**Data Analyst: Cross selling recommendation**

***Problem description:***

The primary problem is that XYZ Credit Union is not performing well in cross-selling its products to existing customers. While they succeed in selling individual products, they struggle to persuade their customers to purchase additional offerings. Hence, our main objective is to identify the factors contributing to the low cross-selling rates and to develop strategies to improve the cross-selling of banking products to existing customers.

***Business Understanding:***

The strategic business objective is to enhance the profitability and loyalty of the existing customer base by increasing the number of products per customer.

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**Country: United Kingdom**

**Specialization: Data Analyst**

**Project Planning**

**Data Preparation**

* **Objective:** Clean the data needed for analysis.
* **Tasks:**
  + Clean and pre-process data (handle missing values, outliers, etc.)
  + Integrate data from 2 csv sources

**3. Exploratory Data Analysis (EDA)**

* **Objective:** Understand the data through visualization and statistical analysis.
* **Tasks:**
  + Perform descriptive statistics
  + Create visualizations to identify patterns and trends
  + Identify initial insights and hypotheses

**4. Data modelling**

* **Objective:** Build predictive or explanatory models.

**5. Results Interpretation and Validation**

* **Objective:** Interpret the model results and ensure they are valid and reliable.

**6. Reporting and Visualization**

* **Objective:** Create a comprehensive PowerPoint report and visualizations to communicate our findings.

**Example of a Timeline:**

* **Project Planning and Kickoff:** June 1 - June 5
* **Data Collection and Preparation:** June 6 - June 15
* **Exploratory Data Analysis (EDA):** June 16 - June 22
* **Data Modeling:** June 23 - July 5
* **Results Interpretation and Validation:** July 6 - July 10
* **Reporting and Visualization:** July 11 - July 18
* **Deployment and Maintenance:** July 19 - July 25
* **Review and Retrospective:** July 26 - July 30