

**Team Member's Details:** Abilesh Ayyanar, [abileshayyanar01@gmail.com](mailto:abileshayyanar01@gmail.com), USA, Colorado School of Mines, Data Science (I am doing the project individually)

**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.

**Business Understanding:** Using the data provided, I need to understand why customers are or aren't buying certain products and what steps must be taken in order to maximize the company's sales.

**Project Lifecycle & Deadline:** Project is due on January 30, 2023

**GitHub Repo Link:** <https://github.com/abileshayyanar/dataAnalystProject>