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Problem: Cross selling recommendation - Group Project - How to increase cross selling of Banking Product

Problem Description: The problem here is that they need to increase credit union's cross selling. The bank wants to sell their customers more than one product.

I decided to make some graphs to give me some recommendations to the bank.

Recommendations:

- The bank should try to target higher paid customers some high value banking products or investment opportunities
- The bank should offer different age groups different things. For example, seniors could be offered retirement products or accounts.
- Bank should also offer products to young adults and students, like student accounts or tuition loans.

All work done on google colabs notebook on GitHub repo:

www.Github.com/amaank233/week10