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

What type of data you have got for analysis

The dataset includes, string, integers, and floats datatypes, datetime

Problems in the data:

- The dataset has multiples NA values

- Data types are not properly assigned

Overcome problems and why?

I plan on handling missing values:

- some will be dropped: the missing values are relatively few and do not significantly impact the overall dataset's integrity.

- Some will be filled: to retain the data and enable changing the data type of the column if necessary. In cases where dropping missing values would result in a significant loss of information.

- Adjust data types to avoid difficulties in manipulation and analysis