

FINAL PROJECT



- **Team member's details:**

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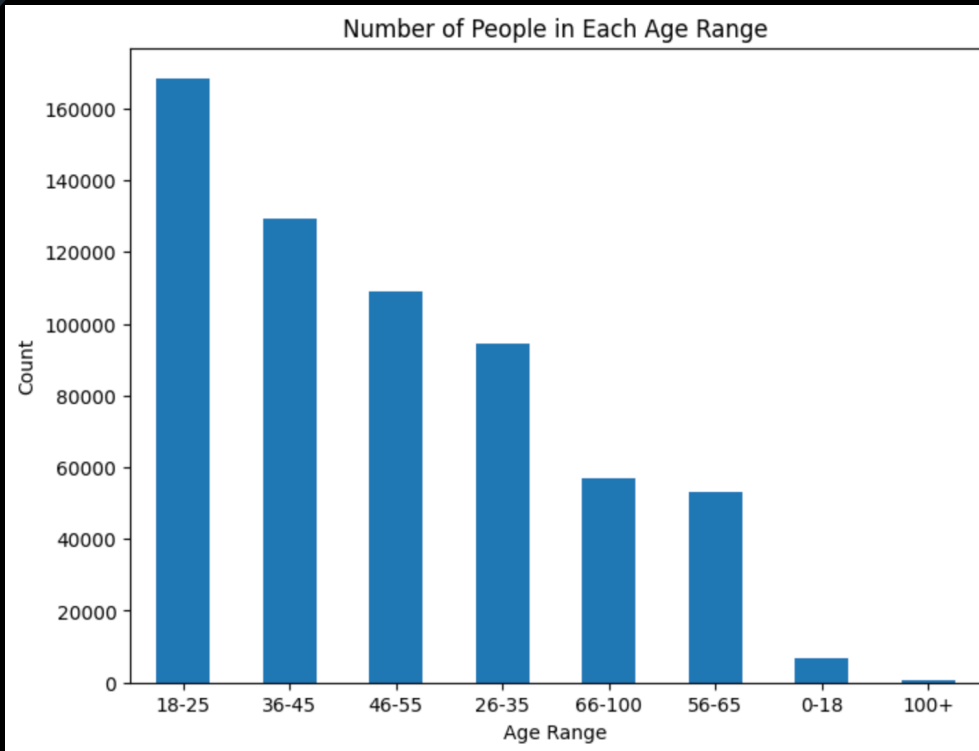
Specialization: Data Analyst

- Github link: https://github.com/PaolaDumbi/group_prokect_AnalystsUnion.git
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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.

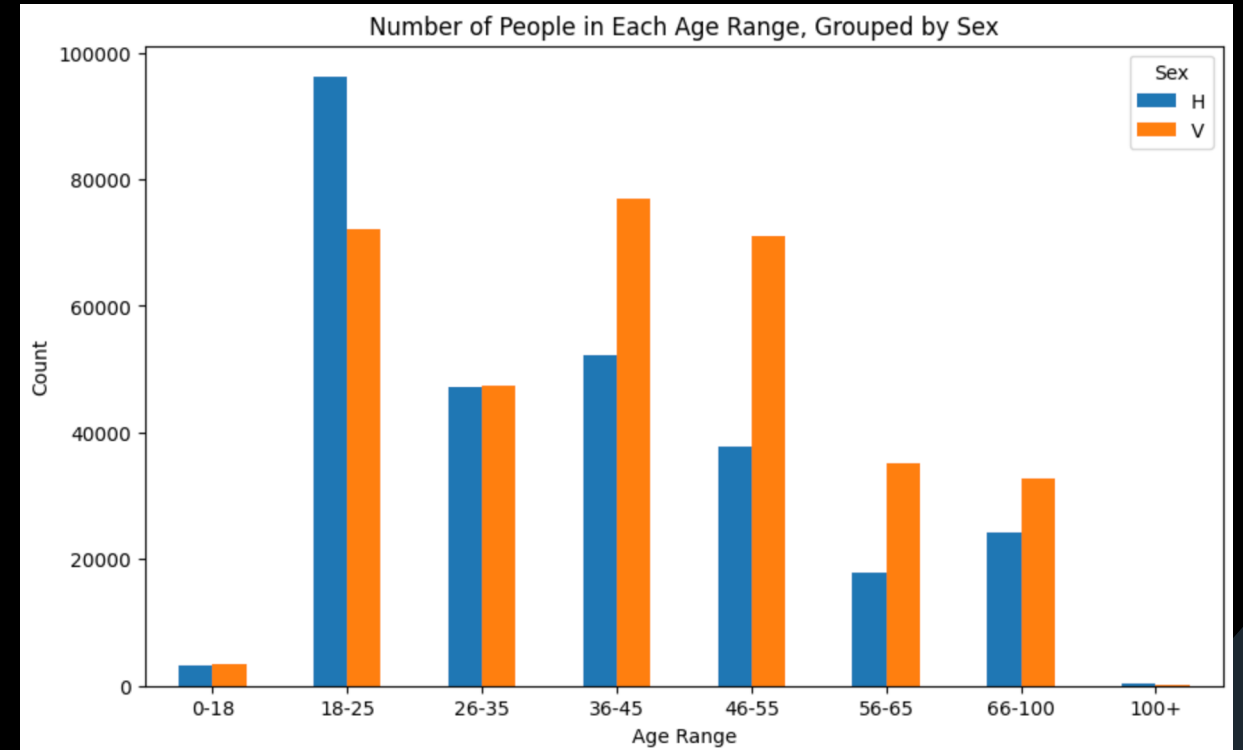
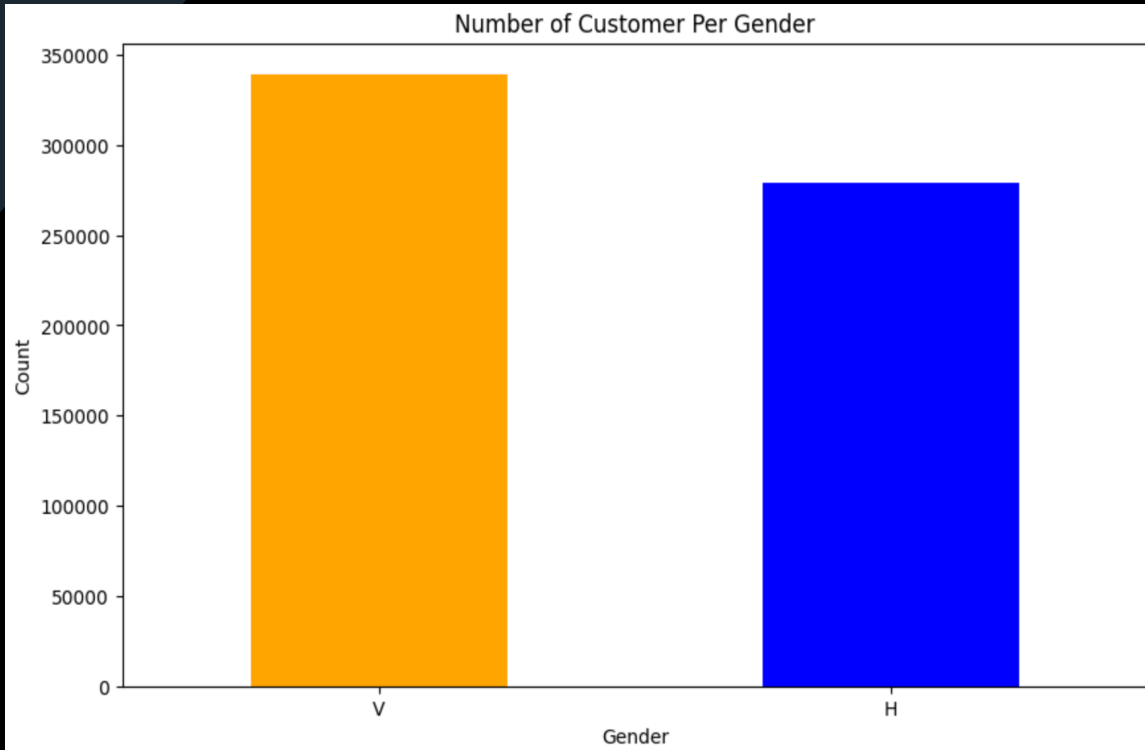
Data Insights



The largest number of customers I
between 18 and 25
Followed by 36-45 and 46-55.

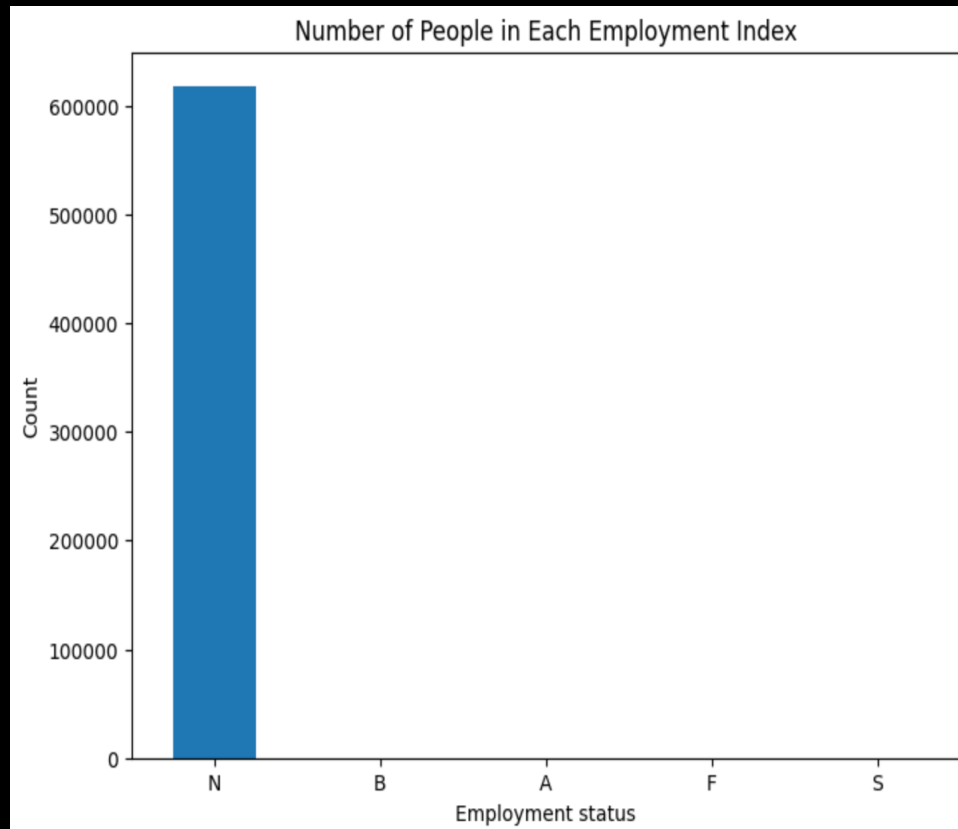
The largest number of customer is between 18 and 25 and
there is more women in that group. In the group of 0-18
and 26-35 there is equal number of male and female. For all
the other age groups, customers are men

Data Insights



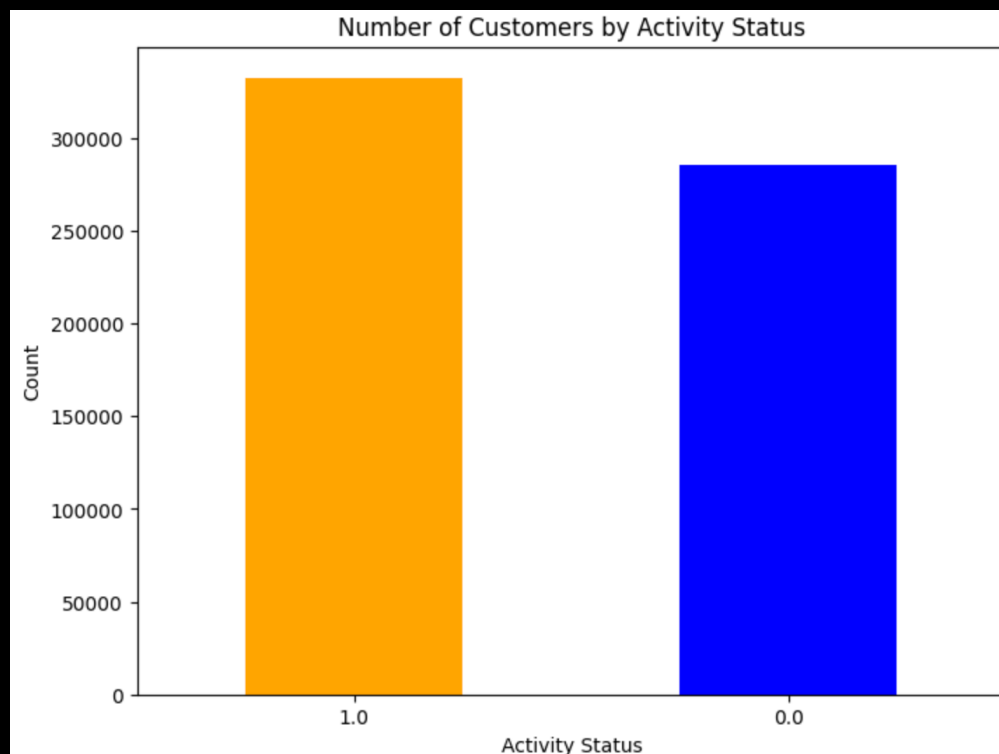
The majority of customers are male (V). Most customers are between 18 and 25 yrs and there are more women in that customer age group

Data Insights



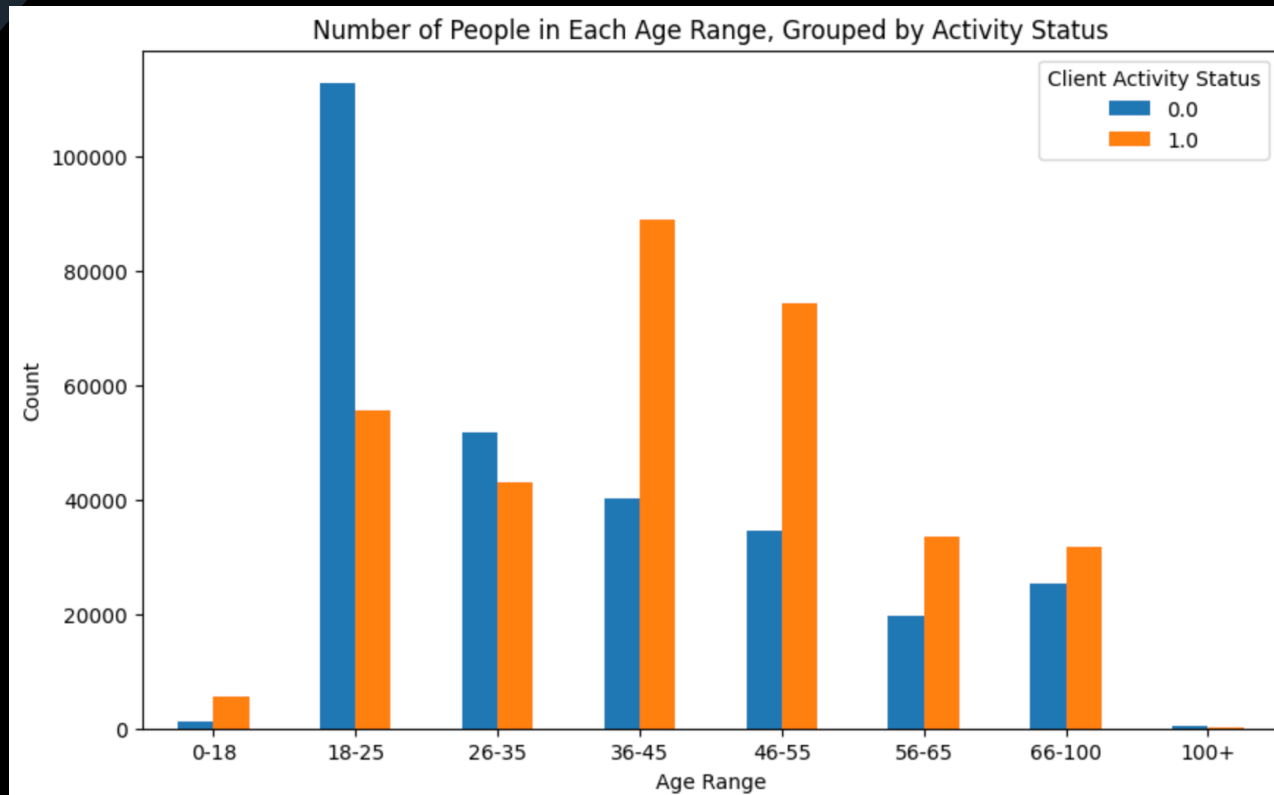
- Most Customer in the bank are in the category N : Not employee

Data Insights



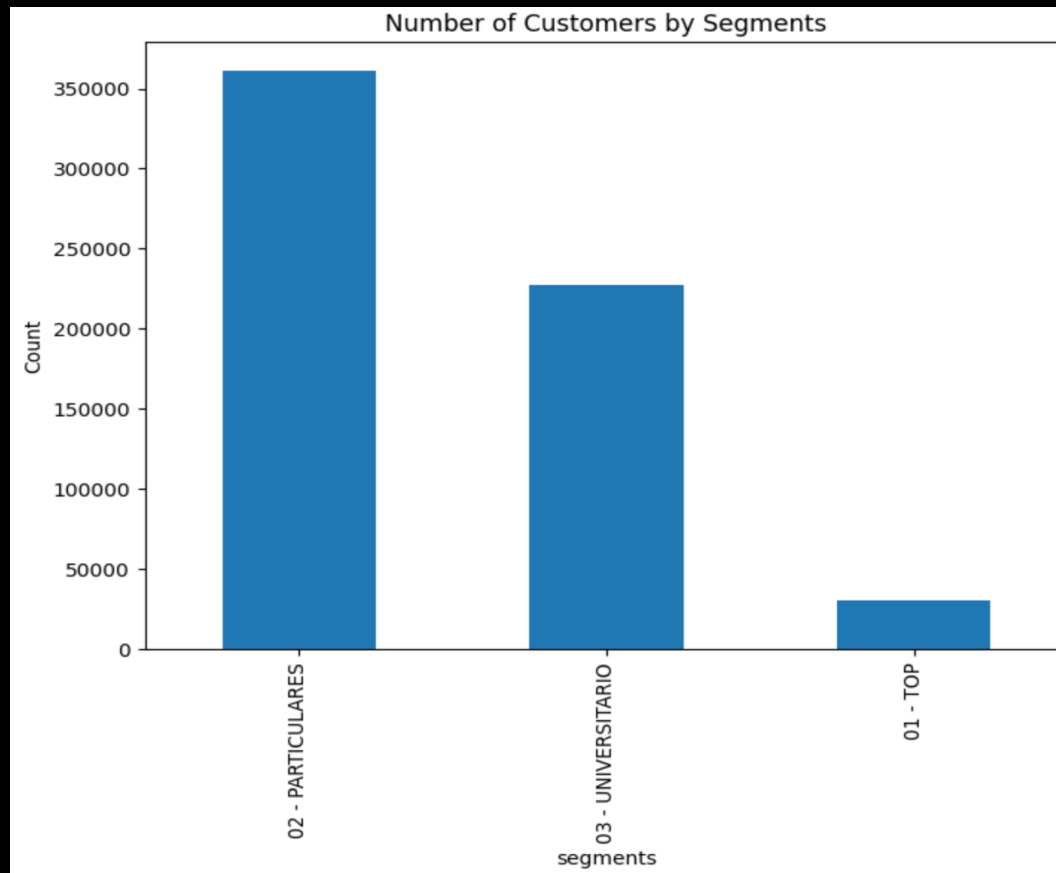
A greater number of customer is active.

Data Insights



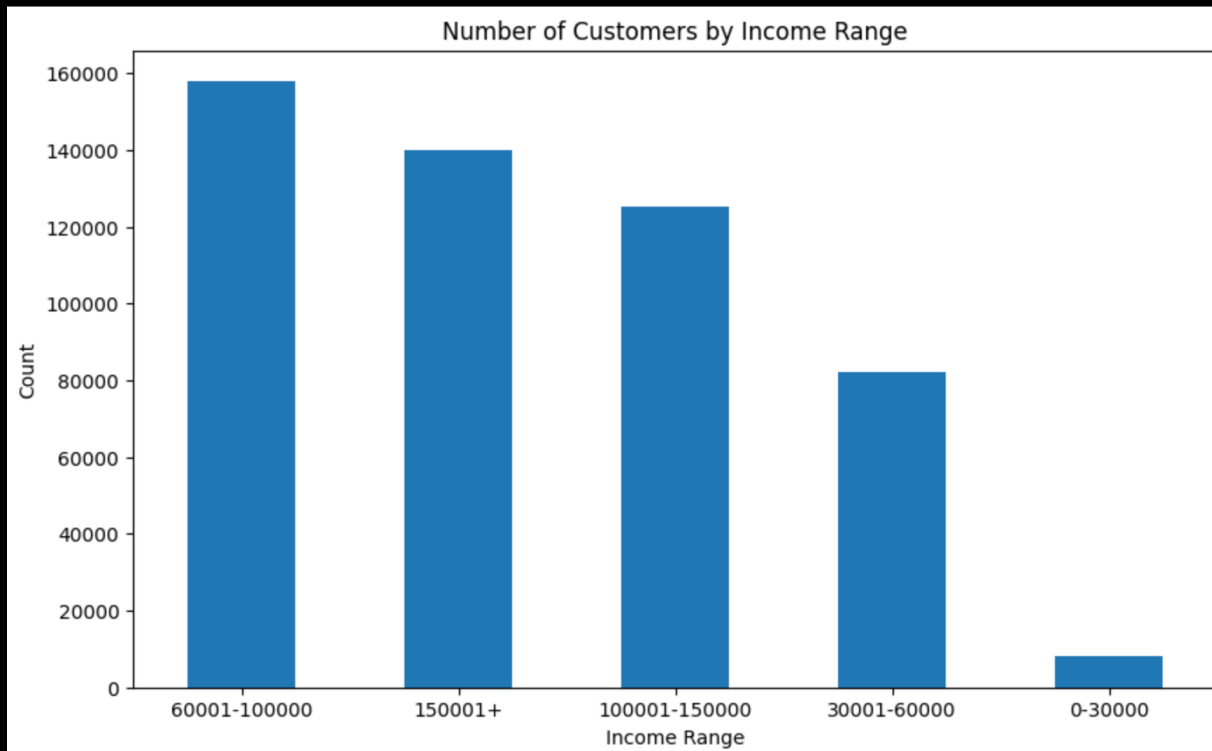
- Max inactive customer have an age range of 18-25
- Max active customers have between 36-55 yrs.

Data Insights



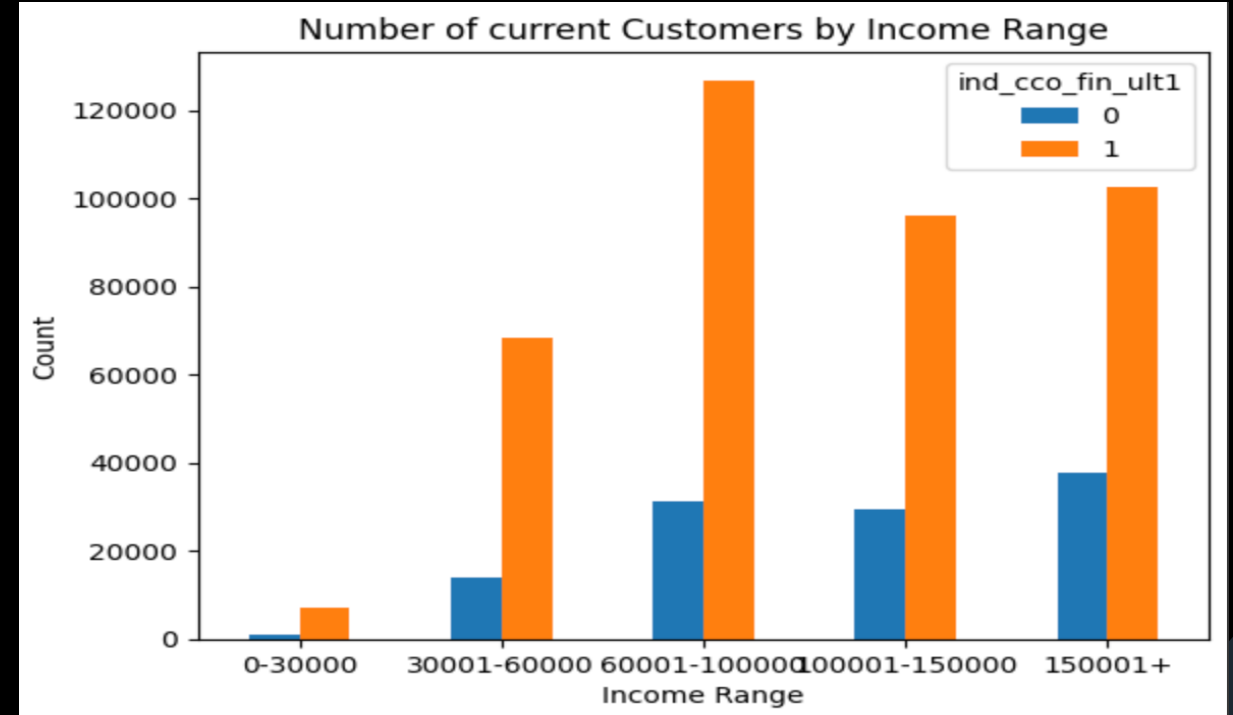
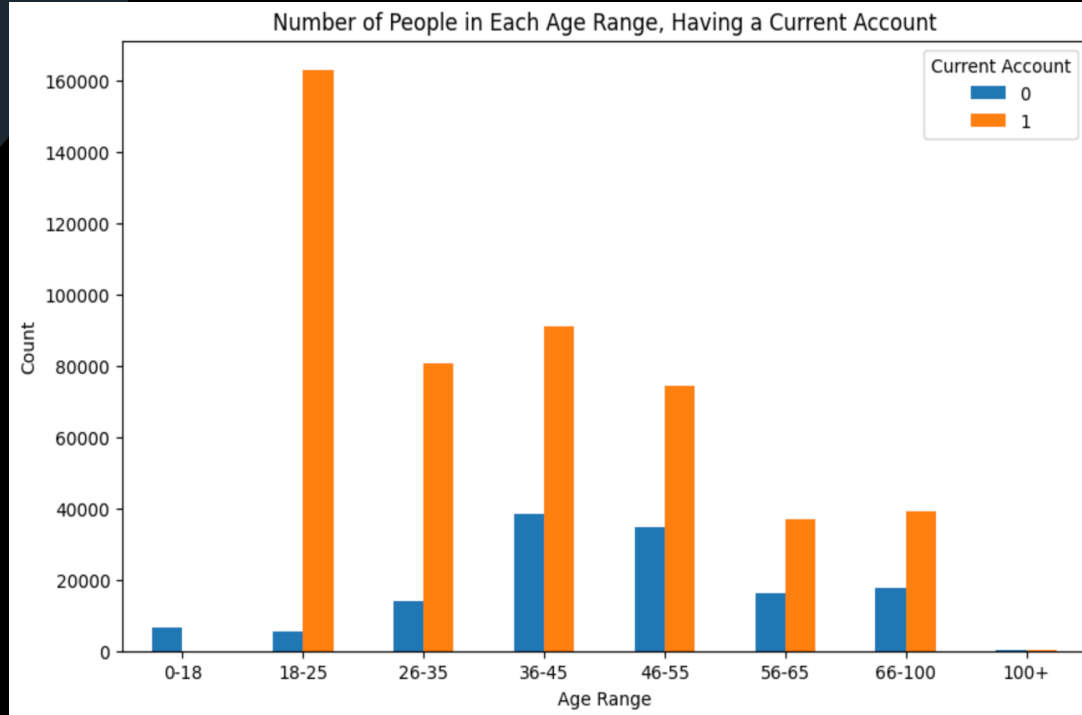
The majority of customers are Individuals, followed by college graduates and lastly VIP

Data Insights



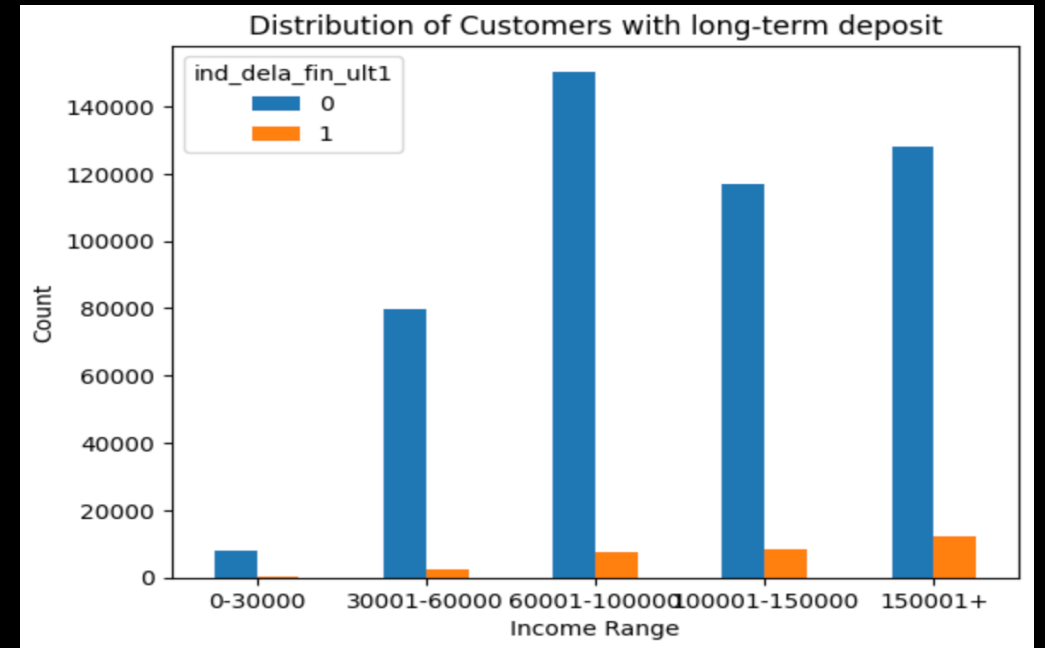
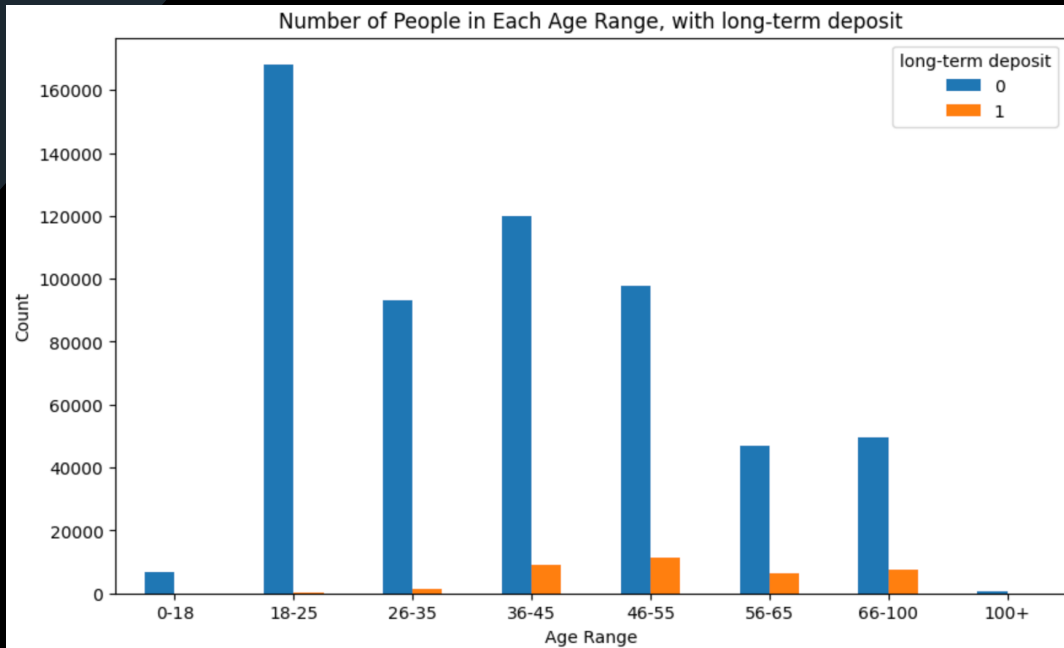
The majority of customers earn between 60,000 and 100,000. Followed by those earning more than 150,000

Data Insights



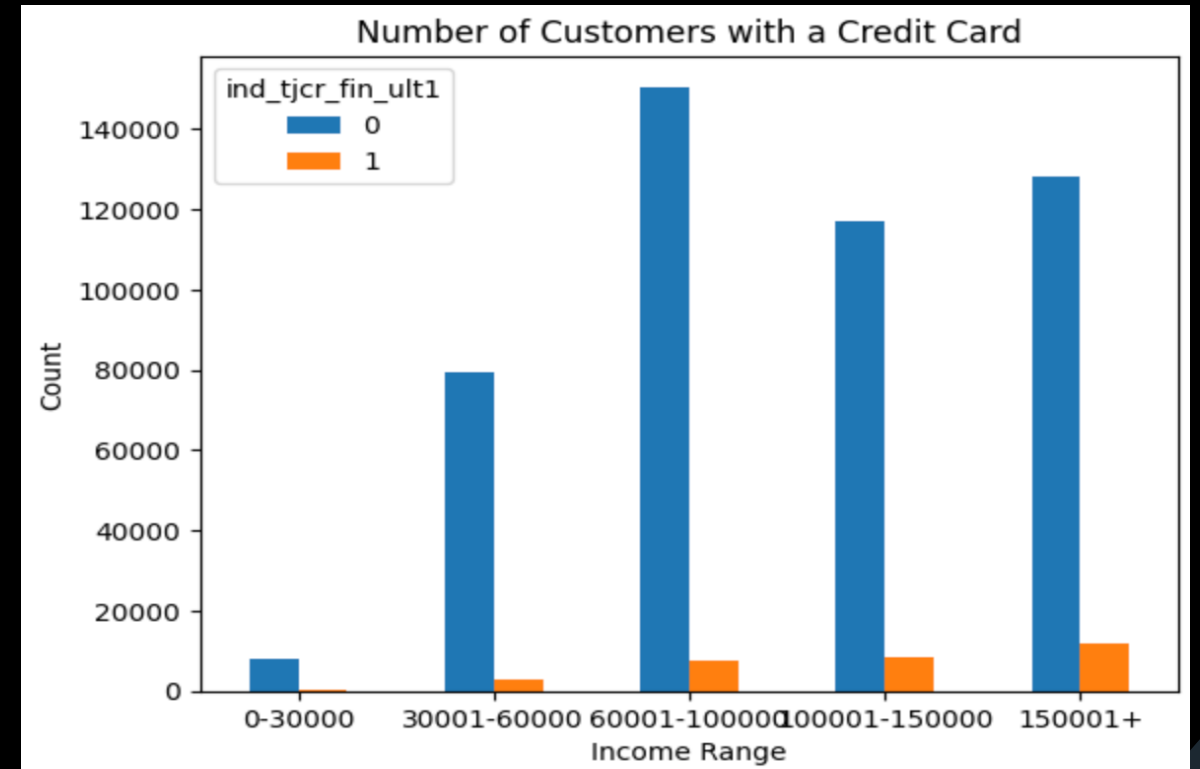
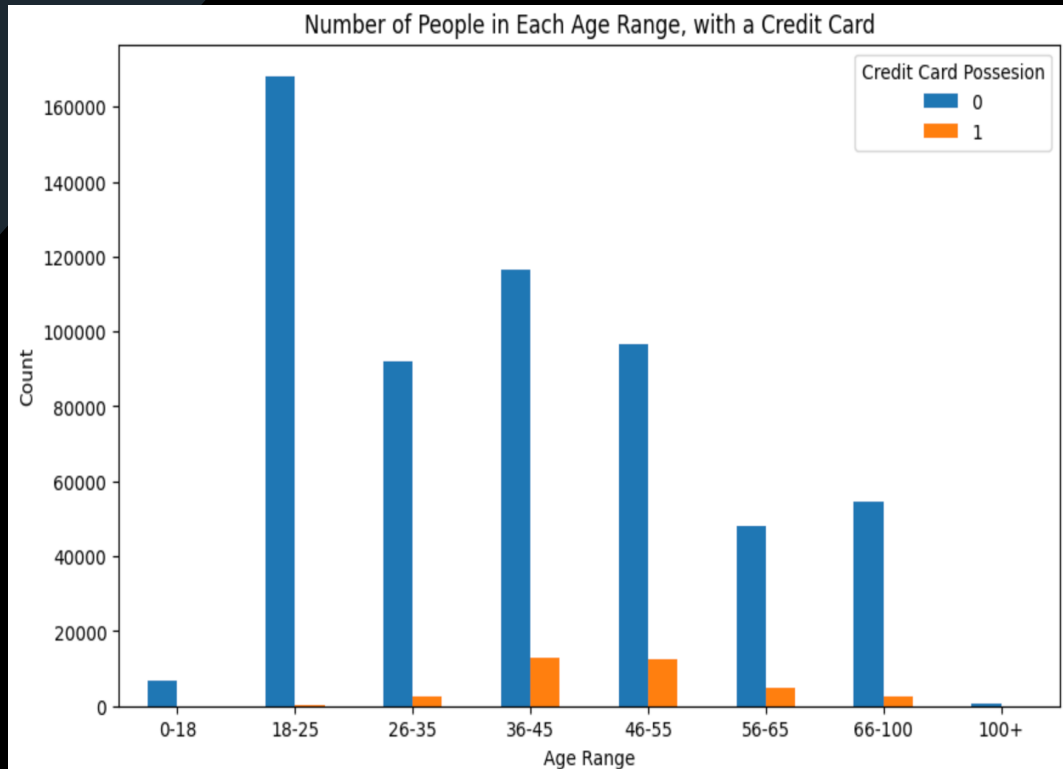
Majority of current accounts are held by customers between 18 and 25 and people earning between 60,000 and 100,000.

Data Insights



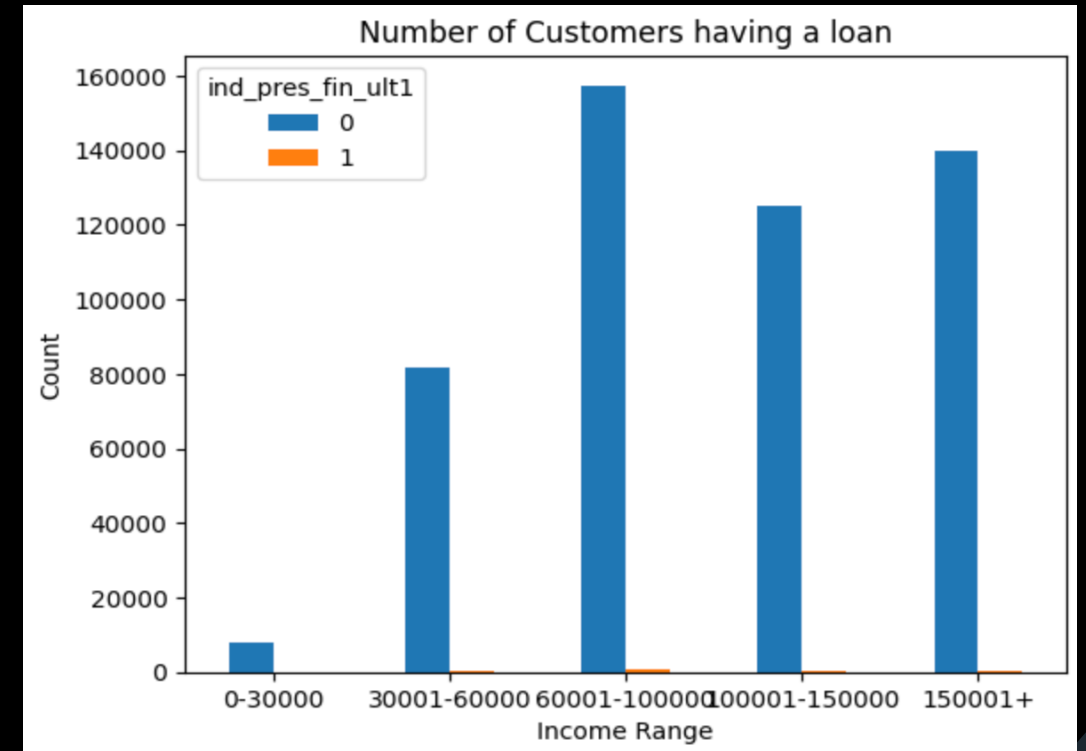
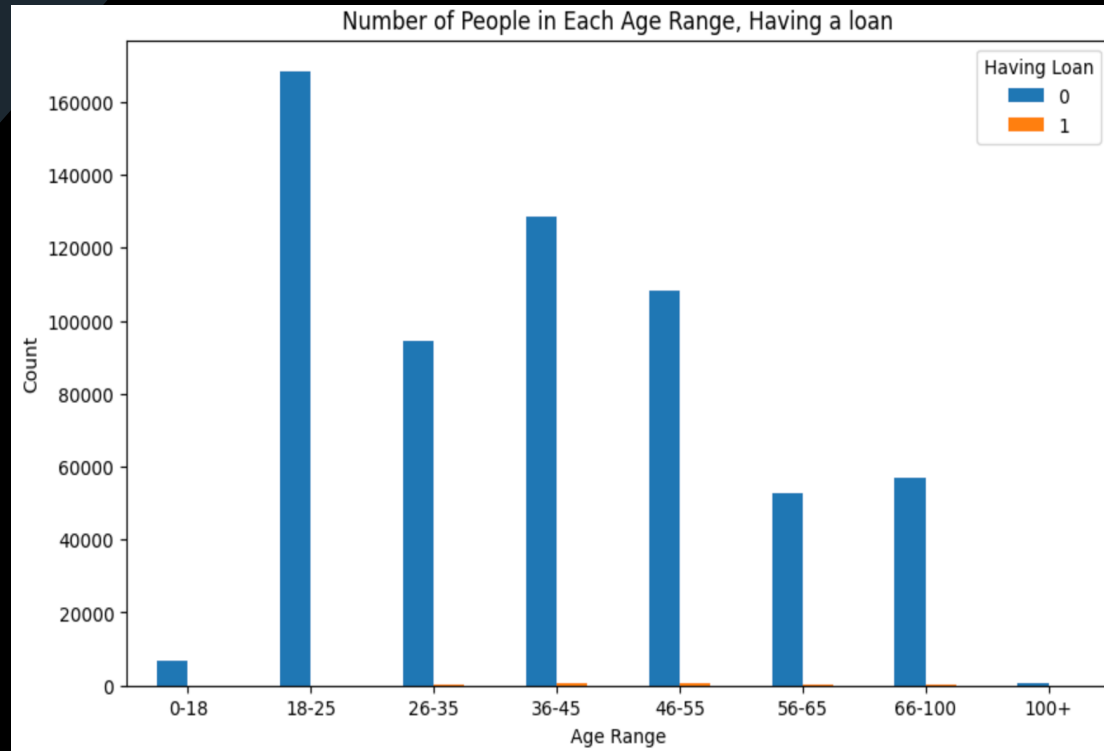
Most customers don't have long-term deposits especially customers aged 18 to 25 yrs and customers earning 60,000 to 100,000.

Data Insights



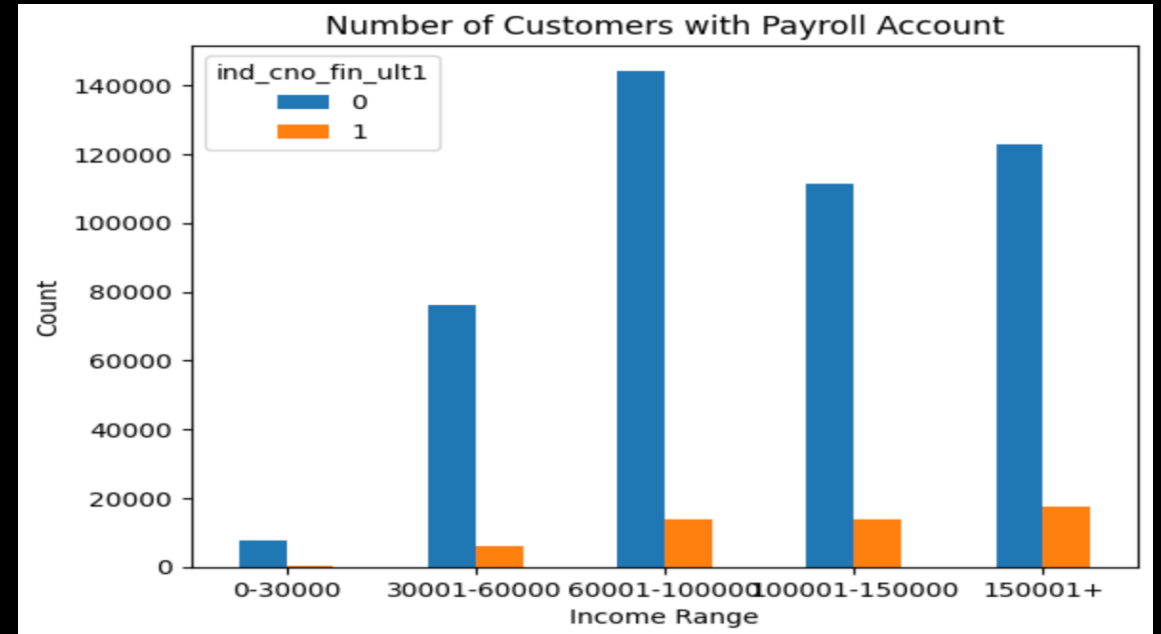
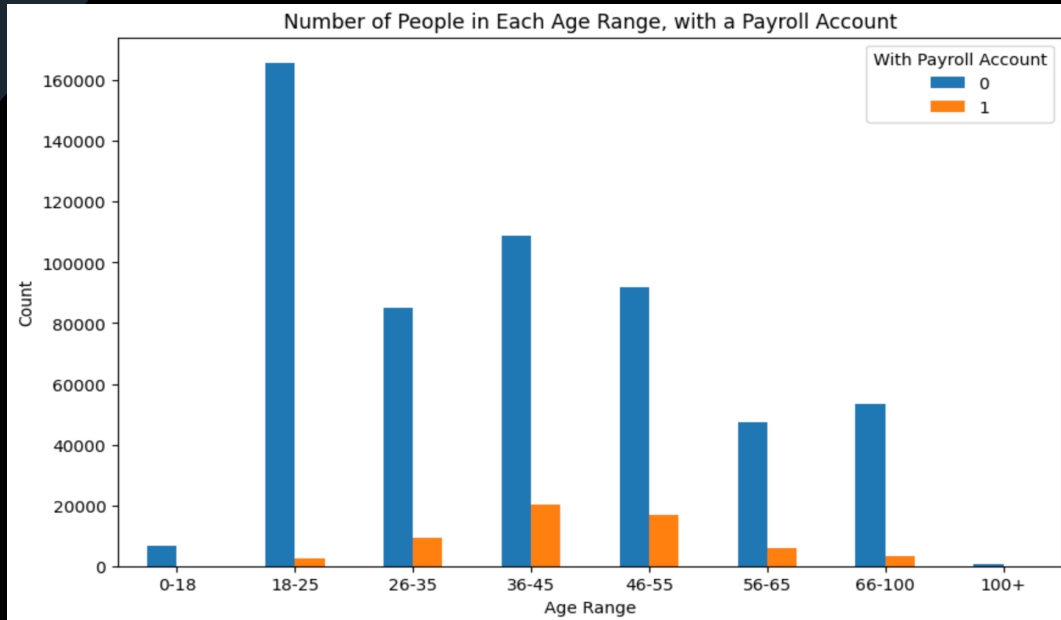
The largest number of customers possessing a credit card are between 18 and 25.
Most customers possessing a credit card earn between 60,000 and 100,000

Data Insights



Most customers do not have loans.

Data Insights



Most Customers do not have a Payroll Account. Especially customers aged 18 to 25 and customers earning between 60,000 and 100,000

Recommendations

- **Target the 18-25 age group:** Since the largest number of customers falls within the 18-25 age range, focus on developing products and marketing strategies that appeal to this demographic. Consider offering products tailored to their specific needs and preferences.
 - **Develop targeted promotions for women:** Since there are more women in the 18-25 age group, create targeted marketing campaigns and promotions to attract and engage female customers. Understand their unique financial goals and challenges to offer relevant banking products and services.
 - **Explore product bundling options:** Encourage customers to purchase multiple products by offering attractive bundles or packages. For example, create packages that combine a savings account, a credit card, and a loan with benefits or discounts for customers who use multiple products.
 - **Develop strategies to attract employed customers:** As the majority of customers are categorized as "Not employed," focus on attracting employed individuals to expand the customer base. Highlight the benefits of banking products for employed individuals, such as salary accounts, payroll services, or tailored loan options.
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Recommendations

- Enhance customer engagement and communication: Implement strategies to actively engage with customers, providing them with personalized recommendations and offers based on their financial profiles and transaction history. Utilize customer segmentation techniques to deliver targeted and relevant messages through various communication channels.
 - Target long-term deposit and loan products to specific age and income groups: Develop attractive long-term deposit and loan options specifically designed for customers aged 18-25 and customers earning between 60,000 and 100,000. Highlight the benefits and advantages of these products, such as competitive interest rates, flexible terms, or exclusive features.
 - Enhance customer education: Provide educational resources and materials to help customers understand the benefits and value of different banking products. Offer financial literacy workshops, online tutorials, or personalized financial advice to empower customers to make informed decisions about their banking needs.
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Recommendations

- **Improve customer experience and convenience:** Invest in digital banking solutions and user-friendly interfaces to provide customers with a seamless and convenient banking experience. Offer features like online account opening, mobile banking apps, and automated services to streamline banking processes and enhance customer satisfaction.
- **Monitor customer feedback and preferences:** Regularly gather customer feedback through surveys, reviews, or focus groups to understand their preferences and identify areas for improvement. Use the insights gained to refine existing products, develop new offerings, and enhance customer satisfaction.

By implementing these recommendations, XYZ Credit Union can increase cross-selling opportunities, drive customer engagement and loyalty, and ultimately boost revenue by encouraging existing customers to purchase multiple banking products.
