Team Detail: Overview

Group Name: Data Glacier Team

Member:

- Bogdan-Remus Pintilie
  - Email: bogdanremuspintilie@gmail.com
  - Country: Romania
  - Status: College Student of Warwick University
  - Intern Path: Data Analyst
- Raka Prasetya Nugraha
  - o Email: careermagic780@gmail.com
  - o Country: Indonesia
  - o Status: Professional Data Analyst
  - o Intern Path: Data Analyst
- Parwinder Singh
  - Email: parsingh048@gmail.com
  - Country: U.S.
  - Status: Recent Graduate
  - Intern Path: Data Analyst

Problem Description:

XYZ Credit Union, a successful bank in Latin America, is facing a challenge with cross-selling their banking products. While they have been successful in selling individual products such as credit cards, deposit accounts, retirement accounts, and safe deposit boxes, their existing customers are not purchasing more than one product. This indicates a lack of success in cross-selling their other offerings to their current customer base.

Business Understanding:

XYZ Credit Union offers a range of products and services including credit cards, deposit accounts, retirement accounts, safe deposit boxes, and more. However, they are struggling to effectively sell multiple products to their existing customers. The bank is seeking our assistance in analyzing their product offerings to determine whether they should focus on up-selling or cross-selling. The goal is to identify which products should be prioritized for up-selling (encouraging customers to upgrade or purchase higher-tier versions of their existing product) or cross-selling (offering additional products to existing customers).

Project Timeline:

Week 7:

- Understand the problem description and business understanding
- Create the project timeline
- Prepare the project report and push it to the repository

Week 8:

- Deepen the business understanding and explore the data
- Analyze the chosen approach based on the available data to solve the problem
- Prepare the project report and push it to the repository

Week 9:

- Implement ETL (Extract, Transform, Load) processes for data cleaning and transformation
- Perform data filtering (handling outliers and basic calculations) and clustering for data categorization
- Hold a progress meeting to discuss the results and update the project report

Week 10:

- Determine the relevant data and parameters needed for creating visualizations
- Ensure the data obtained is sufficient to support or solve the problem
- Update and enhance the project report

Week 11:

- Develop visualizations to present the findings
- Conduct a progress meeting to review the results and gather feedback
- Update the project report

Week 12:

- Finalize the visual and data dashboards
- Prepare presentations of the results
- Update the project report

Week 13:

- Review and update the project report
- Perform final checks and refinements
- Complete the project presentations and deliver the final report