Week 10: Deliverables

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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.

EDA
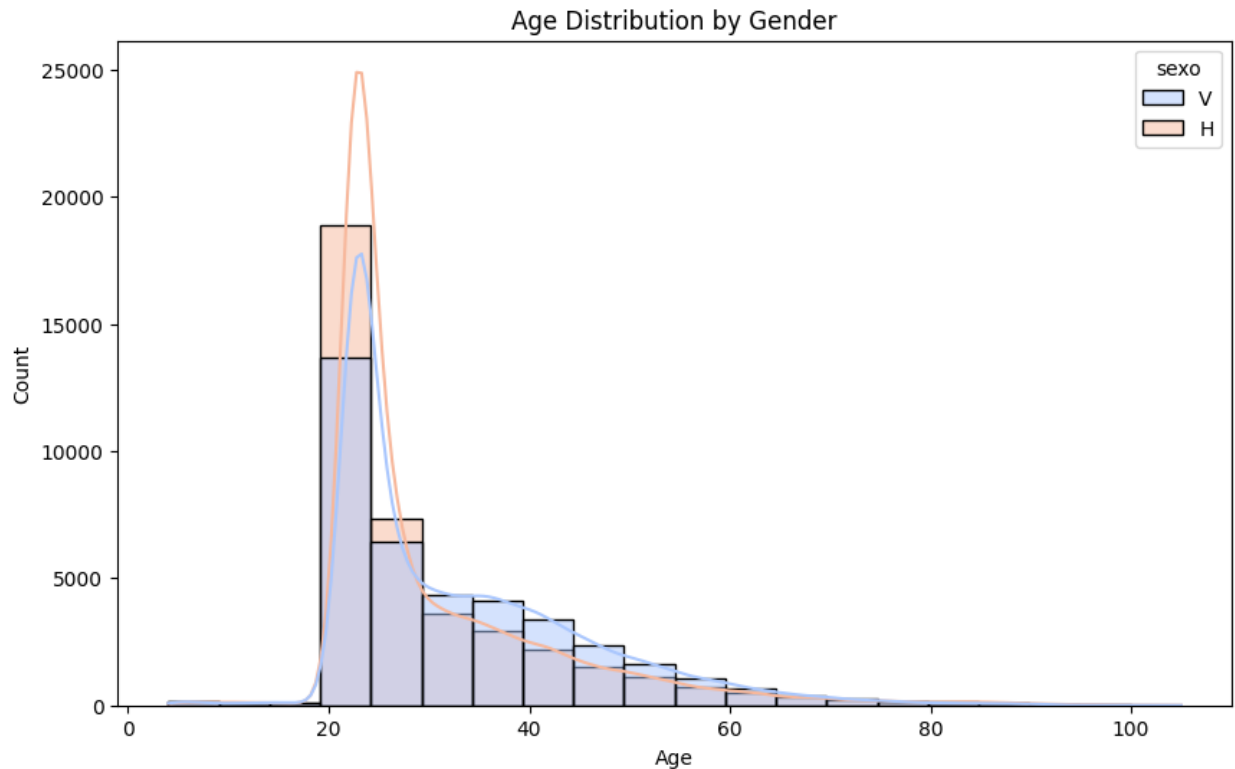
- Most customers fall in the 20 to 40-year-old range, with a sharp peak around the 25-30 age group.
- There are more male customers in this age range than females, as seen by the taller blue bars.
- The chart shows that as age increases, the number of customers decreases for both genders.

There are outliers beyond 100 years of age, but they are very few.

This visualization suggests that the bank's customer base is concentrated in the younger population (20-40), which could be important in understanding customer behavior and how to market different products for cross-selling.

Customer Segmentation
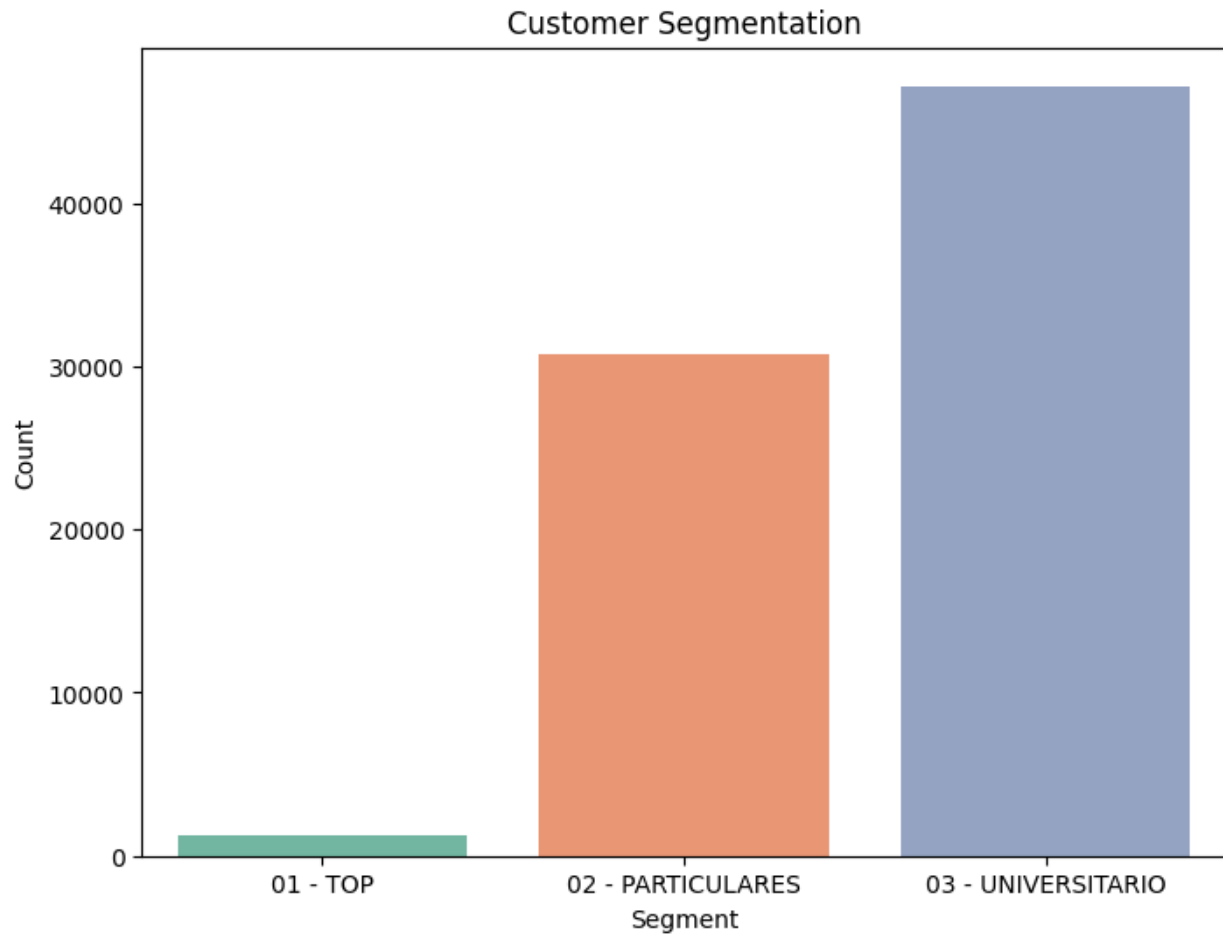
- **PARTICULARES**: The majority of the customers fall into this segment, indicating that regular banking services are the most commonly used among the bank's clients.
- **UNIVERSITARIO**: This group is also substantial, suggesting the bank has a significant number of young or student customers.
- **TOP**: This segment is quite small, meaning that there are relatively few high-value or priority customers.

This distribution is useful for tailoring marketing strategies and cross-selling products based on segment size and customer needs.

Customer Activity Status
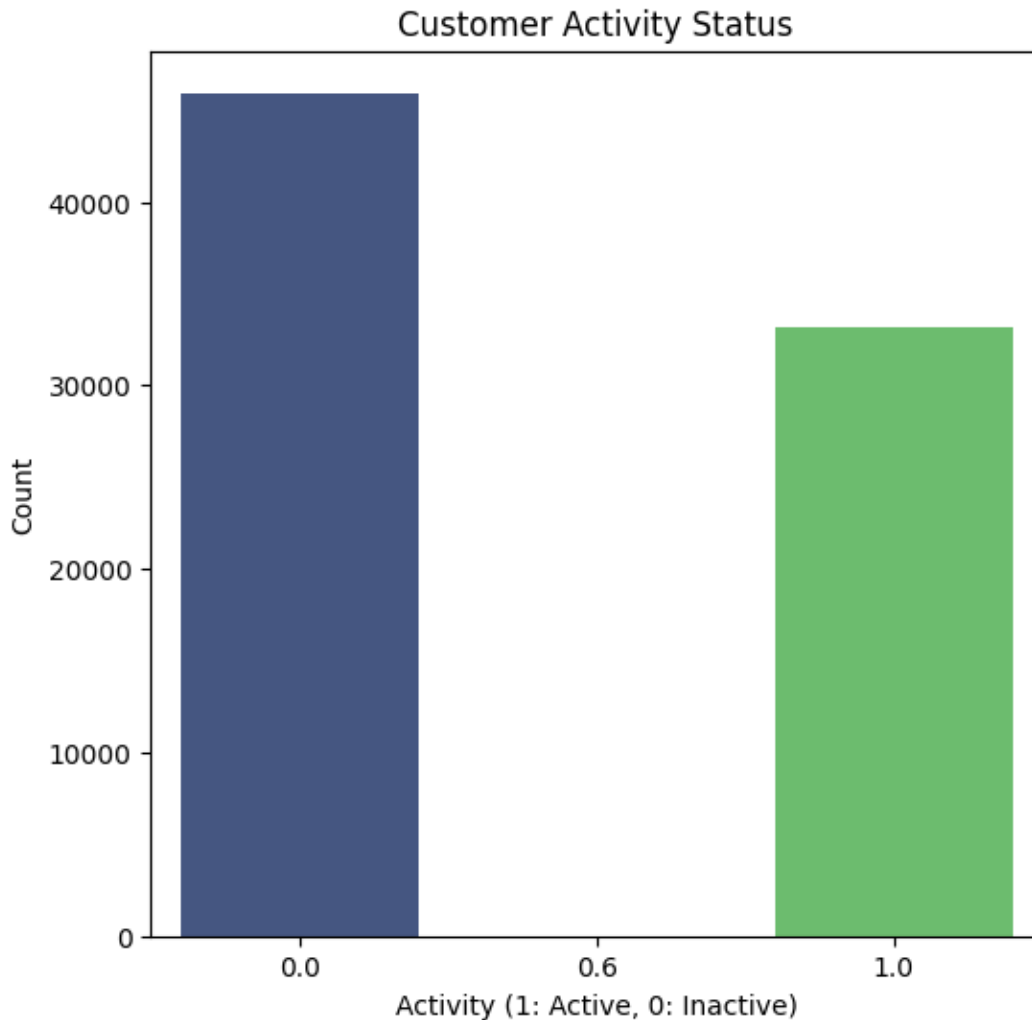
- **Inactive Customers (0.0)**: There are more inactive customers than active ones, with over 500,000 customers in this category. This could suggest that a large portion of the bank's customers are no longer using its products or services.
- **Active Customers (1.0)**: Although fewer in number compared to inactive customers, a substantial number (over 400,000) are still actively engaging with the bank.

This information could be valuable for designing re-engagement strategies aimed at converting inactive customers into active ones, such as offering promotions or customized products to encourage more interactions with the bank.