



Data Glacier

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Data Science Internship at Data Glacier

Project: Cross-selling Recommendations for Banking Products

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Submitted to: Data Glacier

Date Submitted: 20/04/2023

Table of Contents

1. Problem Description	1
2. Business Understanding	1
3. Project Lifecycle.....	1

1. Problem Description

XYZ Credit Union, a prominent financial institution in Latin America, has been successful in selling various banking products including credit cards, deposit accounts, retirement accounts, and safe deposit boxes. However, despite the initial success, the existing customers do not show any inclination to purchase more than one product. This indicates that the bank is not effectively utilizing the opportunity of cross-selling to its customers. To address this issue, XYZ Credit Union has sought the assistance of ABC Analytics to analyze the data and provide actionable insights to increase cross-selling.

2. Business Understanding

Based on the given problem statement, while XYZ Credit Union has been successful in selling a variety of banking products in Latin America, they have not been able to capitalize on cross-selling opportunities. Despite having a large customer base, the bank's existing customers do not purchase more than one product, which is indicative of a lack of effective cross-selling strategies. The objective of this project is to identify the factors that affect cross-selling, understand customer behavior, and propose strategies that can improve the bank's overall performance in selling multiple products to its existing customers.

3. Project Lifecycle

S/N	Task	Deadline
1	Problem Statement, Business Understanding, Data Intake Report	April 19, 2023
2	Data Understanding	April 26, 2023
3	Data Cleaning and Transformation	May 2, 2023
4	Exploratory Data Analysis (EDA)	May 9, 2023
5	EDA Presentation	May 16, 2023
6	Dashboard	May 23, 2023
7	Final Submission (Report + Presentation)	May 30, 2023