

# Campaign Overview

Day

mon

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wed

thu

fri

Month

mar

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may

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41K

Total Clients

106K

Total Contacts

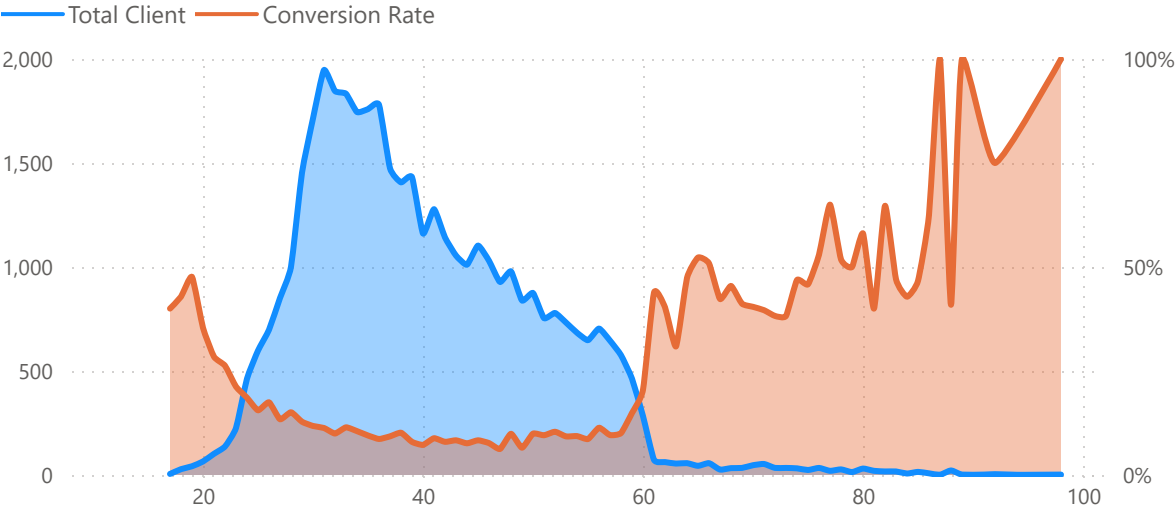
258.29

Average Campaign Duration

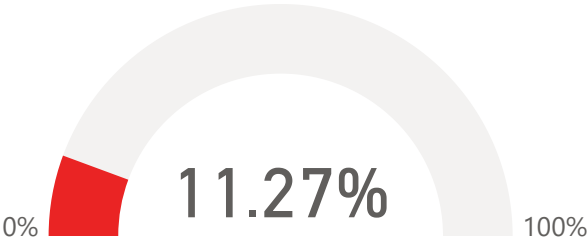
4,640

Registered Customers

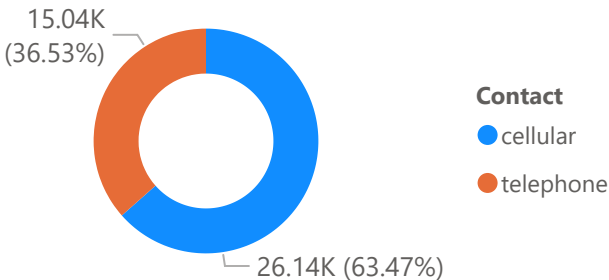
Campaign by Month



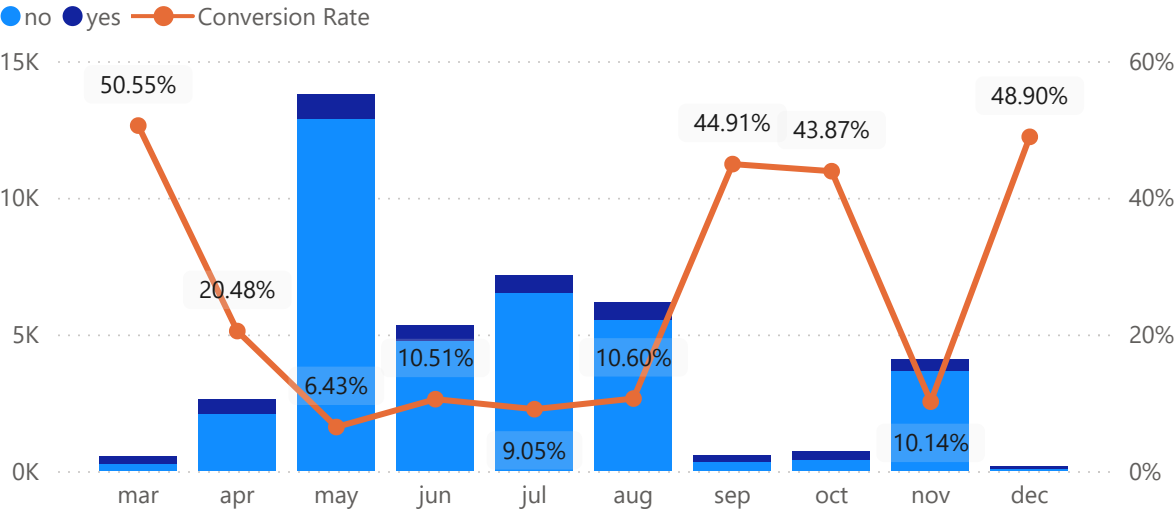
Campaign Effectiveness



Total Client by Contact



Campaign by Month



| Job           | Total Client | Registered Customer | Campaign Effectiveness |
|---------------|--------------|---------------------|------------------------|
| admin.        | 10,422       | 1,352               | 12.97%                 |
| blue-collar   | 9,254        | 638                 | 6.89%                  |
| technician    | 6,743        | 730                 | 10.83%                 |
| services      | 3,969        | 323                 | 8.14%                  |
| management    | 2,924        | 328                 | 11.22%                 |
| retired       | 1,720        | 434                 | 25.23%                 |
| entrepreneur  | 1,456        | 124                 | 8.52%                  |
| self-employed | 1,421        | 149                 | 10.49%                 |
| housemaid     | 1,060        | 106                 | 10.00%                 |
| unemployed    | 1,014        | 144                 | 14.20%                 |
| Total         | 41,188       | 4,640               | 11.27%                 |

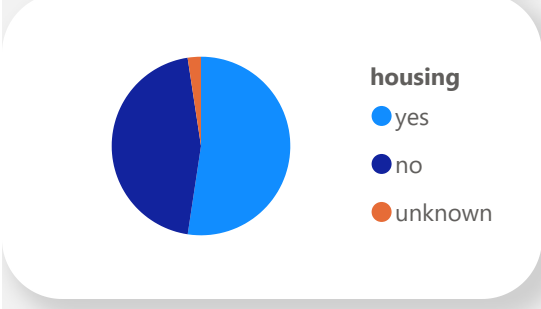
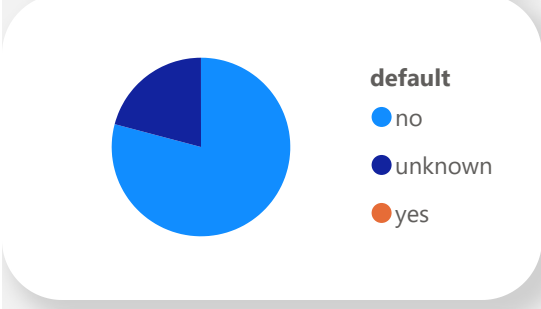
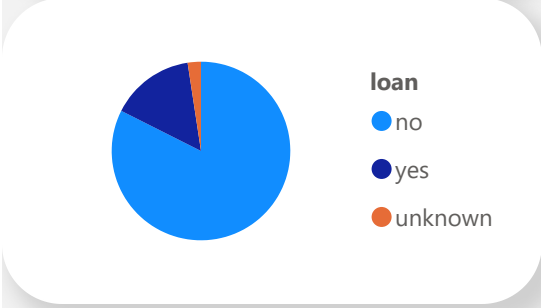
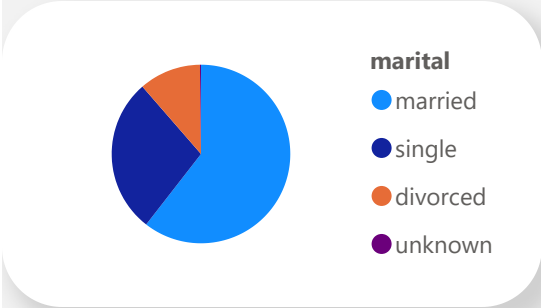
# Client Details

Day

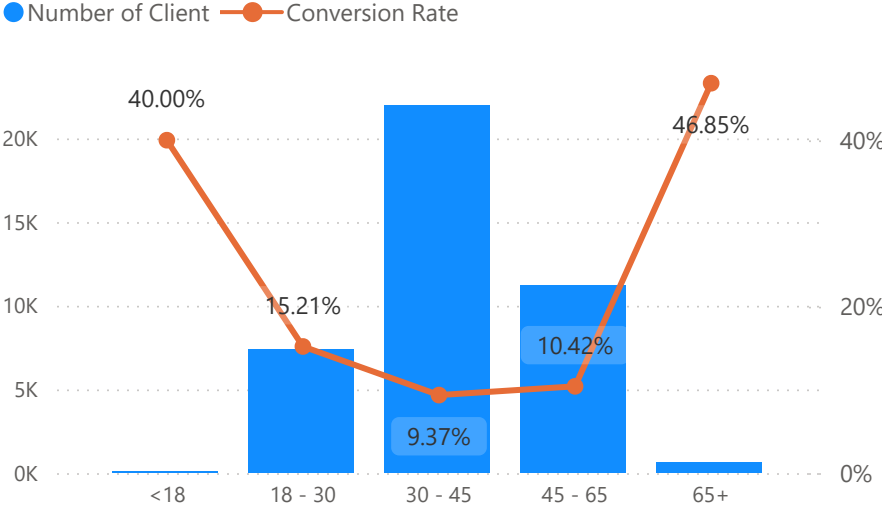
mon tue wed thu fri

Month

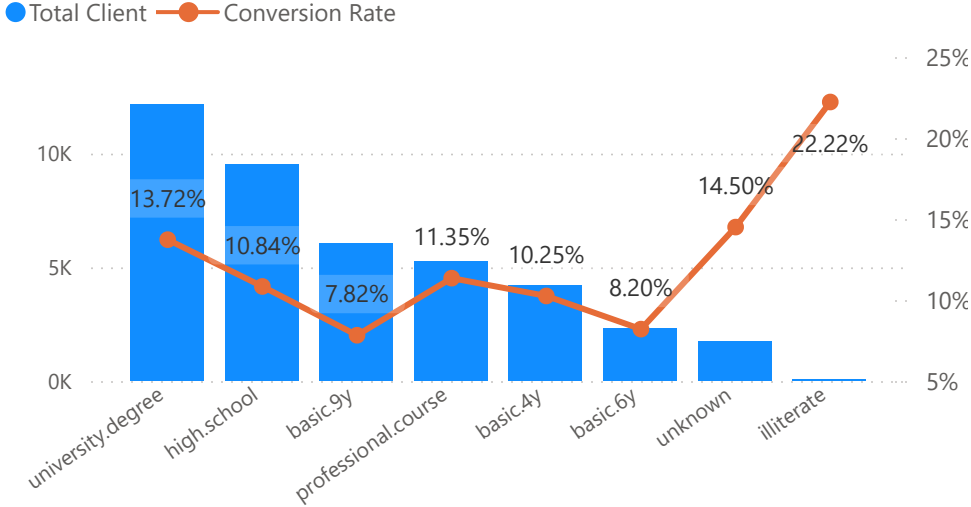
mar apr may jun jul aug sep oct nov dec



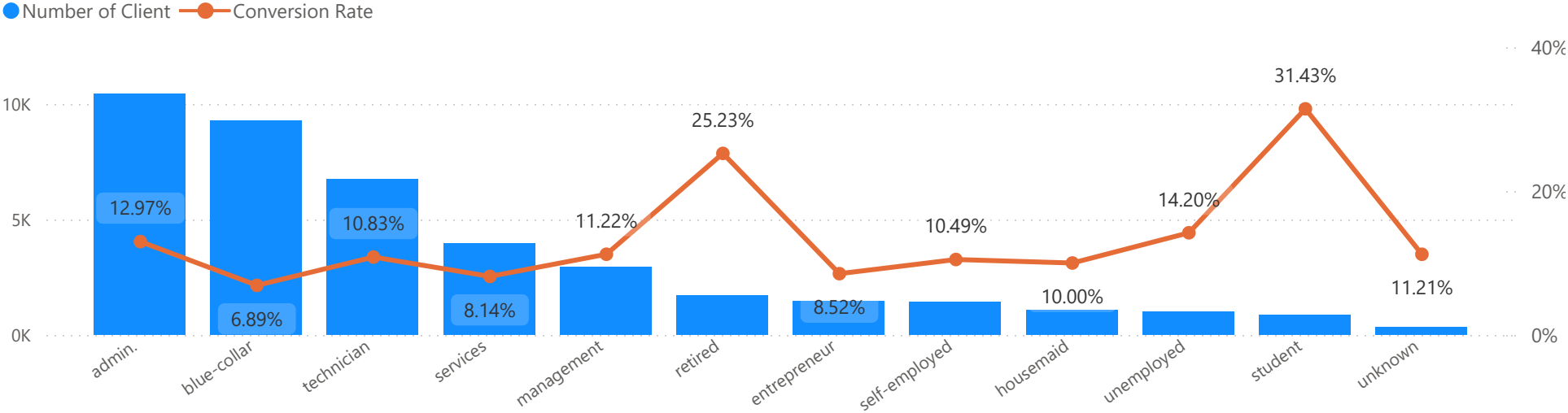
Client and Conversion Rate by Age Group



Client and Conversion Rate by Education



Client and Conversion Rate by Job



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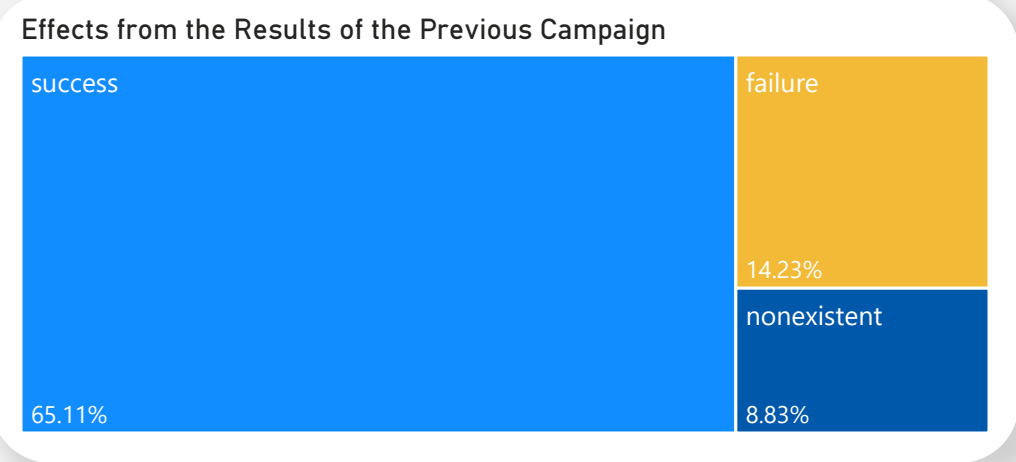
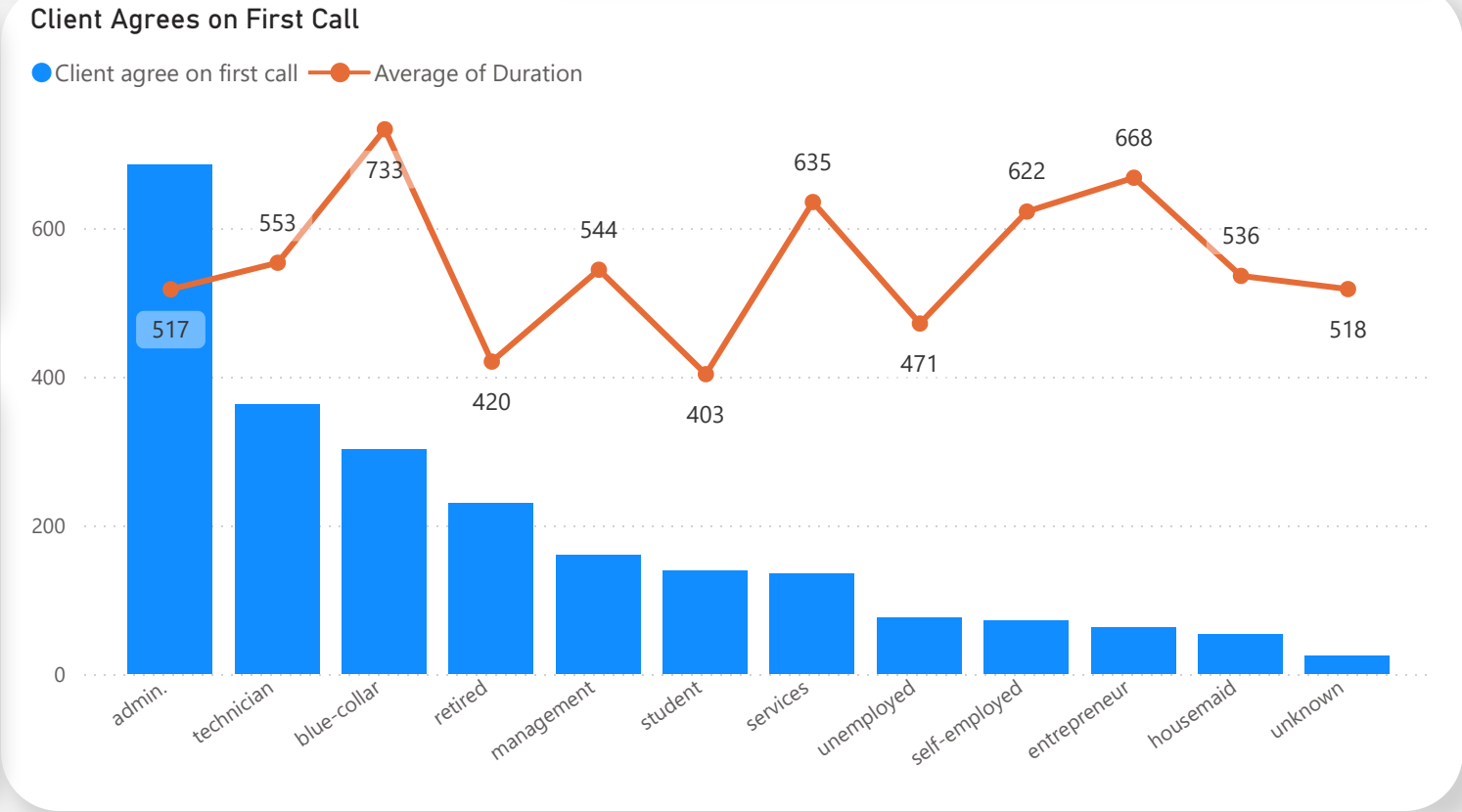
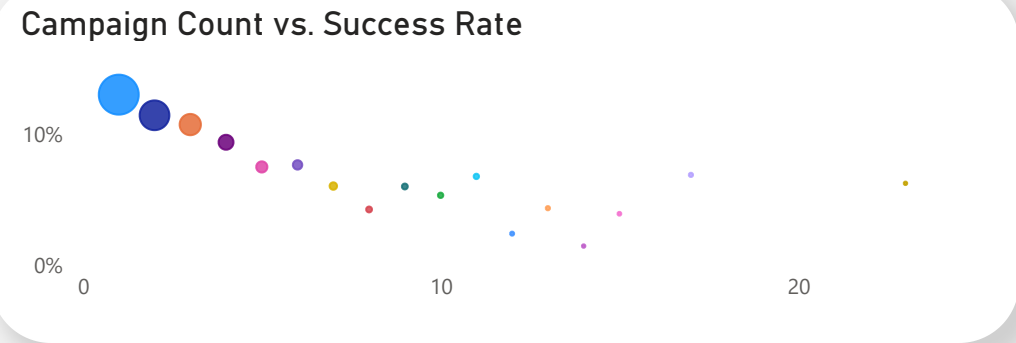
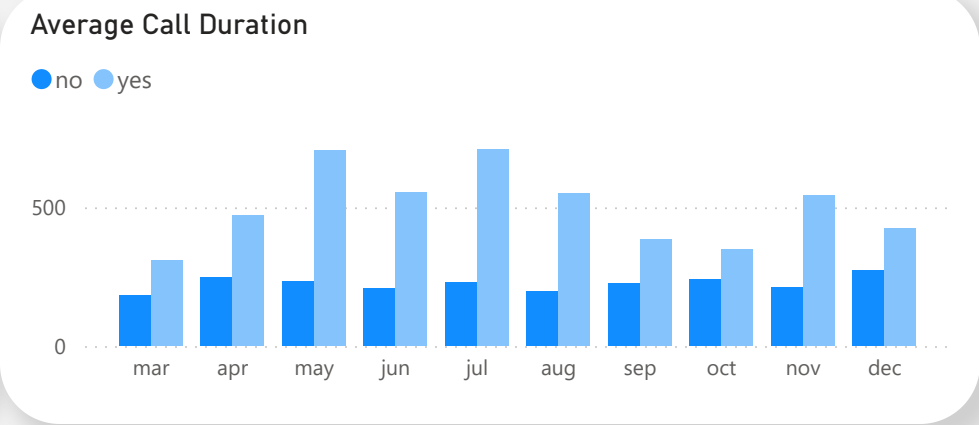
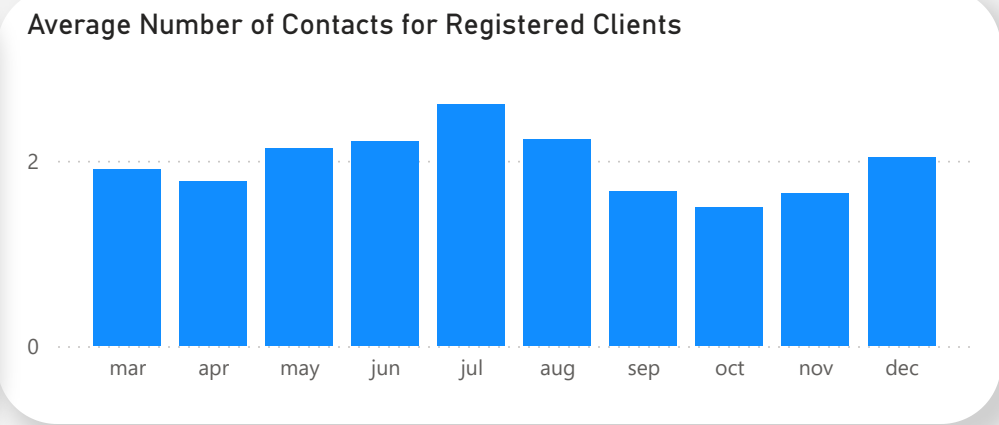
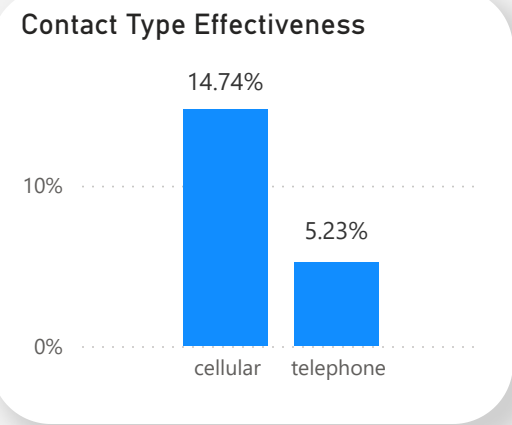
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# Economic Impact

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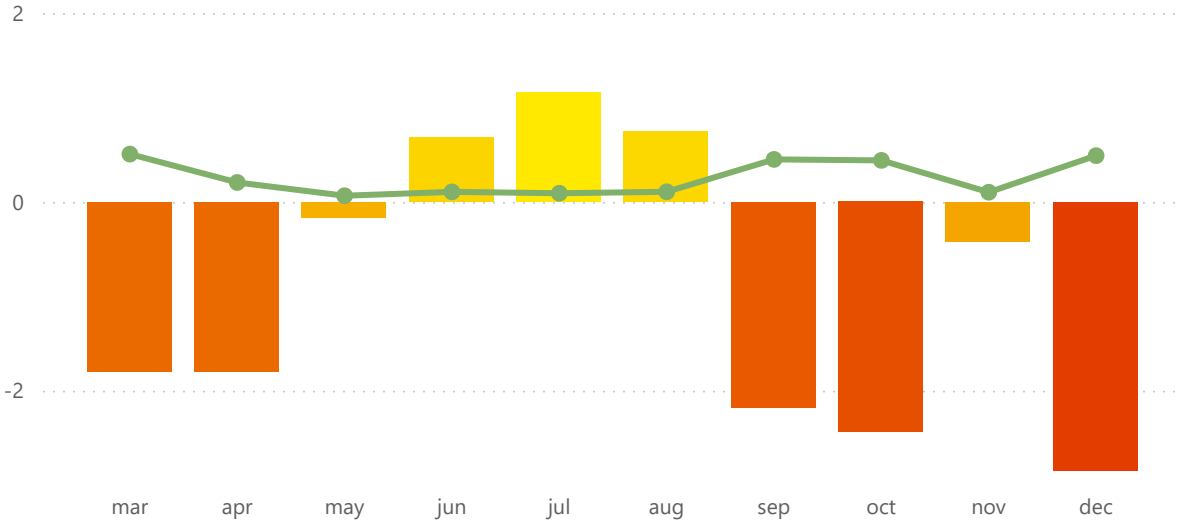
sep

oct

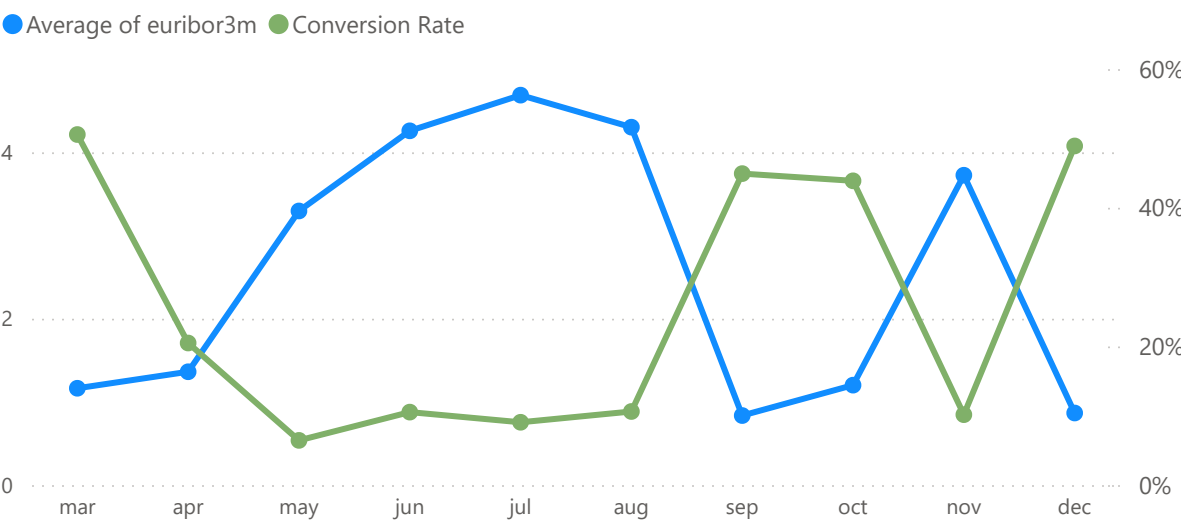
nov

dec

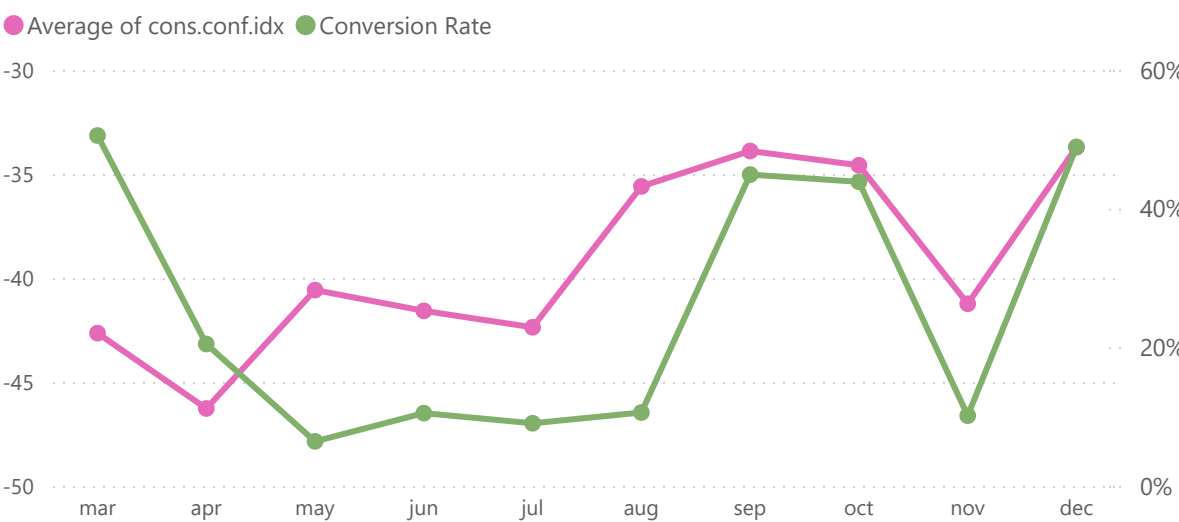
Employment Variation Rate and Conversion Rate



Impact of Euribor on Conversion



Impact of Consumer Confidence on Conversion



Impact of Consumer Price on Conversion

