

DataGlacier Week 7 Deliverables

Project: Cross Selling Recommendations

Group Name: MacroStaff

Group Specialization: Data Analyst

Group Members:

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Country: South Africa

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Problem Description

A company called XYZ Credit Union currently has data about its customers and their purchased banking products. Since this data is highly clustered and not properly formatted, the company needs assistance in cleaning the data of potential invalid or repeated entries.

Business Understanding

XYZ Credit Union is a company based in Latin America and is known for selling banking products such as credit cards, deposit accounts and various other banking commodities. The business is facing issues in terms of selling products to its existing customers and is looking for new approaches on how it can market its products to its customers.

Project Lifecycle Along With Deadline

Stage 1: Corporate Insight

Stage 2: Data Cleaning

Stage 3: Data Visualization and Transformation

Stage 4: Regression Analysis on Company Data

Stage 5: Data Representation and Visualization

Stage 6: System Database to Capture Information on Various KIPs

Stage 7: User Manual for Performing Analysis on Future Data and Corporate Hindsight

Data Intake Report

Name: Cross Selling Recommendations

Report date: 10/09/21

Internship Batch: LISUM02

Version: 1.0

Data intake by: Wasiq Ahmed

Data intake reviewer: Samuel Bailey

Data storage location: <https://github.com/Wasiq147/DataGlacier-proejct.git>

Tabular data details:

Total number of observations	916265
Total number of files	2
Total number of features	24
Base format of the file	.csv
Size of the data	100 MB

Github Repository

<https://github.com/Wasiq147/DataGlacier-proejct.git>