Team member's details:
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Business Understanding:
XYZ Credit Union wants to improve cross-selling of their banking products to existing customers. Currently, customers are not purchasing more than one product, indicating a need for better strategies to promote additional offerings to the existing customer base. The goal is to increase the number of products each customer purchases, thereby boosting revenue and enhancing customer engagement and loyalty.

Handling missing values:
1. Replaced outliers in age column with mean.

2. Replaced NA with 0 in "renta" column

3. Replaced NA in segment column with another integer.

Other transformations:
1. Changing the data types