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Problem Description: There is a credit union in which customers are generally only buying one banking product. We must analyze their data to determine why this is the case and to help make it so that more people buy multiple products from them.

Data Understanding: In order to understand the trends in how people are purchasing products, I will be focusing specifically on the data regarding employee index which says whether the customer is an employee or not, the customer's age, the customer seniority, and the gross income. I believe that these will provide good insight to the trends that exist between the customers and how much of each product they purchase.

Problems in Data: There are some outliers in much of the data provided. For example, there is one extreme outlier in age. Another problem is that some of the customers do not have their gross income listed. Many of the values in this column are N/A, so those data points cannot be accounted for.

In order to overcome these issues, I will try to remove these data points from the overall data set. These outliers and N/A values provide no useful data to the trends of the rest of the customers, so I will try to remove them in order to get the most accurate data.