

ASSIGNMENT GUIDELINES

- Make the changes in the PPT as you solve the parts
- This file contains the template for the **EDA part** of the project.
- Check the instructions added in the note section of every slide for clarity.
- Don't move around any image or text box
- If you require more/lesser elements, be careful when you copy/delete the existing ones.

ASSIGNMENT

YASH VARDHAN SINGH

Problem Statement

Bank of Corporate conducted a telemarketing campaign for one of its financial products, 'Term deposits', to build a long-term relationship with the existing customers. Your goal is to identify the target customers for the term deposits from the pool of the bank's existing customers. You should also capture the key driving factors (or driver variables) behind the successful conversion of a customer, i.e., the customer opening a term deposit account with the bank.

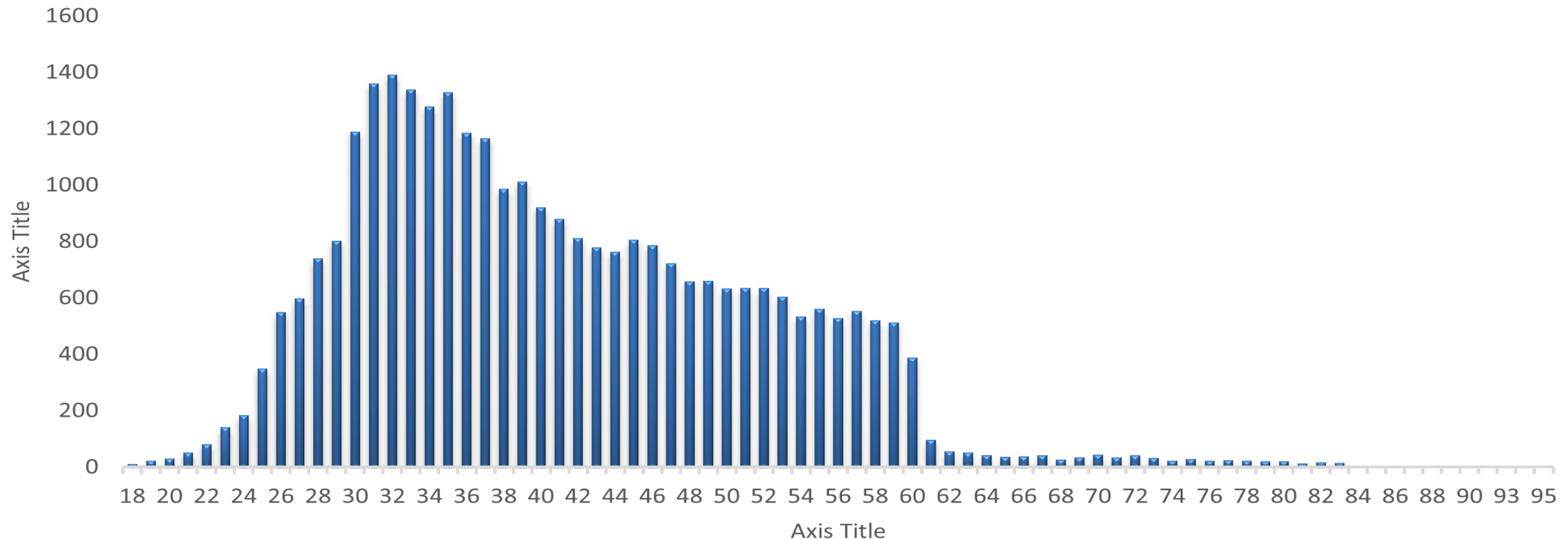
Assignment Objective

To identify the target customers and the driving factors behind a successful customer conversion for future marketing campaigns.

PART I : Univariate Analysis

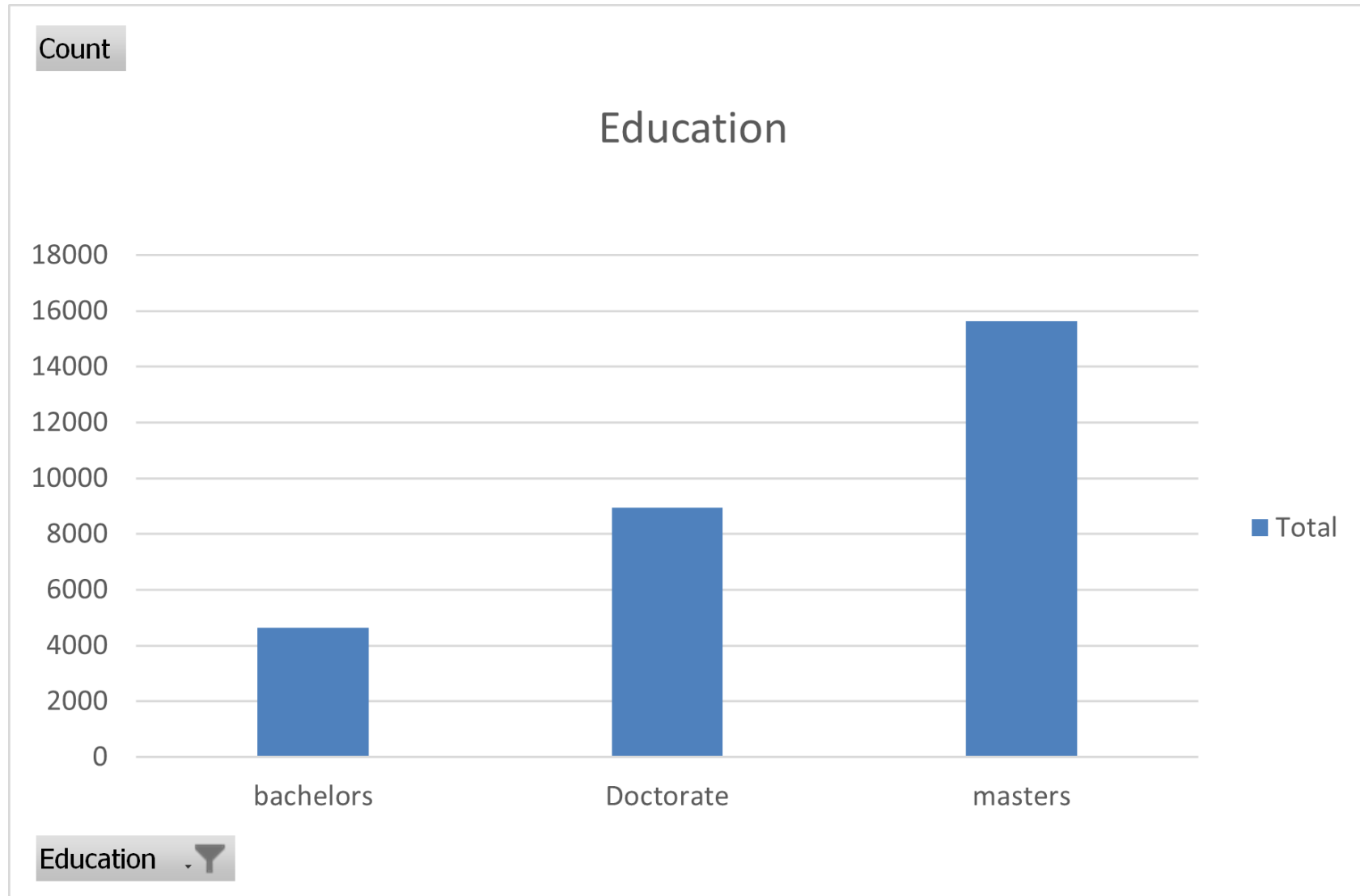
No. of Acc Holders

No of Account Holders in Diff Ages

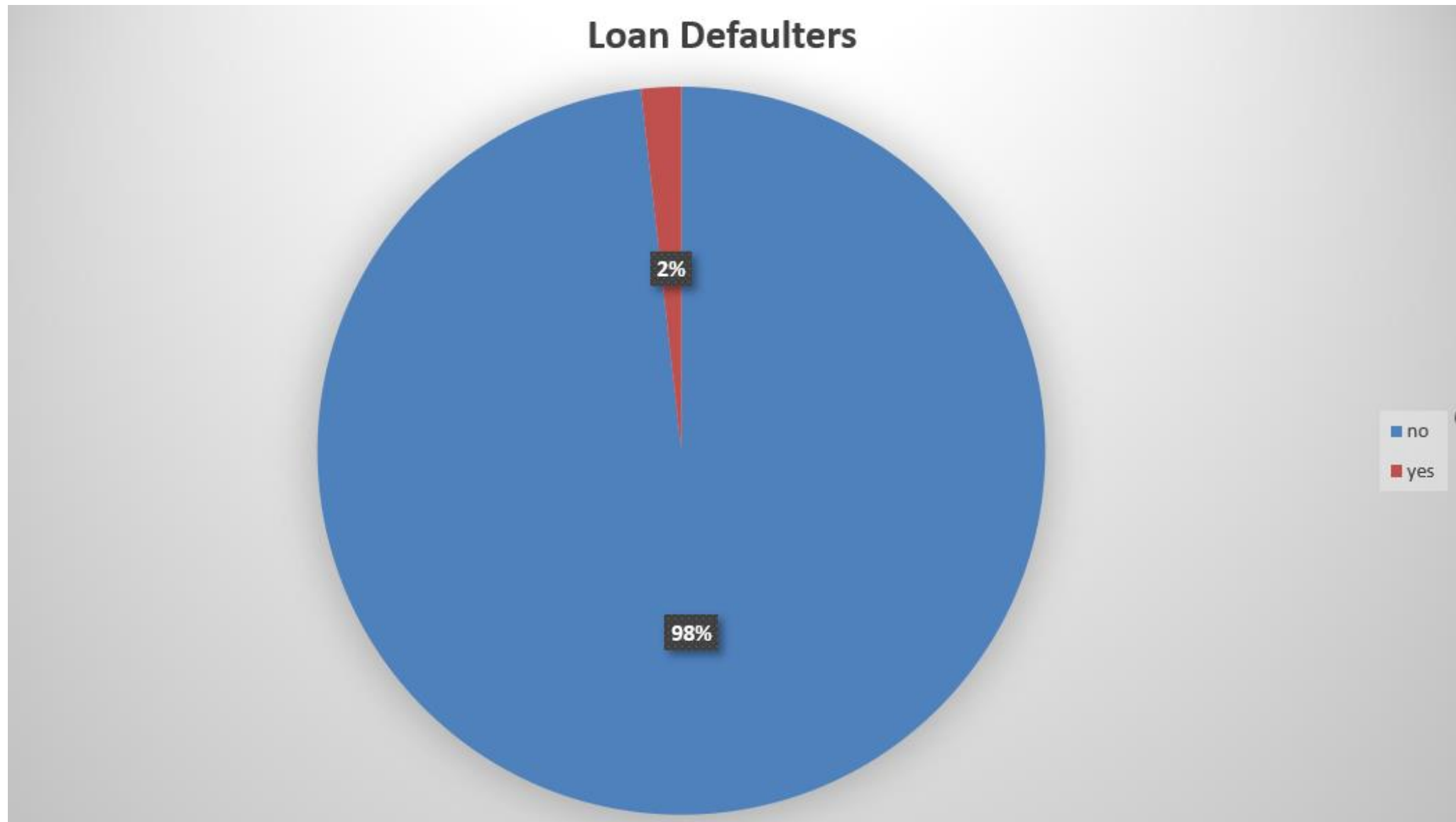


Age

PART I : Univariate Analysis



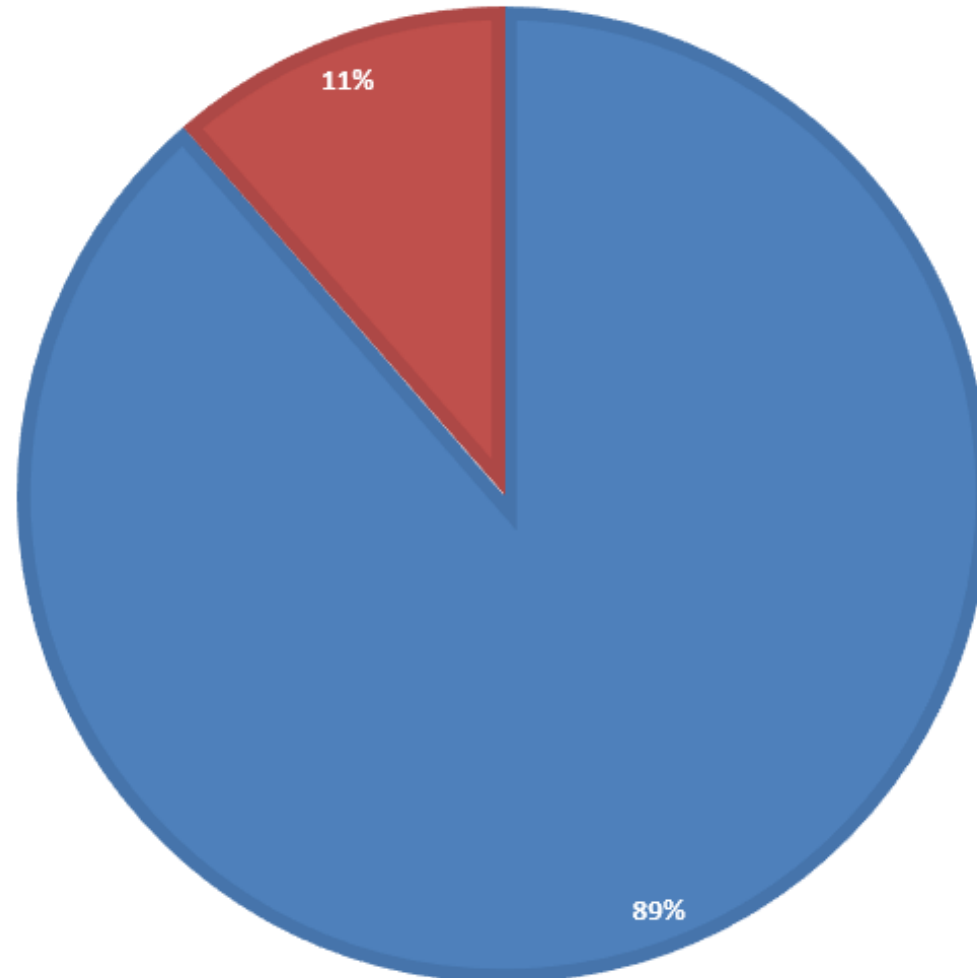
PART I : Univariate Analysis



PART I : Univariate Analysis

People

TERM LOAN SUBSCRIPTIONS



Subscription ▼

no

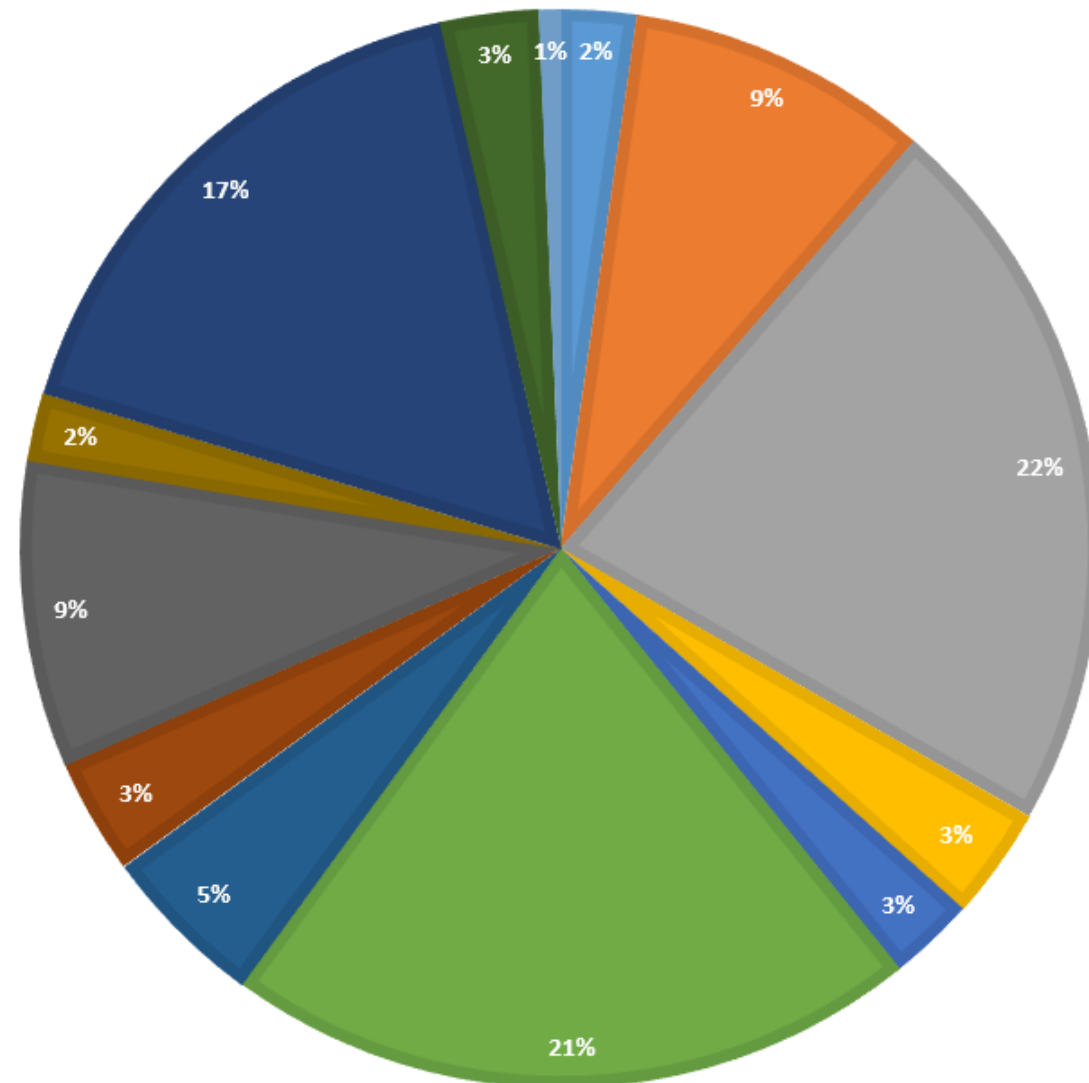
yes

PART II : Bivariate Analysis

Age ▼

Age of people

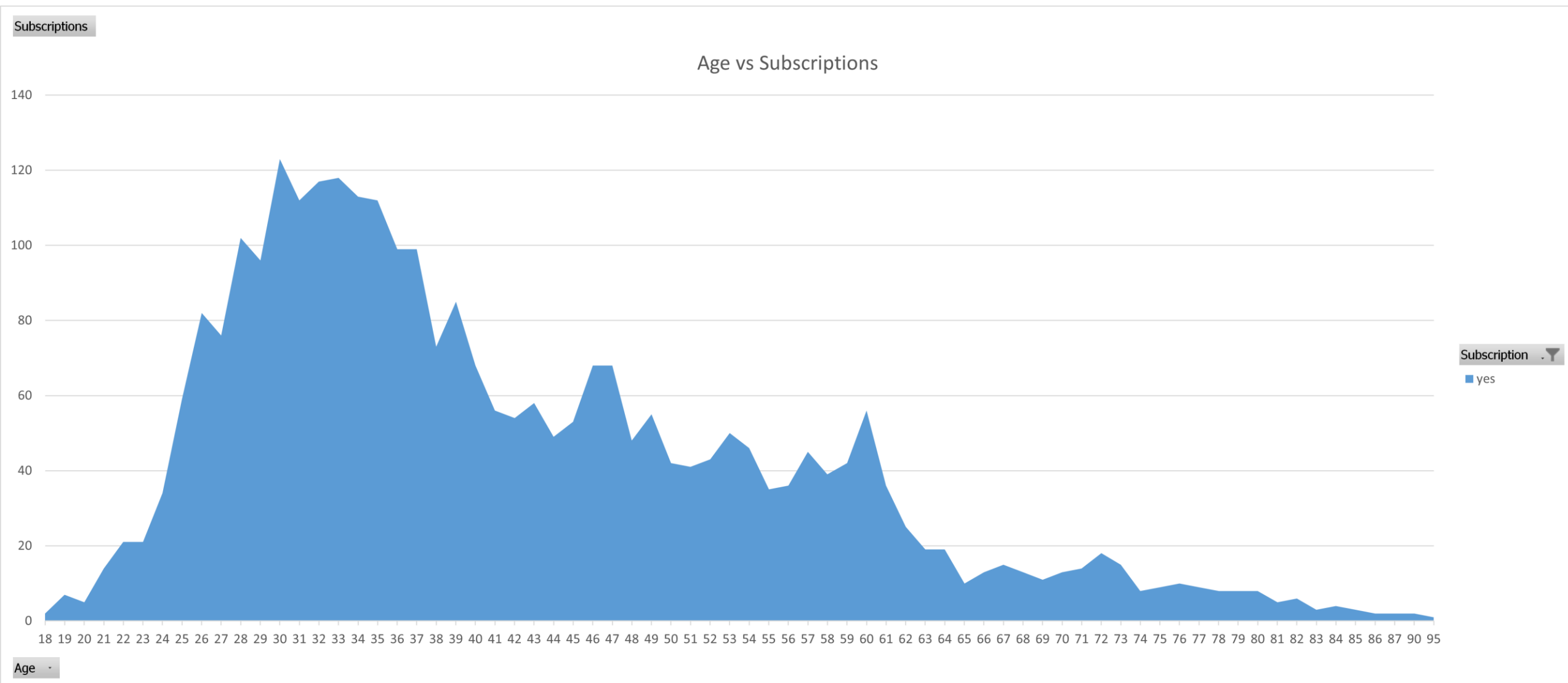
AGE VS JOB



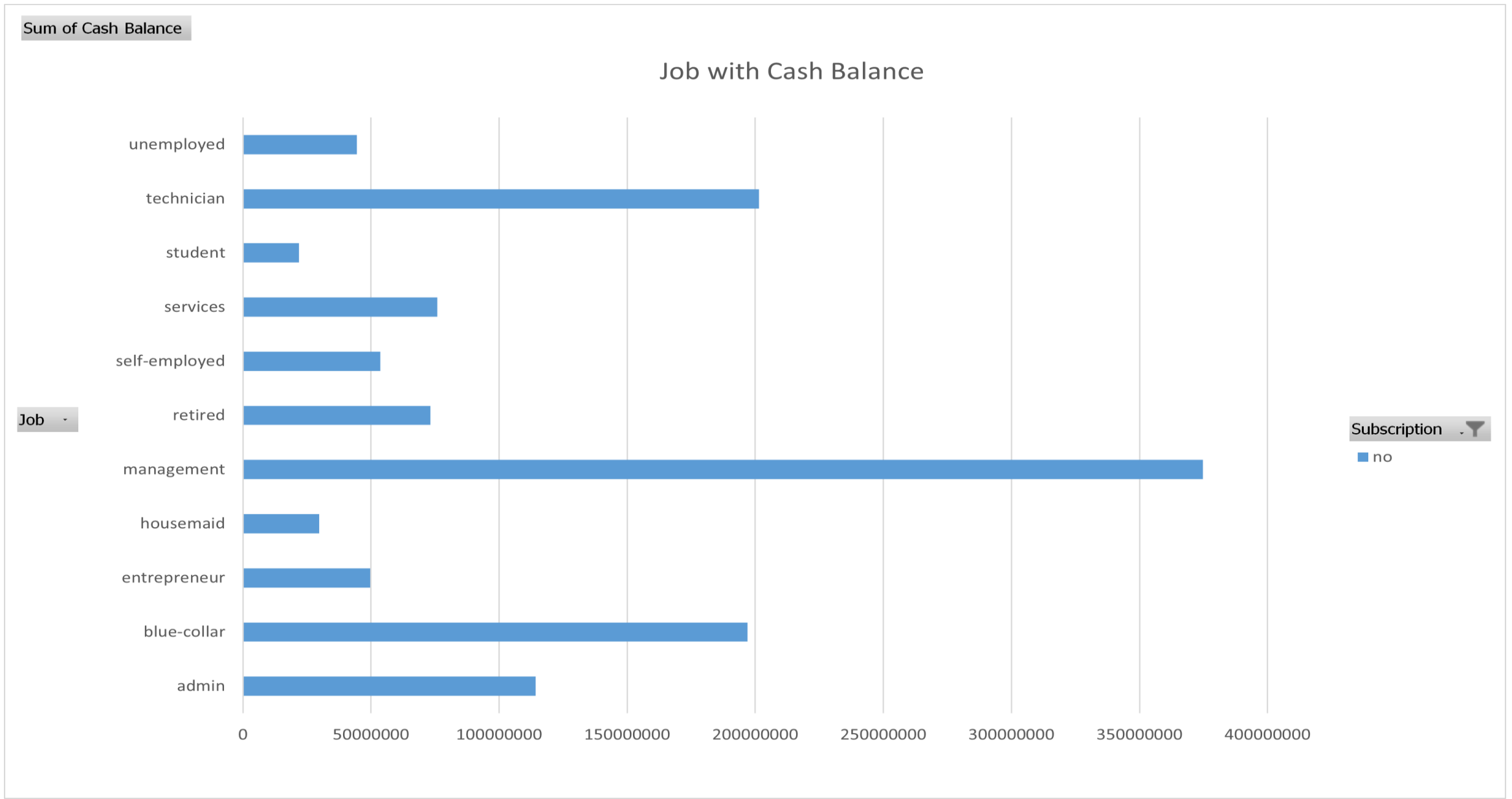
Job ▼

- admin
- admin.
- blue-collar
- entrepreneur
- housemaid
- management
- retired
- self-employed
- services
- student
- technician
- unemployed
- unknown

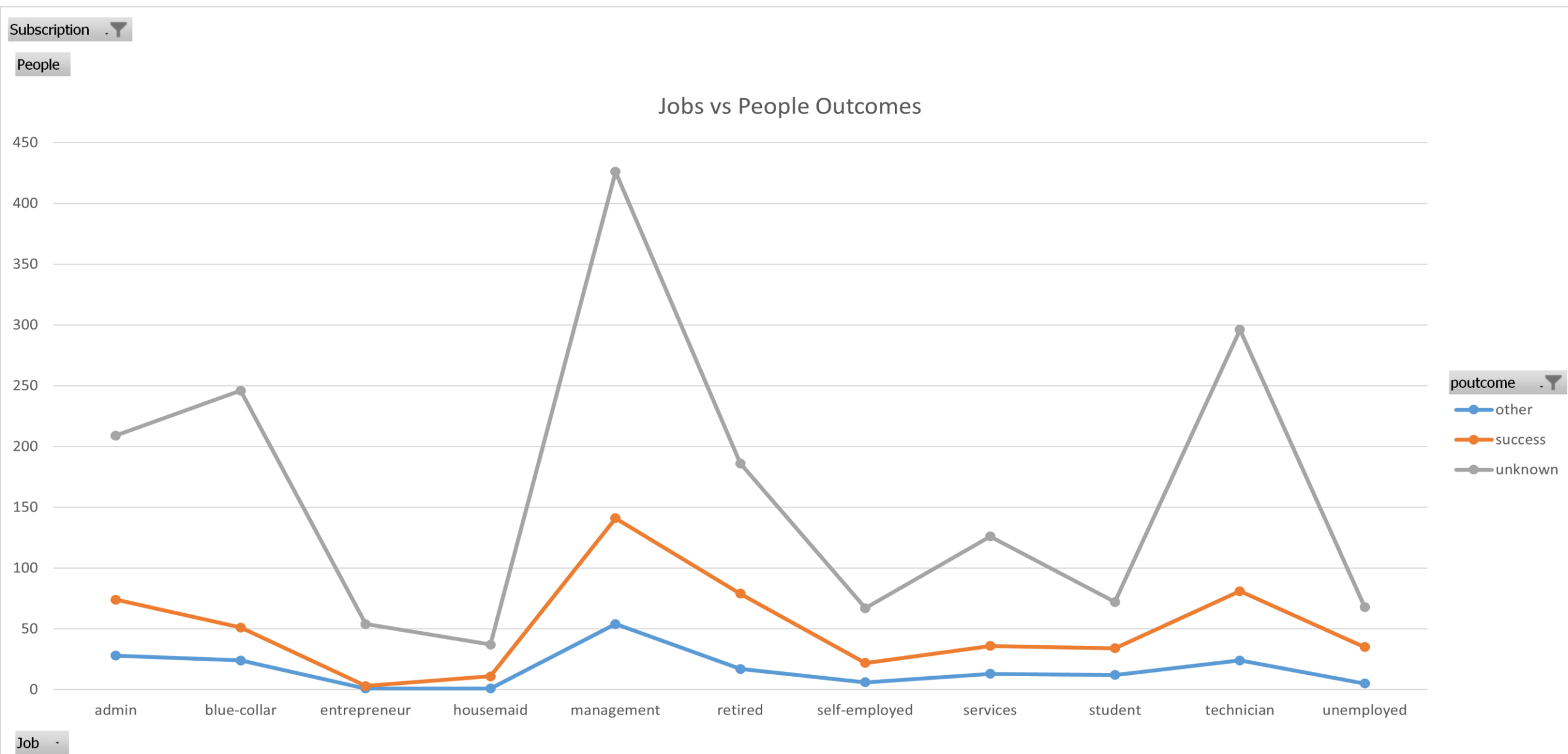
PART II : Bivariate Analysis



PART II : Bivariate Analysis



PART II : Bivariate Analysis



PART III: Major insights

1. The Average Call Duration for Successful term Deposits was 10 mins.
2. The Age Group around 25-40 were the people with maximum of term Deposits.
3. The Maximum number of people having jobs who were not subscribed in term deposits were from Management, Blue-collars and technicians and maintain maximum cash balance.
4. Most of the people from the above three jobs were not contacted or no response was registered. Bank should immediately contact them.
5. If the Bank wants to increase profit and increase the number of people who will show interest in Term deposits are from Management, Blue-collars and technicians.