

Cross-selling recommendations for banking products

Name: Cross-selling Products [EDA and Recommendation]

Report date: 06/09/2022

Email: ragavig6@gmail.com

Country: USA

Specialization: Data Analyst

Group: Myself

Problem Statement:

Increasing cross-selling can take quite a lot of research and business understanding. The credit union is looking for the best strategy suggested by the Data analyst to excel in the cross-selling part of the business.

Business statement:

ABC analytics company aims to perform Exploratory data analysis on the dataset provided and analyze the results.

As a Data analyst intern, my job was to perform EDA on the credit union's dataset and create visualizations to analyze the data. My job is to provide valuable insights to the company to increase effective cross-selling of banking products.

.