Group Name: Emma Keaveney

Student Name: Emma Keaveney

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Durham University

Data Analyst

The business problem is oriented around cross-selling in a credit union in Latin America. We are needed to help show the credit union what actions they should be taking to increase cross-selling.

The project lifecycle is:

- Week 8: Have data ready for analysis and have identified problems in the data. What strategies are we going to take to overcome these problems.
- Week 9: Have tried the strategies outlines in week 8 to clean and transform the data
- Week 10: Undertake EDA and have final recommendations
- Week 11: Create a presentation explaining EDA and recommendations, along with a proposed model
- Week 12: Submit a dashboard
- Week 13: Final project report

Github repository to be used for the project:

Emma-keaveney/DG_Project (github.com)

Data Intake Report:

Name: Emma Keaveney Project

Report date: 17/10/2023

Internship Batch: LISUM25

Version: 1.0

Data intake by: Emma Keaveney

Data storage location: Emma-keaveney/DG_Project (github.com)

Tabular data details:

Total number of observations: 929616

Total number of files: 1

Total number of features: 14

Base format of the file: csv

Size of the data: 107706 KB