

## **Cross selling Recommendation Report**

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## **Problem Description**

In Latin America, XYZ Credit Union is very successful in selling banking products such as credit cards, deposit accounts, retirement accounts, safe deposit boxes but they are having cross selling issues from the existing customers.

## **Business Understanding**

Cross selling indicates selling additional products to the existing customer. The main objective of the XYZ Credit Union is to improve the bank in terms of cross selling, profit, revenue, and customer retention.

## **Project Lifecycle**

Week 1 – Problem description and Business Understanding (Defining the problem)

Week 2 –Data Understanding and Problem solving (Collecting the data)

Week 3– Data cleansing and Transformation (Data Cleaning)

Week 4 – Exploratory Data Analysis performed on the data (Analysing)

Week 5 – EDA presentation and proposed modelling technique (Recommendation)

Week 6 – Model selection and model building/dashboard (Sharing the result)

Week 7 – Final Project Report and Code (Final overview)

# Data Intake Report

Name: Cross Selling Recommendation

Report date: 2023-01-16

Internship Batch: LISUM16

Version: 1.0

Data intake by: Shreya Ramachandra

Data intake reviewer: Shreya Ramachandra

## Tabular Details:

### Test.csv

<b>Total number of observations</b>	929615
<b>Total number of files</b>	1
<b>Total number of features</b>	24
<b>Base format of the file</b>	.csv
<b>Size of the data</b>	105 MB

### Train.csv

<b>Total number of observations</b>	13647309
<b>Total number of files</b>	1
<b>Total number of features</b>	48
<b>Base format of the file</b>	.csv
<b>Size of the data</b>	2.13 GB

GitHub link: [https://github.com/ShreyaRamachandra/Portfolio\\_Project\\_Cross\\_selling\\_Recommendation-Bank-](https://github.com/ShreyaRamachandra/Portfolio_Project_Cross_selling_Recommendation-Bank-)