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Problem Description:

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

Github repo: https://github.com/Kuzma12/VC/tree/Project_week_4