



# Data Glacier

Your Deep Learning Partner

## CROSS SELLING RECOMMENDATION

### Group Name

LISP01-Data-Analysts

### Name, Email, Country, College/Company, Specialization

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## Problem Description

XYZ credit union in Latin America is performing very well in selling the Banking products (eg: Credit card, deposit account, retirement account, safe deposit box etc.) but their existing customer is not buying more than 1 product which means bank is not performing good in cross selling (Bank is not able to sell their other offerings to existing customer). As ABC analytics firm, need to inspect the data and suggest what action bank can take to increase cross selling without using ML.

### Data cleansing and transformation done on the data.

Roles and Responsibilities	Task
Lauro Ribeiro	<p>Solved the “Nans-Imputation problems by deleting irrelevant columns to our Machine Learning Model. Such as: "sexo", "canal_entrada", "segmento", "nomprov", "cod_prov", "ind_actividad_cliente", "indrel_1mes", "indresi", "tipodom", "ind_empleado", "pais_residencia", "indrel", "indext", "indfall", "ind_nuevo"</p> <p>Applied the most frequent imputation strategy for the Null values replacement.</p>
Buse Gungor	<p>Researched the Products that Nobody buys and deleted those columns from our data. Such as: 'ind_ahor_fin_ult1', 'ind_aval_fin_ult1', 'ind_cder_fin_ult1', 'ind_ctju_fin_ult1', 'ind_deco_fin_ult1', 'ind_deme_fin_ult1', 'ind_pres_fin_ult1', 'ind_viv_fin_ult1'</p> <p>Binned the “canal entrada” by keeping the three biggest values and converting the rest to the same unique group “Others.”</p>
Lasisi Salmah	<p>Filtered outliers from the age column reducing the impact on our Machine Learning Model.</p>