Group Name: Team Coltenback

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GitHub Repository Link: https://github.com/RColtenback/Cross-Selling-Data-Analysis.git

Problem Description:

XYZ credit union in Latin America is performing very well in selling the banking products (e.g.: credit card, deposit account, retirement account, safe deposit box etc.). However, their existing customers are not buying more than one product which means bank is not performing well in cross-selling (Bank is not able to sell their other offerings to existing customer). XYZ Credit Union decided to approach Team Coltenback to solve their problem.

Data Cleansing and Transformation:

My first goal for cleaning up this data was changing the names of the column variables. The original names were in Spanish and didn't make sense to me so, using the column description, I changed the names of each variable to make them more understandable for an English speaking audience (although I could change it back to Spanish since this is a Latin American credit union). Next, I checked the types of variables and how many NA values there are in the dataset to help show me which variables need a work around. Then, I tested out finding the mean, median, mode, and other attributes of a couple variables to have experience with it. Finally, I made a couple graphs to find the outliers of one of the variables. This way, I will have experience finding outliers and it will make the EDA much quicker. Something else I could do is remove the NA values, which could be something I do to transform the data even more.