# Pillar Bank Project Documentation

## 1. Project Title

Direct marketing campaign Via Phone Calls.

## 2. Project Overview

**Objective**:

To uncover actionable insights that would improve future marketing campaign Strategies.

**Background**:

## 3. Data Description

**Data Source/Format:**

**Source**: InternPulse/CSV file.

**Data** Volume:  4521 rows.

## 4. Data Cleaning & Preprocessing

Steps Taken:

- Inserted Call_ID column (as primary key)
- Made some data types changes.
- Standardized column names
- Ensured all columns containing text data type are in the proper case.
- Removed the following columns: Default, Pday, Previous, and Y (irrelevant to analysis).
- Created Age Group to determine the distribution by age.
- Added  a new column that indicates the customer's bank account status.

# 5. Tools Used:

- Microsoft Excel (Data cleaning, EDA, Charts, Dashboard).
- Microsoft PowerPoint - Final Presentation.

# 6. Exploratory Data Analysis (EDA)

**Summary Statistics:**
- Mean, outliers, etc.

**Key Visualizations:**

- Distribution plots: Bar chart, column chart, funnel chart etc for Marital status, Job, Age Group, Level of Education etc

- Doughnut chart and Pie chart for proportion analysis

- Correlation Analysis - Used Scatter Plot to establish relationship between Marketing campaign and customers' account balance and also established relationship between Age and Marketing Campaign.

- Used Trend/lines Chart to to study the volume of calls recorded during the campaign.

# 7. Challenges.

Had a little bit of challenge extracting metrics such as Credit Balance, Total overdraft and loan issued by the bank as well. At this point I had to carry out a little research to be able to perform such advanced calculation in DAX to solve the problem.