**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.

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**Specialization: Data Analyst**

**Type of Data**

**Understanding the type of data:**

* **Data Source:** Data set was provided by XYZ Credit Union.
* **Data Format:**  The data in CSV.
* A screenshot of a computer

  Description automatically generated**Data Structure:**

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* Number of rows and columns in the data set Train.csv

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* There are null values in the dataset and some of the datatypes need to be changed to the right type.

A screenshot of a computer code

Description automatically generatedA screenshot of a computer screen

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* We noticed as well that some the age column has entries with more than 100 years old, so we are going to make the maximum age 100.

By changing some of the datatypes, eliminating the rows with NaN values, changing the NaN values in ‘renta’ column with 0 and remove the rows where the age is greater than 100.