Group Project Report

Group details:

Group Name	< DH-CrossSelling >
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Problem Description:
This project pertains to XYZ Credit Union, a financial institution in Latin America, which has been successful in selling various banking products like credit cards, deposit accounts, retirement accounts, and safe deposit boxes to its customers. However, there is a significant challenge with cross-selling—existing customers are not purchasing more than one product each. This indicates that the bank is struggling to promote its other offerings to its current customer base. To address this issue, the credit union has engaged ABC Analytics to find a solution that will increase cross-selling of their banking products.

Github Link:
https://github.com/OliverHu726/DataGlacier-Intern/tree/main/week%209

Methods:
Mode: Impute NA value by mode
'Null': Impute NA value by replacing NA by 'Null'
Resummarize: Impute NA by assigning True and False value to a new variable