

Team member's details:

Group Name: Analyst Union

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Country: United States of America

College: Georgia State University

Specialization: Data Analyst

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.

Project Lifecycle and Deadline:

1. Data Collection and Exploration: week 7.
2. Customer Segmentation: week 8.
3. Market Research: week 9.
4. Strategy Development: week 9.
5. Implementation and Monitoring: week 10.

Data Intake Report:

The data intake report will provide:

1. Data Source and Description
2. Data Analysis Tools and results
3. Recommendations
4. Conclusion

GitHub repo link:

https://github.com/PaolaDumbi/group_proiect_AnalystsUnion.git