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Problem description: How to increase cross selling of Banking Products -- XYZ credit union in Latin America is performing very well in selling the Banking products (eg: Credit card, deposit account, retirement account, safe deposit box etc) but their existing customer is not not buying more than 1 product which means bank is not performing good in cross selling (Bank is not able to sell their other offerings to existing customer). XYZ Credit Union decided to approach ABC analytics to solve their problem

Data understanding: There are 48 columns in the dataset, but not all of columns are useful, so we can extract the useful columns from the dataset or convert several columns into one useful column, which simplify the dataset.

Type of data: object, integer, float

What are the problems in the data: There are several NA entries in the dataset. Also, the column name is hard to identify.

Approaches to overcome the problem: By data cleaning, replace the NA entries with value of 0 or anything else, and change the column name for easy to understand.

Github Repo link: <https://github.com/BananaPea/VC.git>