Data Analyst: Cross selling recommendation

1. Team member's details

Group Name: No Name

Name: Kseniia Nosenko
Email: kseniianosenko@gmail.com
Country: Germany
College/Company: Higher School of Economics
Specialization (Data Science, NLP, Data Analyst): Data analyst

Problem description

XYZ Credit union in Spain is performing very well in selling Banking products (Credit card , deposit amount, retirement account, safe deposit box), but their existing customer is not buying more than 1 product which means bank is not performing good in cross selling (Banks is not able to sell their other offering to existing customers). XYZ credit union decided to approach ABC analytics to solve their problem.

https://github.com/KseniyaLem/Internship/Week11