



**Data Glacier**

## **Week 7: Deliverables**

**Group Name:** Solo Analyst

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## **Problem Description**

XYZ Credit Union in Latin America has been successful in selling individual banking products like credit cards, deposit accounts, and retirement accounts. However, they are facing a challenge in cross-selling, as existing customers are typically not purchasing more than one product. The goal of this project is to analyze the current situation and suggest strategies to increase cross-selling opportunities among existing customers without relying on machine learning solutions.

## **Business Understanding**

The objective of this project is to identify actionable strategies to enhance the cross-selling of banking products to existing customers. Cross-selling is crucial for increasing customer lifetime value, enhancing customer satisfaction by providing comprehensive financial solutions, and improving the overall profitability of XYZ Credit Union. By understanding the customer segments, their behaviors, and the factors influencing their purchasing decisions, we can recommend targeted approaches to promote multiple product ownership among customers.

## **Project Lifecycle Along with Deadline**

### **1. Business Understanding (1-2 days):**

- Review the problem statement and clarify objectives.
- Understand the key business goals and constraints.

### **2. Data Understanding (3-4 days):**

- Explore the dataset to understand its structure and contents.
- Identify key variables related to customer demographics, product ownership, and purchasing behavior.
- Assess data quality, including missing values, outliers, and inconsistencies.

### **3. Data Cleansing and Transformation (4-5 days):**

- Clean the data by handling missing values, correcting inconsistencies, and addressing outliers.
- Transform the data into a suitable format for analysis, including encoding categorical variables and normalizing numerical variables.
- Create new features that may provide additional insights into customer behavior.

### **4. Exploratory Data Analysis (5-6 days):**

- Perform analyses to uncover patterns and relationships.
- Segment customers based on relevant factors such as age, income, and product ownership.
- Identify trends and correlations that may impact cross-selling potential.

### **5. EDA Recommendation (ppt) (3-4 days):**

- Summarize the key findings from the EDA.
- Develop actionable recommendations for increasing cross-selling.
- Prepare a presentation with clear visualizations and insights.

### **6. Dashboard Creation (5-7 days):**

- Develop a dashboard to track key performance indicators (KPIs) such as customer segments, product ownership, and customer demographics.
- Ensure the dashboard provides actionable insights for business decision-makers.

## **7. Final Presentation Preparation (2-3 days):**

- Compile all findings, recommendations, and visualizations into a comprehensive final presentation.
- Review and refine the presentation to ensure clarity and impact.

**Total Duration:** Approximately 3-4 weeks, depending on the complexity of the data and the depth of analysis required. Adjustments to the timeline may be necessary based on the project's progress and any additional data requirements.