Data Intake Report

Name: Cross selling recommendation
Report date: July 31, 2021
Internship Batch: LISUM01
Version:1.0
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Specialization: Data Analyst
Group Name: Dynasty
Data storage location: **https://github.com/NicolettePeterkin/Cross-Selling-week-10-.git**
Tabular data details:

Total number of observations	48
Total number of files	1
Total number of features	13647309
Base format of the file	.csv
Size of the data	2.14 GB

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.

Final Recommendation:

Based on the exploratory data analysis ran, below are some recommendations that the analyst team at ABC analytics came up with to best help XYZ credit union use cross selling with existing customers.

o Use the mediums that the majority of customer sign up with to retarget them. Do ads that properly explain the services that XYZ credit union offers and how they will benefit an old client.

o Customer who currently only have one account – we recommend figuring out their needs based on age, income and other criteria then calling them for an appointment to suggest a personalized financial plan that is specifically suited for them. This will let XYZ credit union customers know that they are paying unique attention to their needs as clients.

o A complementary service or as we know it 'Bundle sales' can be provided for customers who add a new type of account. This helps the customers who are already a client to understand that things are changing and as such new customer are currently buying "x" and "y" together.

o With the exploratory data analysis completed XYZ credit union can also use a data-driven suggestion to cross-sell. Like, for example; if customers are always coming into the bank trying to make payments or do transaction, it can be suggested that they download the app for ease of going back and forth. Also, if a 65-year-old customer updated her pension to say she has a new grand baby; we can suggest that she opens a saving account for the new baby.