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

**Problem description:** The specific problem that XYZ Credit Union is facing is the lack of cross-selling among their existing customers. Despite having a diverse range of banking products, most customers only purchase one product. This limits opportunities for increased revenue and customer engagement. ABC Analytics has proposed a machine learning-based framework to enhance cross-selling. However, the task for the data analyst is to suggest actions to increase cross-selling without using machine learning. This involves several tasks including understanding the business and data, cleaning and transforming the data, conducting exploratory data analysis, making recommendations, creating a dashboard for decision-making, and preparing a final presentation. The ultimate goal is to provide insights that can help XYZ Credit Union more effectively cross-sell its products to its existing customers.

**Business Understanding:**

XYZ Credit Union is a financial institution operating in Latin America. They have a wide range of banking products including credit cards, deposit accounts, retirement accounts, and safe deposit boxes. While they have been successful in selling these products individually, they are facing a challenge in cross-selling, which is the practice of selling different products to existing customers.

As XYZ Credit Union are struggling with cross-selling, they are missing out on more revenue and engagement as those are the most common benefits associated with it.

XYZ Credit Union decided to address the issue by contacting ABC analytics, so that they can gain a better understanding of their customers along with their behaviours and wants, through data analysis. The hope here is that this could then lead to an increase in cross-selling. ABC analytics wants to use a framework based on machine learning to increase

cross-selling, but as we are data analysts, we would prefer to use the data analytics without help from machine learning.

Project lifecycle and deadline:

Final project will be submitted by the end of July as stated on canvas. I am working on this assignment alone, as I want to give it a try by myself.

Initial Data Report:

Data source is from XYZ credit union, and it provides data relating to the customers and their relations with the products of the company.

Size of the data is around 2 gigabytes.

Dataset contains several variables like demographics of the customers, banking products, details about customers' relationship with the bank, etc.

Github repo link: <https://github.com/Amaank233/week7>