1,The purpose of this analysis is to find the profile of people susceptible to subscribe for a term deposit.

Dataset: Bank.csv

> 41188 observations.

> 21 Variables

the folling tables are resluting model we created.

We use binary logistic regression in SAS to create the model

rEsponse: y

link function； LOGIT

explanatory variables

We use THE BACKWARD ELImination method, WITH 0.05 significance level to filter out all the variables we donot needs.

We select two way interaction model effects to test all combination of all variables, see if it is affected. And the direction of two variable.

all significant predictors are listed in Equation. We choose 0.05 signicant level, it will automaticaly filter the number we donot need.

Looking at the data, the highest estimators are entrepreneurial, the lowest one is Students. It seems theintrepretenurial has the highest possibility to sign up the the term deposit. Followed by the housemaid,

Looking at the marital, married people are more likely t sign up the term deposit, divoced people and signal are less likely.

Comparing to two varoba

Married people with admin job are more likely to sign up a term deposit, followed by the signal and divorced.

In blue collor works,the estimateds are negatives, married people are still likely to sign the term deposit, SIGNAL AND DIVORCED ARR LESS LIKELY

Looking the entreprents, the coffcient are quite higher comparing to others. It seems that empretrent has a highest possiblity to make a term deposit and again married peope show up as highest.

There is a pattern, married people no matter what job they have are more lilely to sign up a term despoit.

summary:

due to the estimates of divorced are SAMLLER THAN MARRIED PEOPLE,

DIVOrCED PEOPLE are less likely to open up the term deposit,

that might be they neeed to support more housing, eduaction.

comparing the table, PEOPLE ARE MARRIED in ADMIAN JOB or blue-collar or Entreneure are more LIKeLY TO OPEN term deposit. ( but married cat not say a determined factor)

entrepreneurand, maritle have preety higher coefficient comparing to others, they are more likly to open term deposit in general. maried people shows highest to open term deposit.

over all married people no matter what job they have are likely to open term deposit.

Regarding the marital, DIVOICED PEOPLE are less likely to open up the term deposit, due to the estimators of divorced people are so small than MARRIED PEOPLE. When divicing, it might need two housing to suppport.

comparing the table, PEOPLE ARE MARRIED in DMIAN JOB or blue-collar are more LIKeLY TO OPEN term deposit. ( but married cat not say a determined factor)