Data Glacier Final Project

Team members: Ian Beller

Email: <u>ian.beller10@gmail.com</u>

Country: Canada

College: University of Toronto

Specialization: Data Analysis (cross-selling)

Cross selling project phases

- •XYZ is a credit union performing well in selling Banking products but not performing good in cross selling
- XYZ Credit Union decided to approach ABC analytics to solve their problem.

Problem

Data Understanding

- Understanding given data and assimilate with the data
- Conduct EDA in order to further investigate relationships and important data variables

- Tracking KPI
- Forecasting/predicting potential sales using data given
- •Data cleaning and tracking key components

Project launch

Performance, control and solution

- Identify issue(s) and potential solutions and patterns that will allow for better results in cross selling
- Highlight potential strengths and weaknesses to each potential solutions and your recommendation