



Bank Marketing Campaign Analytics

45K

Total Customers

5K

Total Subscriptions

12%

Subscription Rate

258

Average Call Duration(s)

3

Average Contacts Per Campaign

Contact Method

All

Marital Status

All

Has Personal loan

no

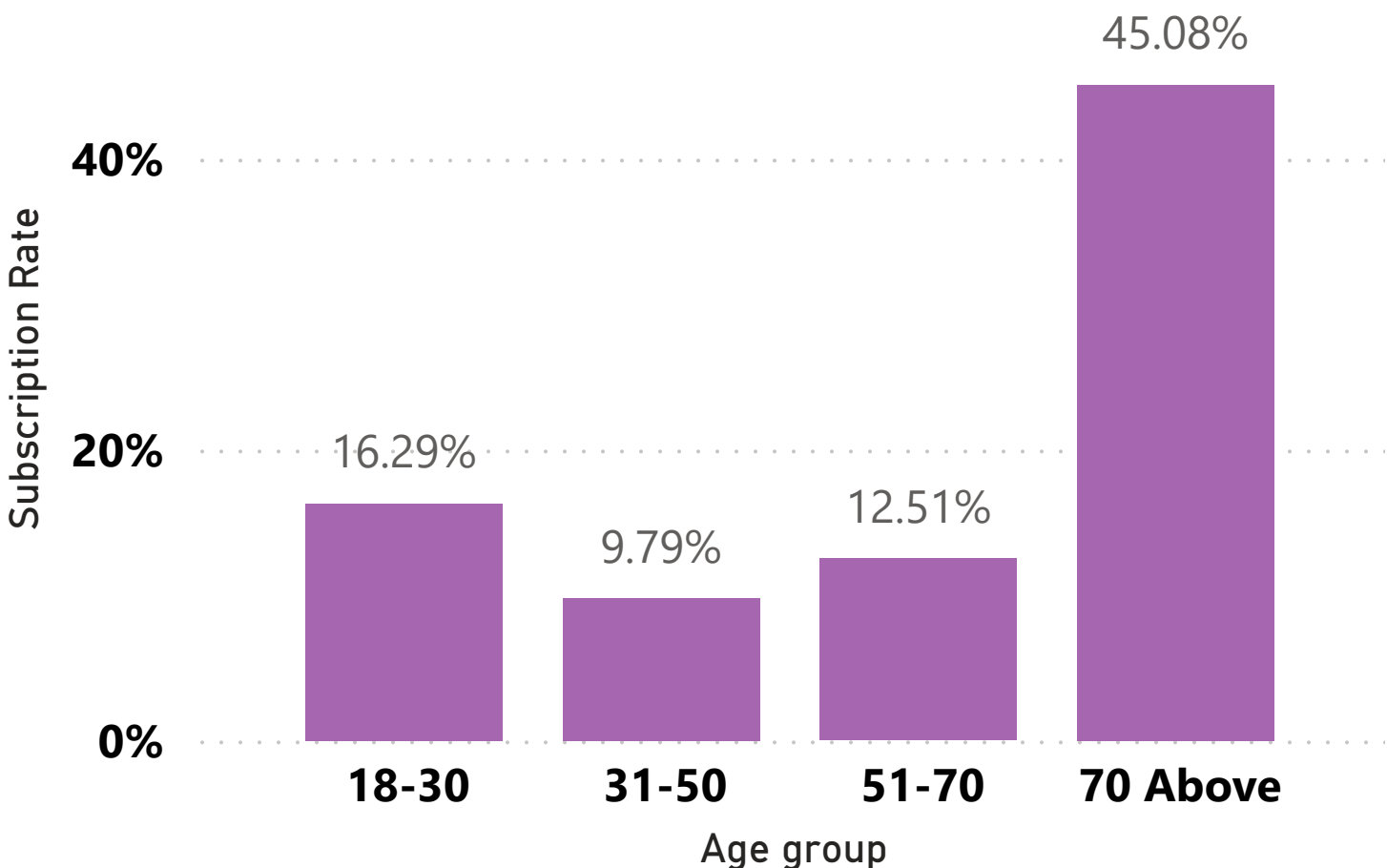
yes

Has Housing loan

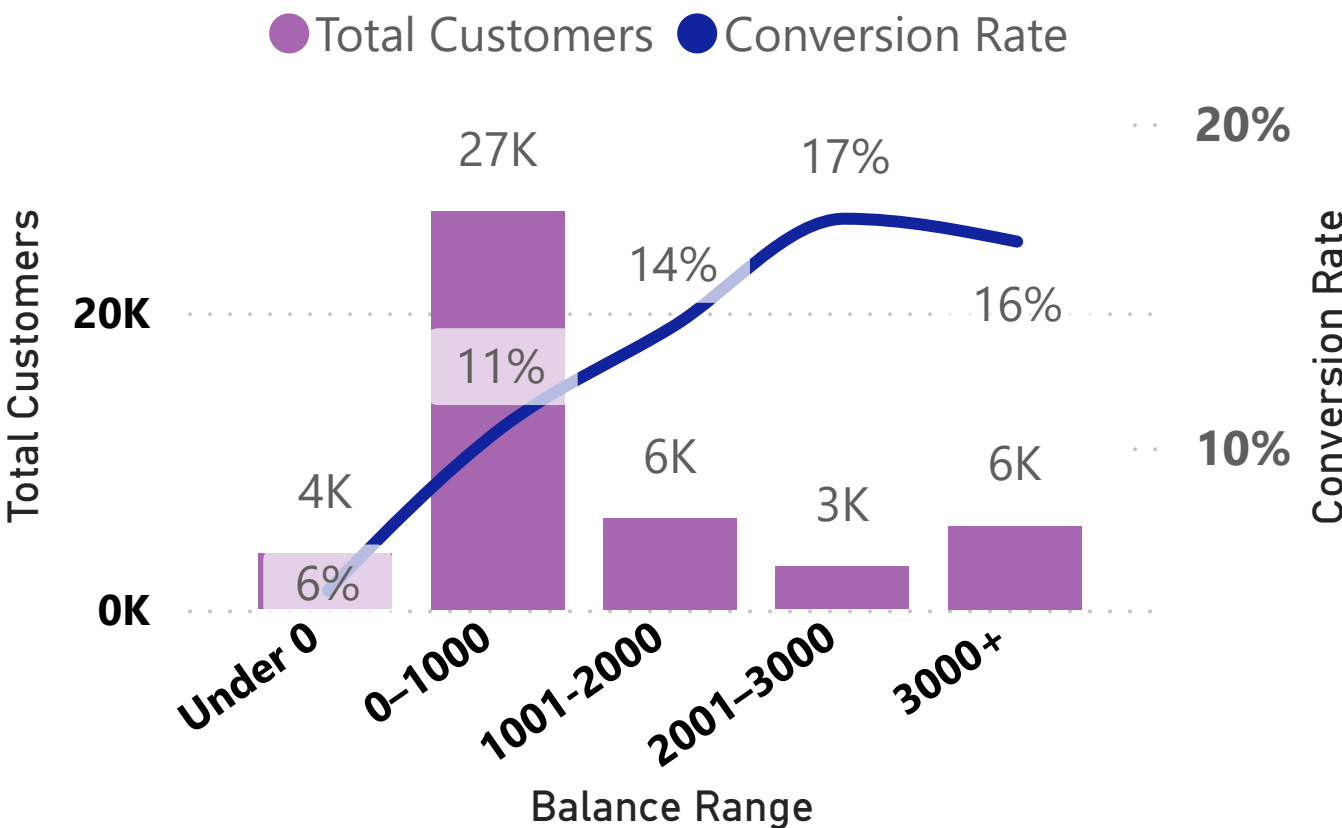
no

yes

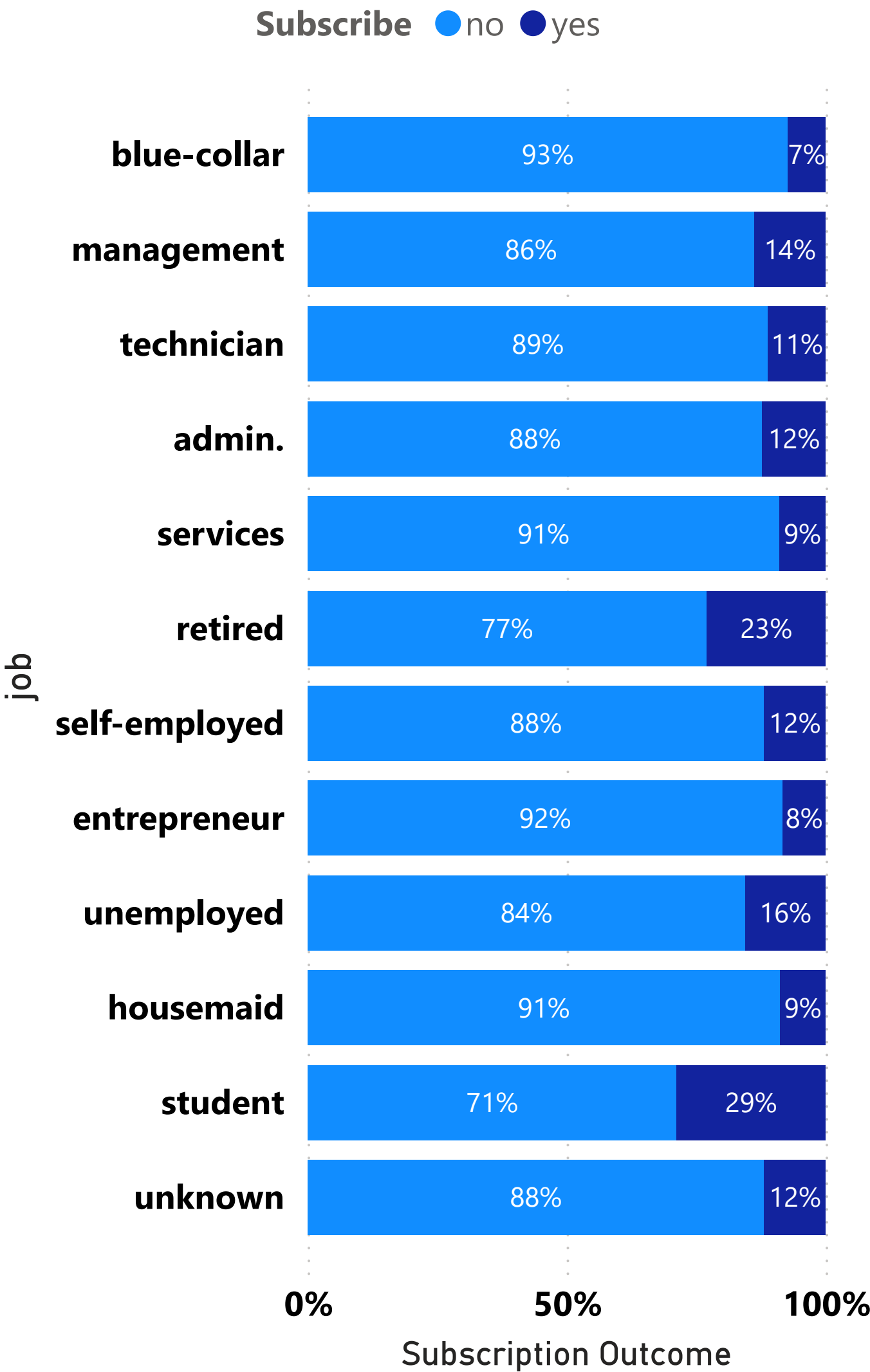
Subscription Rate by Age



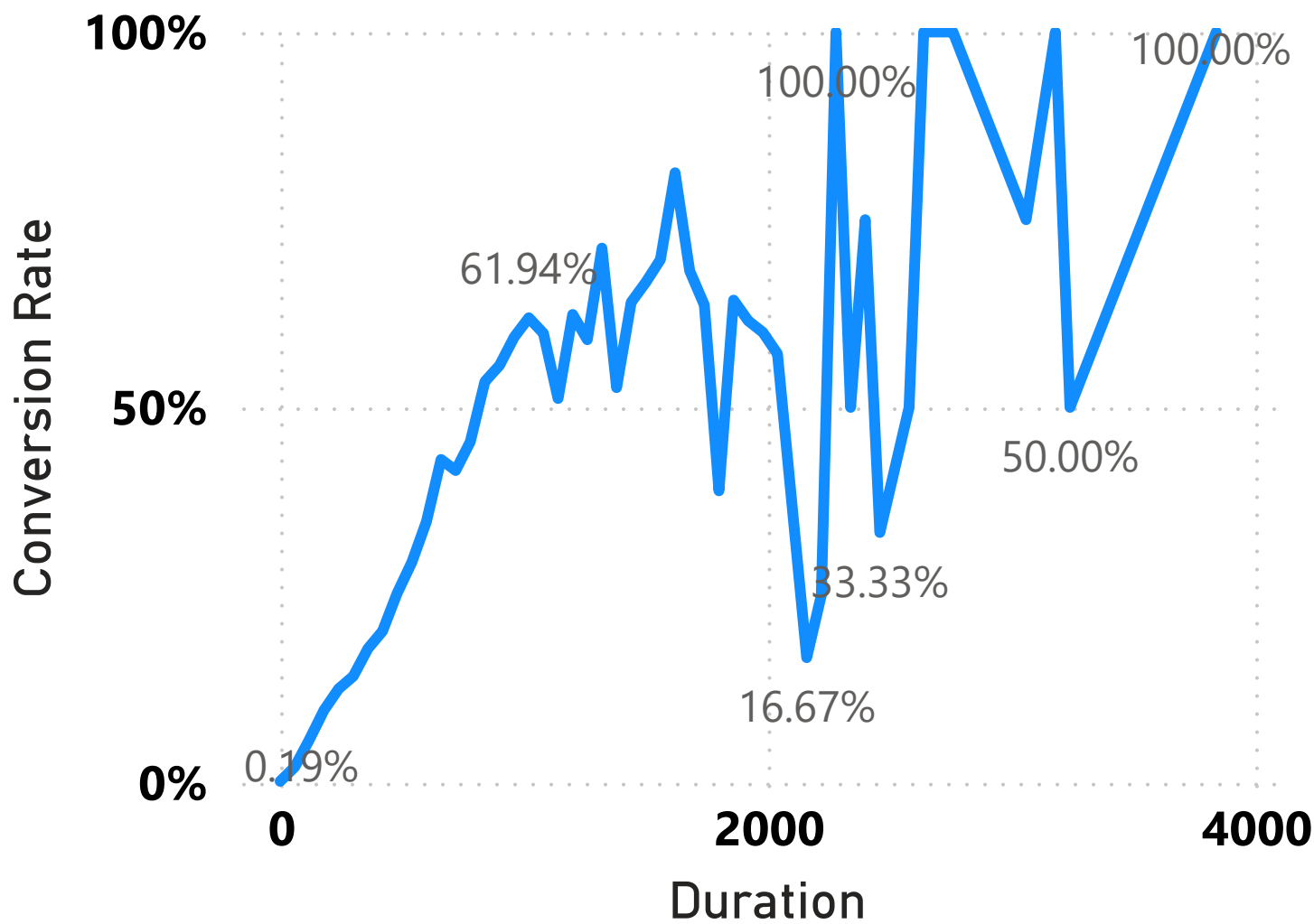
Balance Range vs Customer Count and Conversion Rate



Subscription Outcome by Job Role



Conversion Rate by Duration



Subscription Rate by Previous Campaign Outcome

