

Cross-sell : target the right Customer

Team : Kumar, Shiva anand, Sivaraman

Variables

Variables :

Customer, Gender, Age, Occupation, CC, DC (out of 333 columns)

Customer Population

Population : 300000

All are Salaried

Gender

Male : 230178 (76.72%)

Female : 69735 (23.24%)

Customer Demographics

Below 100 yrs : 298695 (Min : 21 yrs)

Customers more than 100yrs : 1305

Legal Entity Spread

Individual : 2,99,710

Non-Governmental_Org : 4

Association : 2

FIRM : 1

Inference

More number of Male spend more on CC, DC

All CC and DC users are Salaried people

Mean age is : 31, Lower Whisker : 8 and Higher Whisker : 56

Challenges Faced

Understanding the each column of the data represents

Operation on columns consolidation