Data Cleaning & Transformation

Name: Cross selling recommendation
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Internship Batch: LISUM01
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Data storage location: https://github.com/NicolettePeterkin/Cross-Selling-Project-wk9.git

Problem description:

Changing to a new selling technique requires a lot of research and data analyzing to ensure that the right cross selling strategy is used to re-enter the market. The issue XYZ credit union is having currently is that they do not know what actions to take in order to increase cross selling in the credit union.

Business understanding:

Our goal is to create an exploratory data analysis for XYZ credit unions' dataset and create a cross-selling plan solution. The EDA report will be specific and meaningful so there is no room for assumptions. As the data analyst assigned to this project my job is to analyze the given data with much scrutiny in order to provide XYZ credit union with vital insights on cross selling. Once the exploratory data analyze report is completed XYZ credit union will have actionable insights which can then be used to inform their cross-selling campaigns.

Data Cleaning and Transformation:

The analysis ran on the dataset showed that there are many missing values and outliers. We used mean, median and mode to fix missing values. The columns that's wee outliers we deleted them so the dataset would be more uniformed.