

Week 7 Report

Team member's details

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Specialization: Data Analyst

Problem description & Business understanding

XYZ Credit Union, located in Latin America, does well in selling banking products such as: credit cards, deposit accounts, retirement accounts, safe deposit boxes, etc. However, after statistics, they found that their existing customers basically only buy one product, which means that the bank does not perform well in cross-selling. So XYZ Credit Union wants analysts to build models such as marketing models through machine learning to solve their problems.

Project lifecycle

Week 7	Problem description & Business understanding
Week 8	Data Cleansing and Transformation
Week 9	Exploratory data analysis

Week 10	Exploratory data analysis
Week 11	EDA presentation
Week 12	Model Selection and Model Building
Week 13	Final Project Report, Code, and presentation

Github Repo link: https://github.com/Yihsuansun/Cross_selling_recommendation.git