Cross selling Recommendation Report

Name: Shreya Ramachandra

Email: ramacha4@uwindsor.ca

Country: Canada

Company: Data Glacier

Specialization: Data Analytics

Problem Description

Despite having a strong track record of selling various banking products, such as credit cards, deposit accounts, and retirement accounts, the XYZ credit union in Latin America is struggling to persuade its current customers to purchase additional products or services. This lack of cross-selling is impacting the credit union's overall performance in terms of revenue, profits, and customer retention.

Business Understanding

The credit union has decided to take action to address this issue and improve its cross-selling efforts.

1. Data Analysis: Analyze the existing customer's data to identify their purchasing habits, preferences, and needs. This information can be used to develop targeted marketing campaigns and personalized offers to encourage cross-selling.
2. Training: Provide training to the sales staff on effective cross-selling techniques and strategies to help them understand the customers and their needs better.
3. Loyalty Program: Implement a loyalty program that rewards customers for purchasing multiple products, as this will help to increase customer retention and improve cross-selling.
4. Product Bundling: Bundle complementary products and services to offer customers a comprehensive solution, this could help to increase the sales of multiple products.
5. Cross-selling Campaigns: Implement cross-selling campaigns to promote the bank's other products and services to existing customers.

By implementing these strategies, XYZ Credit Union can improve cross-selling, and increase profits, revenue, and customer retention which will ultimately help to grow the bank.

Data Understanding

Dataset Overview:
- There are 13647309 records, and 48 variables in the dataset, and the data are collected over 1.5 years.
- Attributes: Customer demographics, Customer type, Customer relation, Account type, and Bank services.

Data Quality:
- The dataset is not complete and has missing values in 22 of the variables.
- There are outliers in the data, and the values of all variables do not fall within the expected ranges.
- All variables do not have appropriate data types and require renaming values such as employee index, gender, customer type, customer relation, and others.
- The dataset has duplicate values in them.

Data Cleaning:
- The outliers are dropped in the employee index field and missing values are dropped in several attributes.
- Gender is assigned to two categories: Male and female.
- Duplicates are removed for getting distinct customers.