

Name: Cross selling recommendation

Report date: 10/18/24

Internship Batch: LISUM37

Version: 1.0

Data intake by: Furkan Ay

Data intake reviewer: Data Glacier

Problem Statement:

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 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.

Business Understanding:

The team-up between XYZ Credit Union and ABC Analytics gives XYZ Credit Union a chance to shake up how it cross-sells. By using insights from data and tailored marketing plans, XYZ Credit Union can boost how many products its current customers take on. This can lead to happier customers and help the business grow.