

# DATA ANALYST: CROSS SELLING RECOMMENDATION FINAL PROJECT

## TEAM MEMBER'S DETAILS

Group Name: Individual

Name: Ian Kihara Wangui

Email: [eandavid6@gmail.com](mailto:eandavid6@gmail.com)

Company: DataGlacier

Specialization: Data Analyst

## PROBLEM DESCRIPTION

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. Can you tell us how this can be solved?

My role as a data analyst is to inspect the data and suggest what action bank can take to increase cross selling (without using ML)

## BUSINESS UNDERSTANDING

Cross-selling is a technique used by businesses to sell additional products or services to an existing customer. The concept is based on the assumption that customers who have already purchased from a company are more likely to buy again. Cross-selling is common in the banking industry, where institutions offer multiple products such as credit cards, deposit accounts, retirement accounts, and safe deposit boxes. However, the problem arises when a bank is unable to sell additional products to its existing customers, which is the case with XYZ credit union in Latin America.

Cross-selling is an important part of a bank's growth strategy. The concept involves offering additional products or services to existing customers, which can increase revenue and profitability. Cross-selling can also help banks build stronger relationships with their customers, leading to increased loyalty and retention.

In the banking industry, cross-selling is primarily focused on selling additional products or services to existing customers. For example, a customer who has a checking account

with a bank might be offered a credit card or a savings account. This approach is beneficial to both the bank and the customer. The bank generates additional revenue, while the customer enjoys the convenience of having multiple products with one institution.

Cross-selling is not limited to just offering products or services to existing customers. It can also involve upselling, which is the process of selling a higher-priced product or service to a customer. For example, a bank might offer a premium checking account to a customer who currently has a basic checking account.

There are several benefits of cross-selling in the banking industry. Some of the key benefits include:

1. Increased Revenue

Cross-selling can increase a bank's revenue by selling additional products or services to existing customers. Since existing customers are already familiar with the bank, it is easier to sell them additional products. This can result in increased revenue for the bank without incurring additional customer acquisition costs.

2. Improved Customer Retention

Cross-selling can improve customer retention by offering additional products and services that customers need. Customers are more likely to remain loyal to a bank if they have multiple products with that institution. This can result in increased customer lifetime value and reduced customer churn.

3. Stronger Customer Relationships

Cross-selling can help build stronger relationships with customers by offering them additional products and services that meet their needs. This can result in increased customer satisfaction and loyalty. Customers who are satisfied with their banking experience are more likely to refer friends and family to the bank.

4. Increased Efficiency

Cross-selling can increase efficiency by reducing customer acquisition costs. Since existing customers are already familiar with the bank, it is easier to sell them additional products. This can result in reduced marketing and advertising costs associated with acquiring new customers.

5. Competitive Advantage

Cross-selling can provide a competitive advantage for a bank by offering a wider range of products and services than its competitors. This can attract new customers and retain existing customers who want a comprehensive banking experience.

# Data Intake Report

Name: G2M insight for Cab Investment firm

Report date: 18/04/2023

Internship Batch:<Enter your batch code from Canvas course>

Version:<1.0>

Data intake by: Ian Kihara Wangui

Data intake reviewer: Ian Kihara Wangui

Data storage location: [https://github.com/landavidk/DataGlacier/tree/main/Week-7-Cross\\_Selling\\_Introduction](https://github.com/landavidk/DataGlacier/tree/main/Week-7-Cross_Selling_Introduction)

Tabular data details: Train.csv

Total number of observations	13,647,309
Total number of files	2
Total number of features	48
Base format of the file	.csv
Size of the data	2.29 GB

Tabular data details: Test.csv

Total number of observations	929,615
Total number of files	2
Total number of features	24
Base format of the file	.csv
Size of the data	110.29 MB