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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

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

Data Cleaning:

Replaced the nan values in the column 'renta' Gross income of the household with the mean of Gross income of the household and removed the outliers of Gross income of the household.

Replaced the negative values in the column 'antigüedad' Customer seniority (in months) with 0, not detected any outliers in the Customer seniority (in months).