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 THE BINARY logistic regression in SAS to create the model

 rEsponse: y

 link function； LOGIT

 explanatory variables

using THE BACKWARD ELImination method, WITH 0.05 significance level. WE USE TWO WAY INteractions ABOUT THE COFFFICIENT to filter out all the variables we donot needs.

An interpretation of the model:

all significant predictors are listed in Equation.

We select two way interaction model effects. ,Test all combination of all variables, see if it is affected. possible direction

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,

People married and admain job are more likely to sign up a term deposit, followed by the signal and divoiced.

In blue collor works,the estimateds are negatives, married people are MOST LIKELY likely. SIGNAL AND DIVORCED ARR LESS LIKELY, to open up A TERM DEPOSIT,

Looking the entreprents, the coffcient are quite higher comparing to others factors.

It seems that empretrent are more likely to make a term deposit and again mariied peope show up as highest.

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

Retire married also quite coefficient,

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)