

**Data Glacier – Virtual Internship**

**Final Project**

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**Country:** Canada

**Company:** Data Glacier

**Specialization:** Data Analytics

## **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.

# Data Intake Report

Name: Cross-Selling Recommendation Project

Report date: 22<sup>nd</sup> August 2022

Internship Batch: LISUM11: 30

Version: 1.0

Data intake by: Isha Panjwani

Data intake reviewer: Isha Panjwani (Individual)

## Tabular data details:

<b>Total number of observations</b>	929615
<b>Total number of files</b>	1
<b>Total number of features</b>	24
<b>Base format of the file</b>	Test.csv
<b>Size of the data</b>	97MB

<b>Total number of observations</b>	13647309
<b>Total number of files</b>	1
<b>Total number of features</b>	48
<b>Base format of the file</b>	Train.csv
<b>Size of the data</b>	2.13 GB

**GitHub Repository Link:** <https://github.com/isha1912/Cross-Selling-Recommendation-EDA.git>