

## **Data Glacier – Virtual Internship**

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**Country:** South Africa

**Specialization:** Data Analytic

## **Problem Description:**

In this project, our client is a Latin American credit union company XYZ. They are having issues in cross-selling banking products such as credit cards, savings accounts, retirement accounts, and safe deposit boxes. products to customers.

## **Business Understanding:**

Cross-selling involves selling complementary products to existing customers. XYZ Credit Union Company's main objective is to increase revenue and profit from the already acquired customer base of the company.

## **Project Lifecycle:**

Project Week 1: Data gathering and business understanding

(Gathering)

Project Week 2: Data issues and approach to analyse. (Processing)

Project Week 3: Data Cleaning and Transformation. (Transforming)

Project Week 4: Exploratory Data Analysis python file. (Analysing)

Project Week 5: EDA Presentation for stakeholders.

Project Week 6: Model Selection, Final Project Report and Code.

