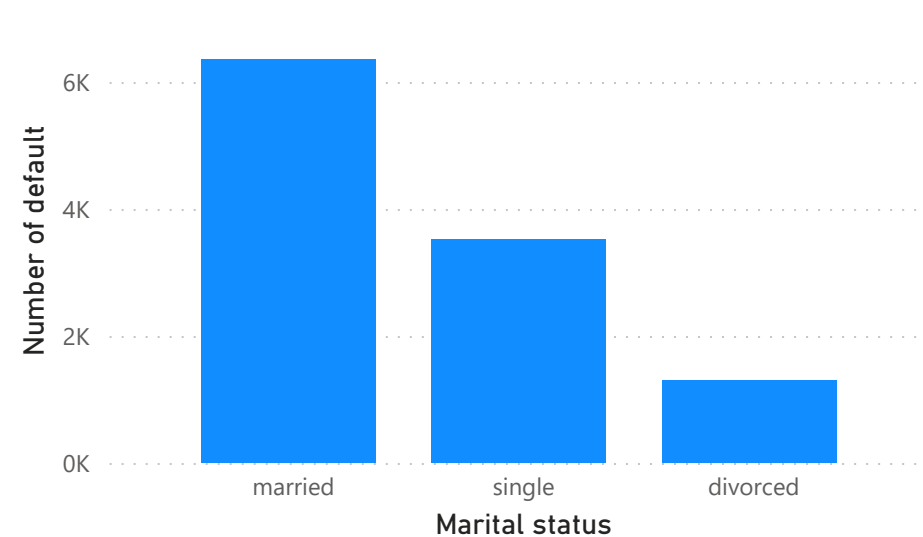
Impact of job and marital status on bank balance and default

Average bank balance by Job and Education

Education primary secondary tertiary



Number of default by Marital status



Number of default by Job

