

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 the 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: 22nd August 2022

Internship Batch: LISUM11: 30

Version: 1.0

Data intake by: Isha Panjwani

Data intake reviewer: Isha Panjwani (Individual)

Tabular data details:

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

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

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