

Cross Selling Recommendation

Exploratory Data Analysis

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Why is cross-selling
important in banks?



Importance of Cross-selling in Banking Industry



Cross-selling is a key to improve revenue and customer loyalty.



Banking industry is always highly competitive, thus long-term success depends on maximizing the value of each of its customers.



Forbes claims that selling to current clients is almost 50% simpler than selling to new leads.



Advantages:

- No acquisition costs.**
- Creating brand loyalty.**
- Increased revenues.**

Problem Statement

- **Problem Statement:** 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. It can take a significant amount of research and business knowledge to increase cross-selling. In order to succeed in the cross-selling area of the business, Data Analyst at ABC analytics is searching for the best technique to be recommended.

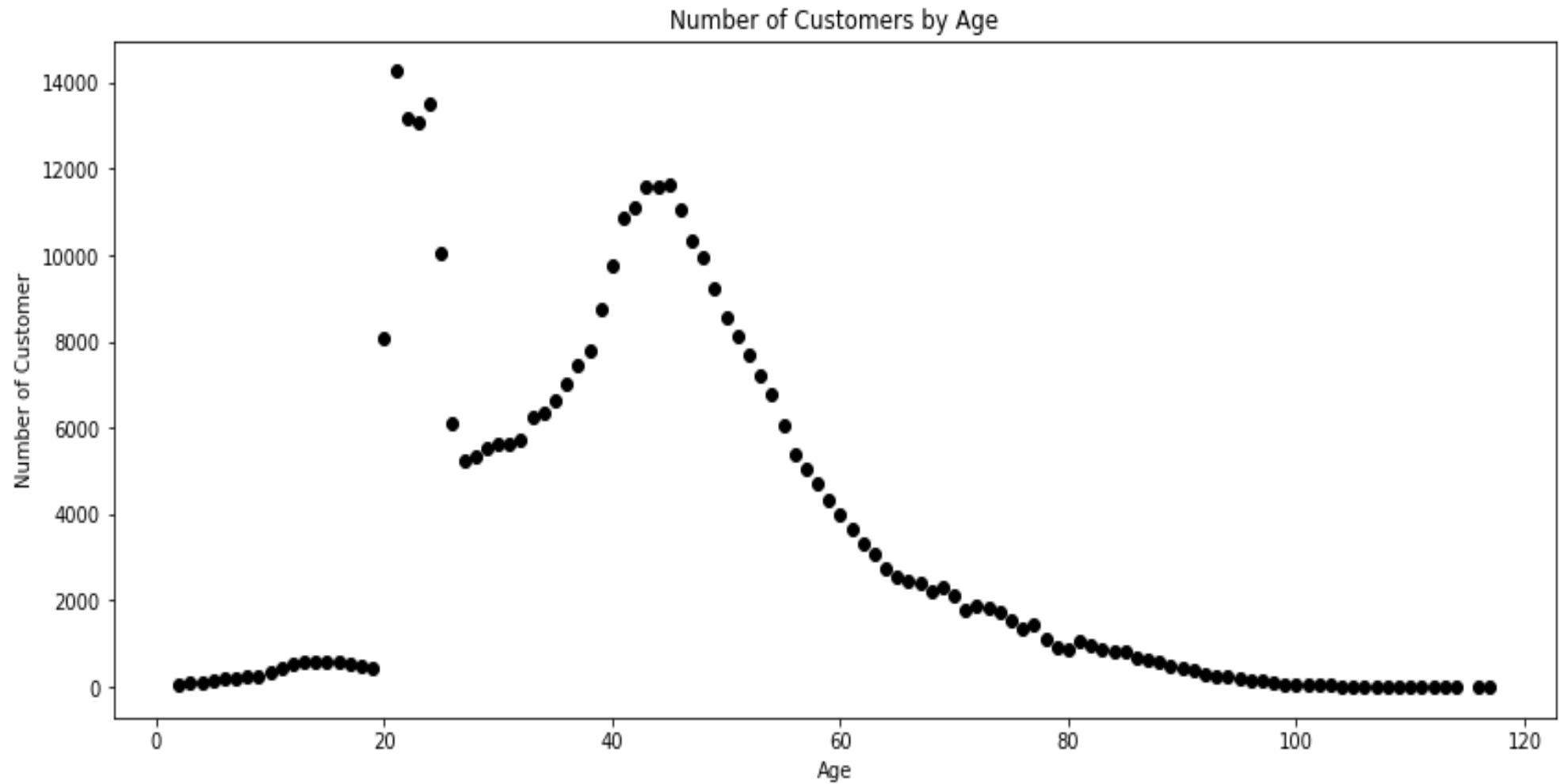
Business Statement

- Business statement: The goal of ABC analytics company is to perform Exploratory data analysis on the data provided by the client and gain some meaningful insights. As a Data analyst intern, my job was to perform EDA on the credit union's dataset and create visualizations to analyze the data and to provide recommendations to the company to increase effective cross-selling of banking products.
- **EDA on XYZ Credit Union Data:** XYZ Credit Union has 949614 customers registered in the data collection from Jan 28, 2015, to May 28, 2016, across 118 countries.

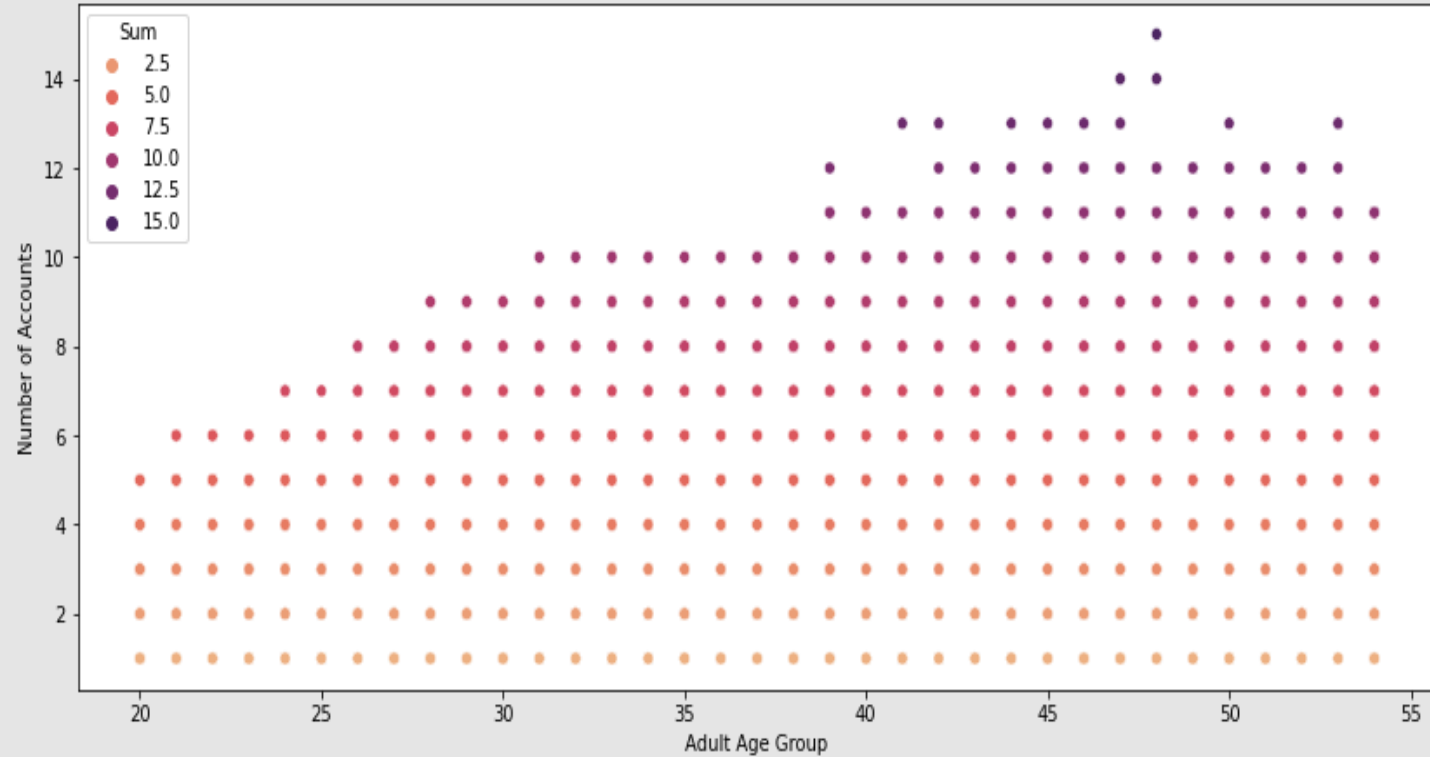
Basic Insights from EDA

- i. There are greater number of Inactive Customers than Active Customer.
- ii. Some accounts are sold together such as Payroll is highly related to Pensions2 and Payroll Account is correlated with Pensions2, Payroll, Debit and Credit Card.

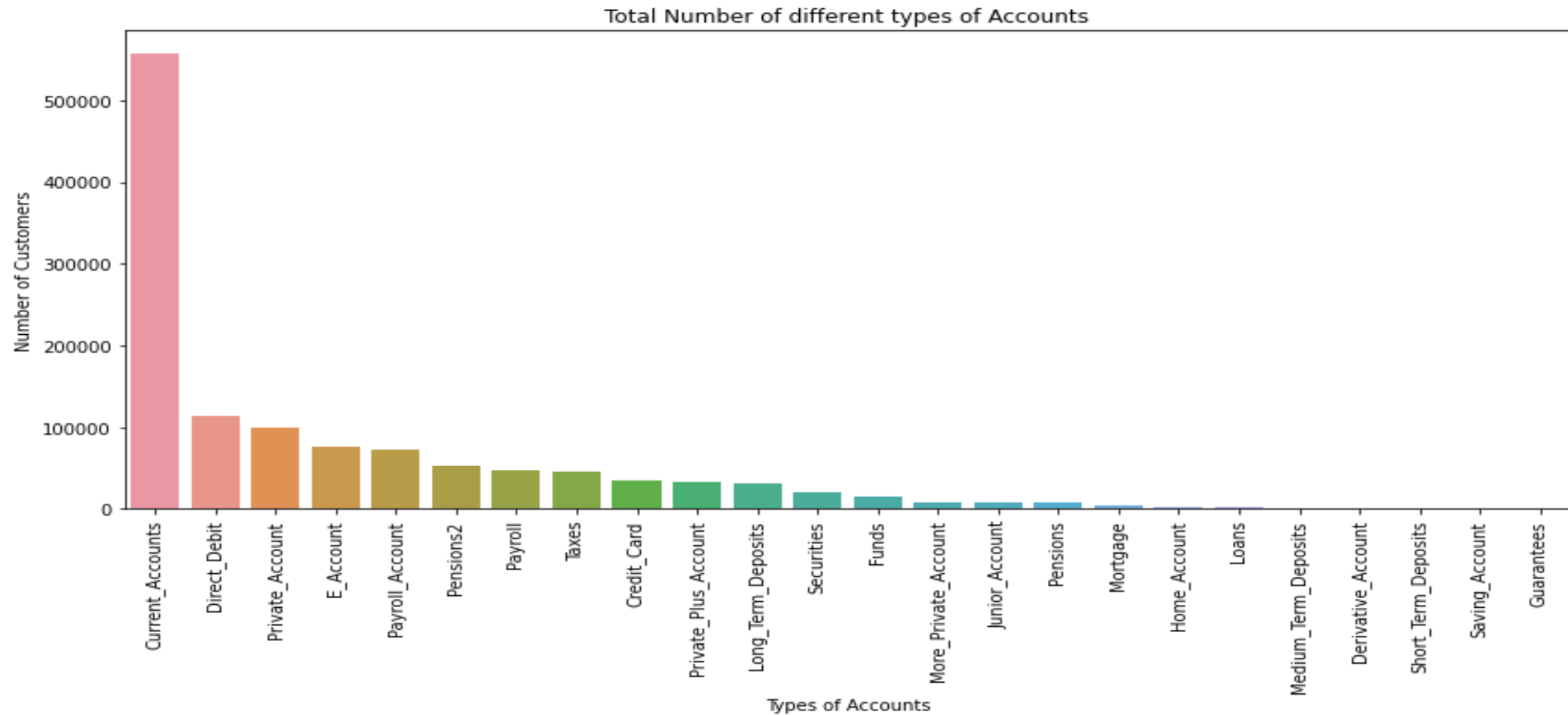




III. XYZ Credit Unions' the greatest number of customers are in the Adult Age Group.



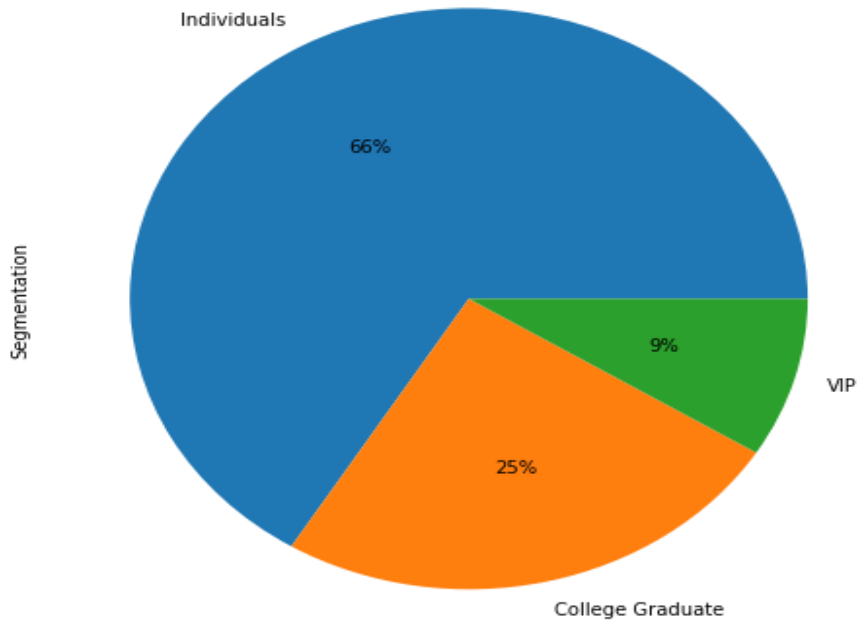
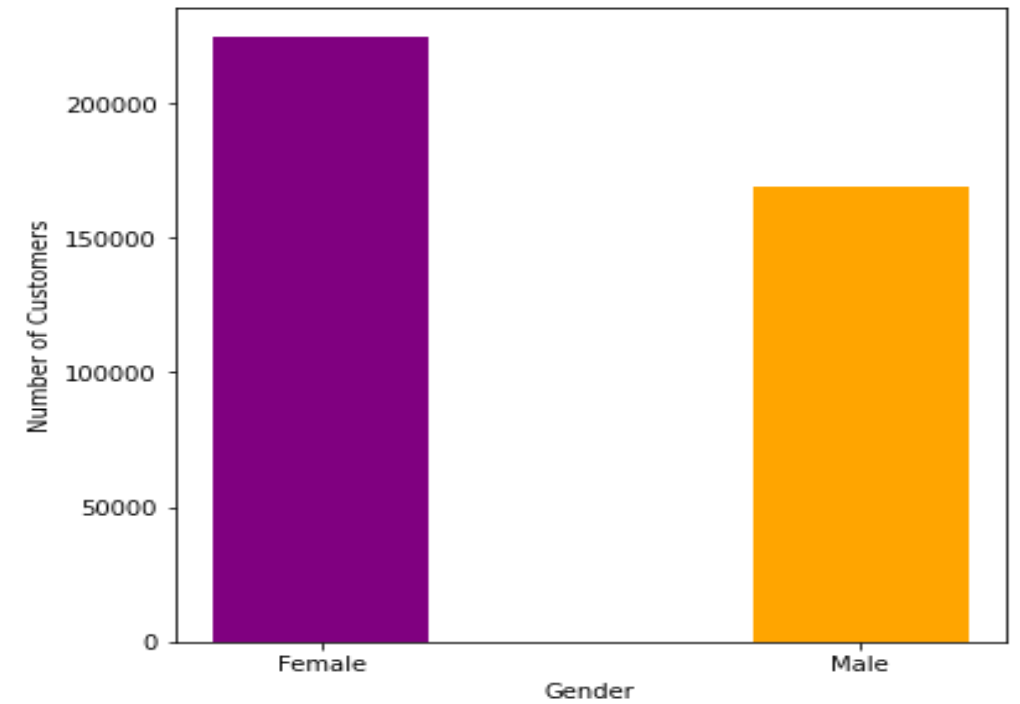
IV. Customers in the age of 40-50 are more likely to possess more than 10 different banking product at XYZ Credit Union.



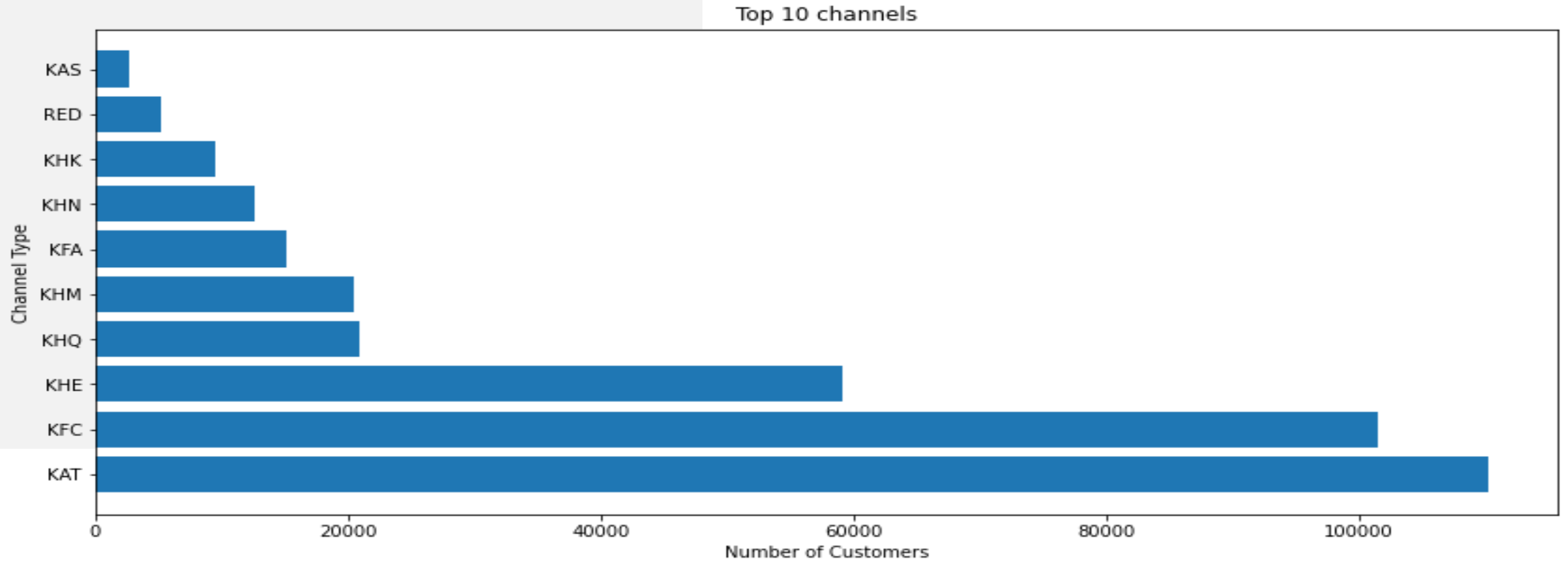
V. The highest number of accounts sold are Current Accounts, Direct Debit, and Private Account; while the lowest sold accounts are Medium Term Deposits, Short Term Deposits, Derivative accounts, Savings Account and Guarantees.



VI. There are more female customers than male customers in XYZ Credit Union.



VII. There are approximately 130,000 individuals have accounts with XYZ Credit Union. Nearly 20,000 VIP members are associated with the Union.



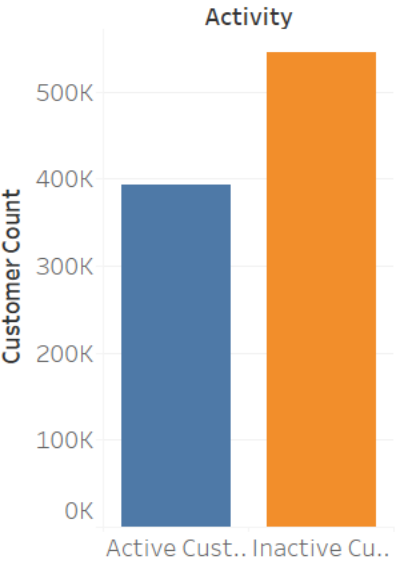
VIII. Over a million customer have joined XYZ Credit Union through top 10 channels out of total 147 channels.

Tableau Dashboard Screenshot

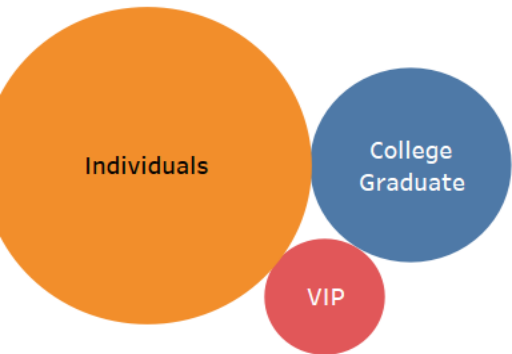
Cross Selling

Recommendation

Activity Index



Segments



Single-Multiple Account Holders



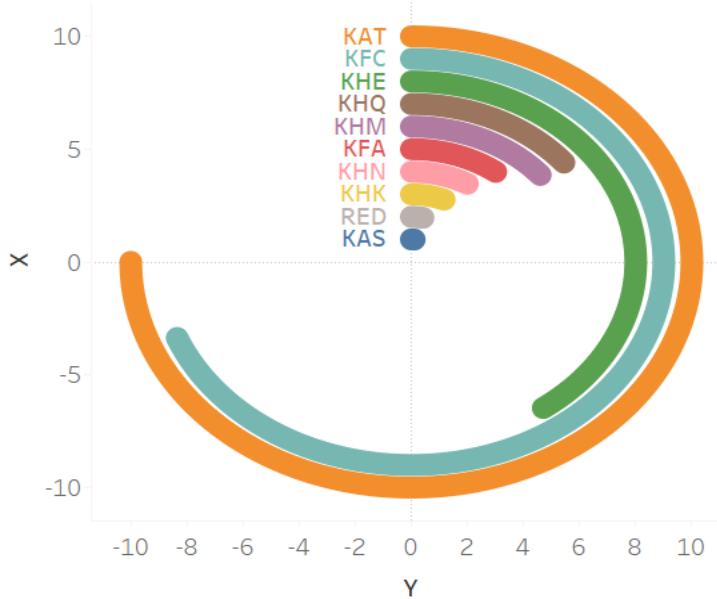
Average Income

Average Income	
Above Average Income	460,098
Below Average Income	477,842

Gender



Top 10 Channels



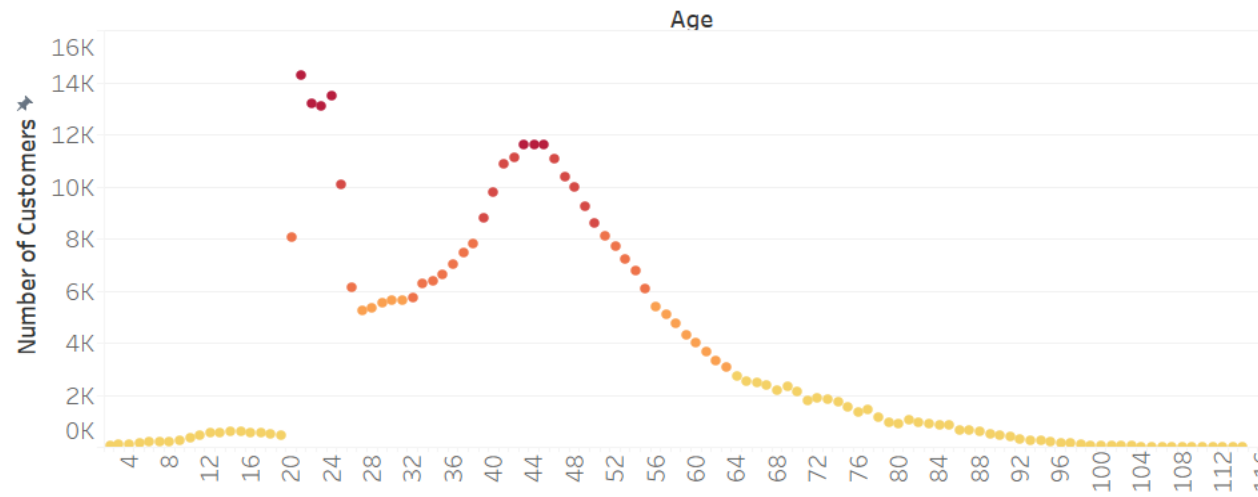
Employee Index

Employee Index	
Active Employee	148
Employee Relative	152
Ex Employee	219
Not An Employee	949,094

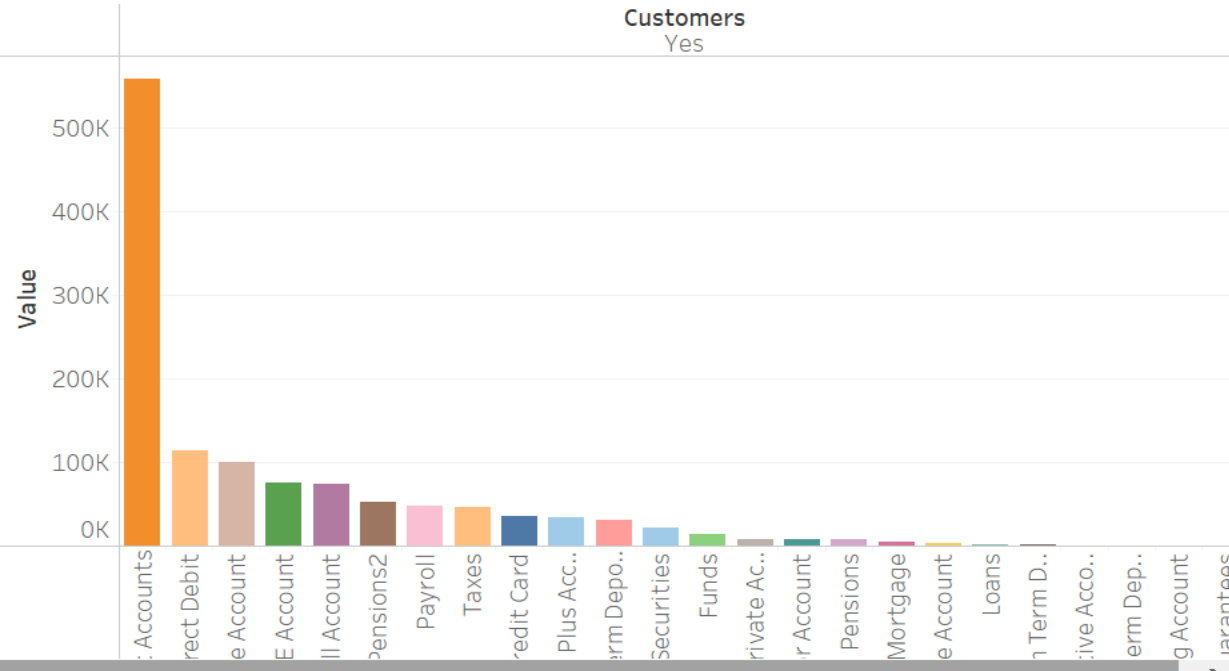
Customer Type

Type	
Co-Owner	131
Former Co-Owner	37
Former Primary Customer	747
Potential Customer	101
Primary Customer	940,942

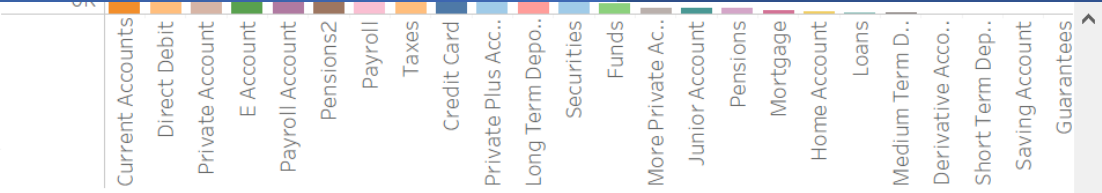
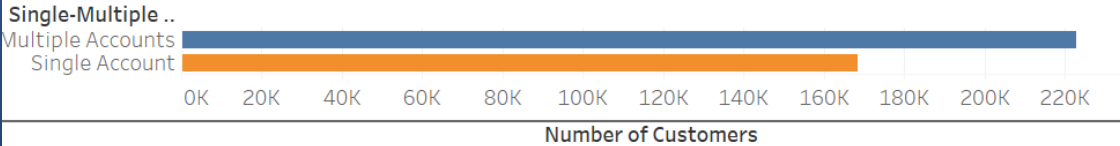
Customer Age



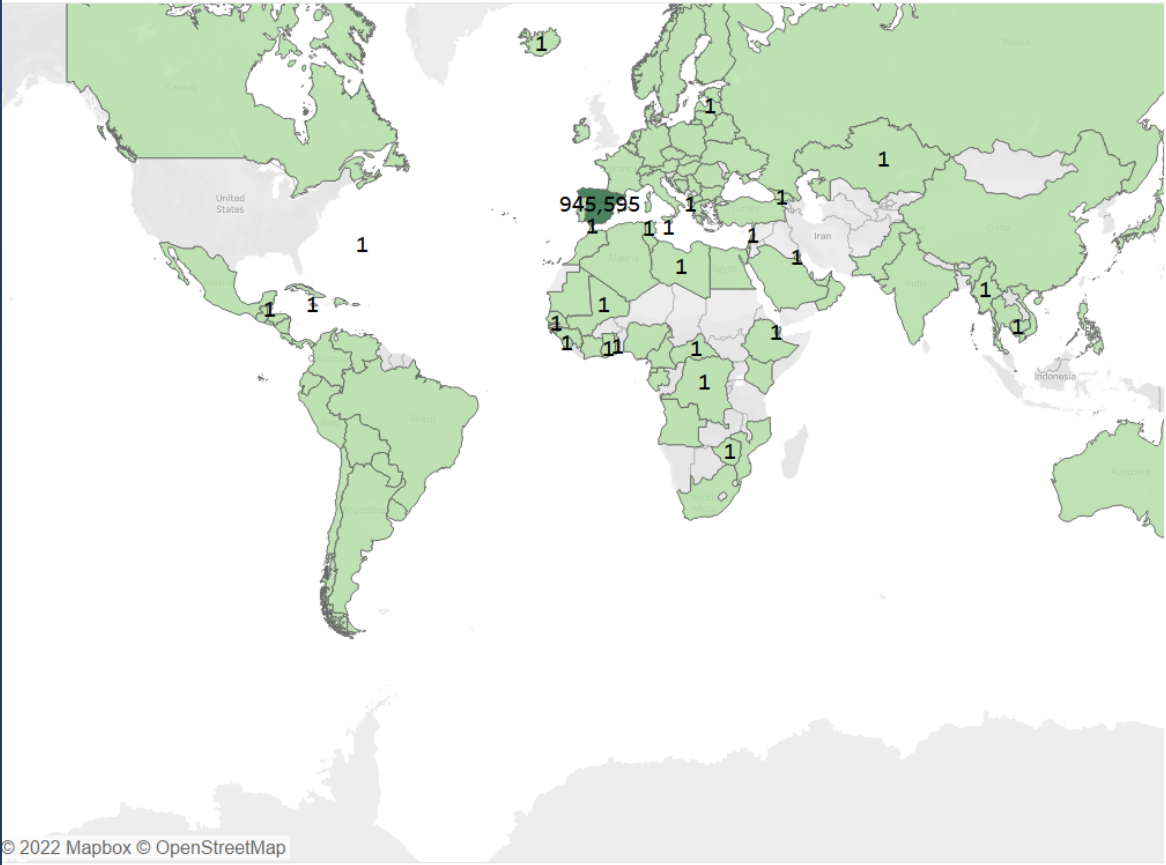
Banking Products



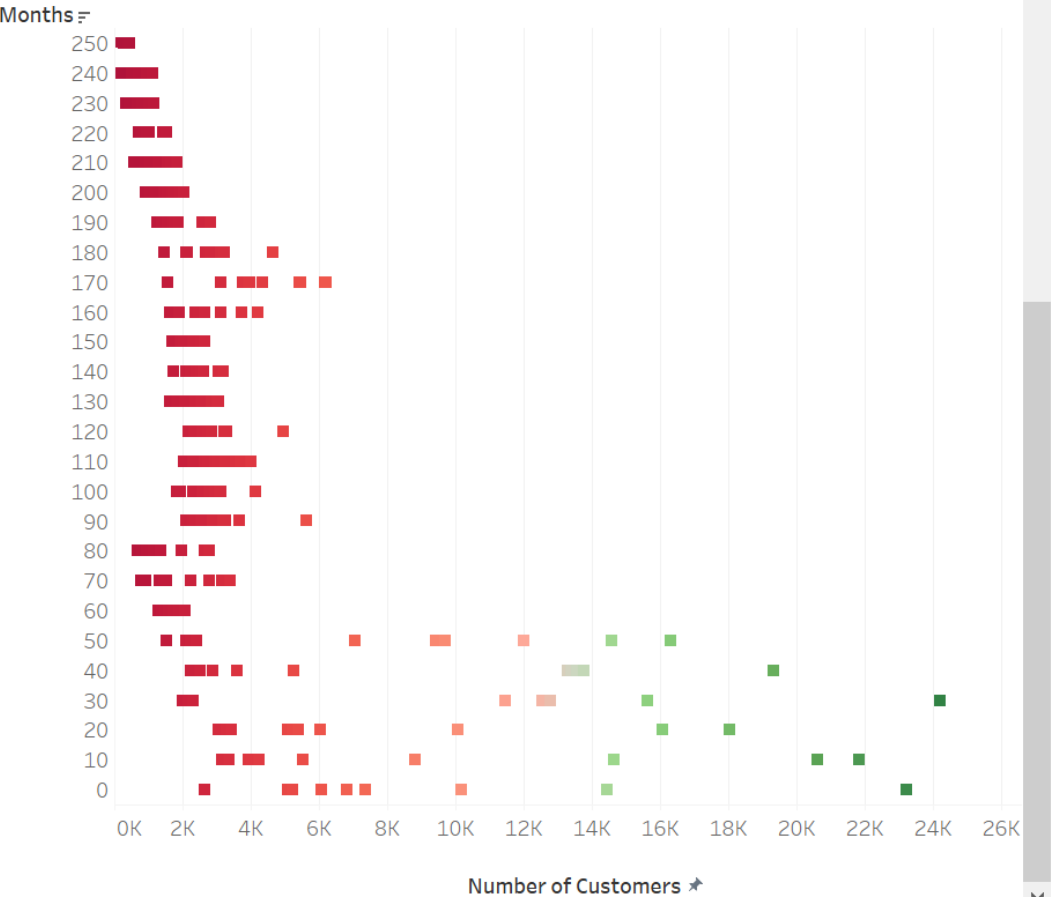
Single-Multiple Account Holders



Country



Customer Seniority



Thank You