

Team member's details: Jingxi Liao, liaojingxi@gmail.com, Canada, University of Glasgow, Data Analytics

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 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

Business understanding: The key to increase cross selling is to find more information between the customers and the company in order to build a stronger relationship between them for improving patient loyalty.

Project lifecycle along with deadline: 3 months, 2021/11/30

Data Intake report:

Name: Cross selling recommendation

Report date: July 22nd

Internship Batch: LISUM01

Version: 1.0

Data intake by: Jingxi Liao

Data intake reviewer: Jingxi Liao

Data storage location: <https://github.com/BananaPea/VC.git>

Tabular data details:

Total number of observations: 13647309

Total number of files: 2

Total number of features: 48

Base format of the file: csv

Size of the data: 2.29 GB

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