Week 8 – Deliverables Document

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Submitted to: Data Glacier.

This document contains basic information on the project

Data Analyst

Cross-selling recommendation

Group Project

Prepared by:
Fatimah Asiri

Team member's details:

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4. Country: Saudi Arabia.
5. College/Company: Freelancer
6. Specialization: Data Analyst.

Problem description:

XYZ credit union in Latin America is performing very well in selling Banking products (e.g.: Credit cards, deposit accounts, retirement accounts, safe deposit box, etc.) but their existing customer is not buying more than 1 product which means bank the is not performing good in cross-selling is not able to sell their other offerings to existing customer).

XYZ Credit Union decided to approach ABC analytics to solve the problem.

Business understanding:

ABC company came up with a framework that will be utilizing a machine learning algorithm in the core to increase cross-selling.

But As a data analyst, you need to inspect the data and suggest what action the bank can take to increase cross-selling (without using ML)

Project lifecycle along with the deadline:

Task	Start Data	End Date
Pdf document	Sunday 20 Nov 2022	Sunday 20 Nov 2022
Data Intake report	Sunday 20 Nov 2022	Sunday 20 Nov 2022
Business Understanding	Monday 21 Nov 2022	Monday 21 Nov 2022
Data understanding	Monday 21 Nov 2022	Monday 21 Nov 2022
Data Cleansing and Transformation	Tuesday 22 Nov 2022	Wednesday 23 Nov 2022
Exploratory Data Analysis	Tuesday 22 Nov 2022	Wednesday 23 Nov 2022
EDA Recommendation (ppt)	Thursday 24 Nov 2022	Thursday 24 Nov 2022
Dashboard which should capture the type of customer their count, segment-wise (VIP, student, etc.) customer average age, and other KPIs which gives better business insight in taking decisions.	Friday 25 Nov 2022	Friday 25 Nov 2022
Prepare a final presentation	Saturday 26 Nov 2022	
Deadline	Saturday 26 Nov 2022	

Data Intake report:

Name: Week 8 - Deliverables (Data Analyst: Cross-selling recommendation)
Report date: 13 November 2022
Internship Batch: LISUM14
Version: 1.0
Data intake by: Fatimah Asiri
Data intake reviewer:
Data storage location:

Test file

Total number of observations	929616
Total number of files	1
Total number of features	24
Base format of the file	.csv
Size of the data	107,706 KB

Proposed Approach:

1. Business understanding

2. Data Understanding

3. Data Cleansing and Transformation

4. Exploratory data analysis

5. EDA Recommendation (ppt)

6. Dashboard which should capture the type of customer their count, segment-wise (VIP, student, etc.) customer average age, and other KPIs which gives better business insight in taking decisions.

7. Prepare a final presentation

GitHub Repo link:

https://github.com/ASfatima/DataGlacierVirtualInternship/tree/main/Week%208%20-%20Deliverables