

Realizado por:

Wilder Valencia Ocampo ID000375627

Visualización Microsoft Power BI

Link al Tablero:

<https://app.powerbi.com/view?r=eyJrIjojNDc4N2E5YWQzMWE5MC00NTcwLWJiNGItOGUyN2RIYTA5NmRiIiwidCI6IjYxOGJhYjBmLTlwYTQ0NGRIMy1hMTBjLWUyMGNIOTk2YmlzNSIsImMiOiR9&pageName=ReportSection>

Tablero

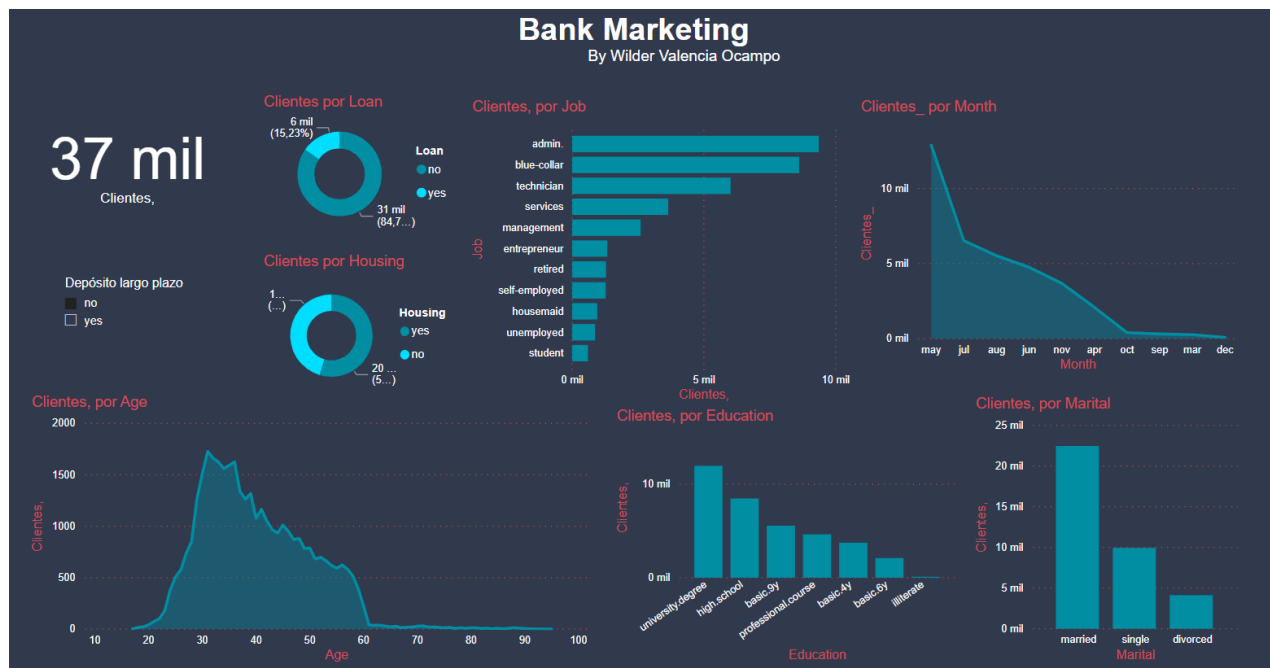
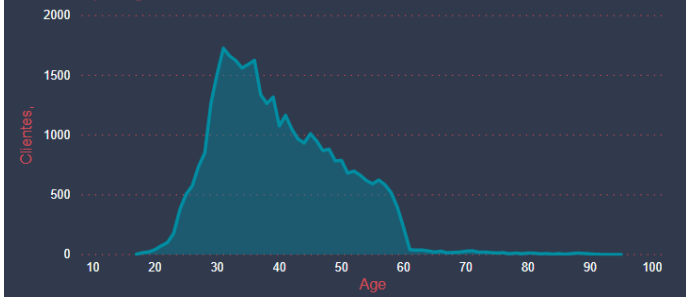
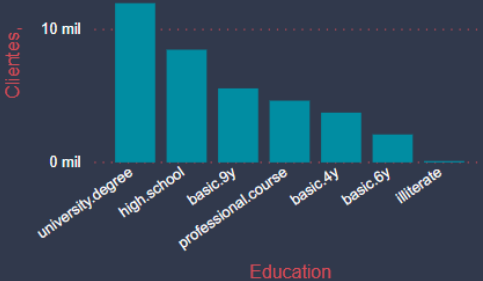
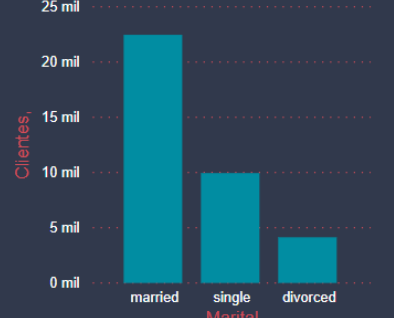
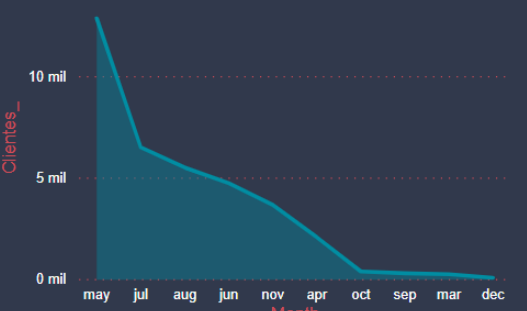
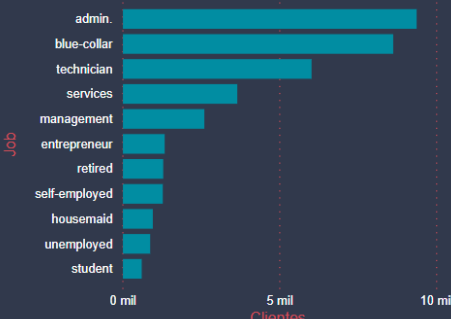




Grafico	Descripción
<p>Depósito largo plazo</p> <p>no yes</p>	Permite filtrar los datos según los usuarios que afiliaron a la campaña de marketing.
<p>Cientes, por Age</p> 	Presentar una radiografía de el numero de usuarios por edad

<div data-bbox="284 191 805 577"><p>Cientes, por Education</p><table border="1"><thead><tr><th>Education</th><th>Clientes (mil)</th></tr></thead><tbody><tr><td>university.degree</td><td>11</td></tr><tr><td>high.school</td><td>9</td></tr><tr><td>basic.9y</td><td>7</td></tr><tr><td>professional.course</td><td>6</td></tr><tr><td>basic.4y</td><td>5</td></tr><tr><td>basic.6y</td><td>4</td></tr><tr><td>illiterate</td><td>1</td></tr></tbody></table></div>	Education	Clientes (mil)	university.degree	11	high.school	9	basic.9y	7	professional.course	6	basic.4y	5	basic.6y	4	illiterate	1	<p>Muestra el nivel educativo de los clientes, importante para decidir las políticas empresariales.</p>								
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<div data-bbox="328 617 761 1026"><p>Cientes, por Marital</p><table border="1"><thead><tr><th>Marital</th><th>Clientes (mil)</th></tr></thead><tbody><tr><td>married</td><td>22</td></tr><tr><td>single</td><td>10</td></tr><tr><td>divorced</td><td>4</td></tr></tbody></table></div>	Marital	Clientes (mil)	married	22	single	10	divorced	4	<p>Visualiza el estado civil de los clientes del banco.</p>																
Marital	Clientes (mil)																								
married	22																								
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<div data-bbox="271 1064 820 1451"><p>Cientes_ por Month</p><table border="1"><thead><tr><th>Month</th><th>Clientes_ (mil)</th></tr></thead><tbody><tr><td>may</td><td>12</td></tr><tr><td>jul</td><td>6</td></tr><tr><td>aug</td><td>5</td></tr><tr><td>jun</td><td>4</td></tr><tr><td>nov</td><td>3</td></tr><tr><td>apr</td><td>2</td></tr><tr><td>oct</td><td>1</td></tr><tr><td>sep</td><td>1.5</td></tr><tr><td>mar</td><td>0.5</td></tr><tr><td>dec</td><td>0.5</td></tr></tbody></table></div>	Month	Clientes_ (mil)	may	12	jul	6	aug	5	jun	4	nov	3	apr	2	oct	1	sep	1.5	mar	0.5	dec	0.5	<p>Grafica para visualizar el numero de clientes contactados a través del tiempo.</p>		
Month	Clientes_ (mil)																								
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<div data-bbox="308 1486 781 1869"><p>Cientes, por Job</p><table border="1"><thead><tr><th>Job</th><th>Clientes (mil)</th></tr></thead><tbody><tr><td>admin.</td><td>9.5</td></tr><tr><td>blue-collar</td><td>9</td></tr><tr><td>technician</td><td>8.5</td></tr><tr><td>services</td><td>7</td></tr><tr><td>management</td><td>6</td></tr><tr><td>entrepreneur</td><td>4</td></tr><tr><td>retired</td><td>3.5</td></tr><tr><td>self-employed</td><td>3</td></tr><tr><td>housemaid</td><td>2.5</td></tr><tr><td>unemployed</td><td>2</td></tr><tr><td>student</td><td>1</td></tr></tbody></table></div>	Job	Clientes (mil)	admin.	9.5	blue-collar	9	technician	8.5	services	7	management	6	entrepreneur	4	retired	3.5	self-employed	3	housemaid	2.5	unemployed	2	student	1	<p>Visualizar los trabajos de los clientes contactados por la campaña de marketing</p>
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	<p>Cientes por Loan</p>  <p>6 mil (15,23%)</p> <p>31 mil (84,73%)</p> <p>Loan</p> <ul style="list-style-type: none"> no yes 	<p>Visualizar el número y la relación (%) de clientes con préstamo personal por parte de la entidad bancaria portuguesa.</p>
	<p>Cientes por Housing</p>  <p>1... (...)</p> <p>20 ... (5...)</p> <p>Housing</p> <ul style="list-style-type: none"> yes no 	<p>Visualizar el número y la relación (%) de clientes con préstamo de vivienda por parte de la entidad bancaria portuguesa.</p>

*Datos <https://www.kaggle.com/henriqueyamahata/bank-marketing>