

Group Name - Individual work

Name - Alankrita Mitra

Email ID - mitraalankrita@gmail.com

Country- United Kingdom

University- University of Essex

Specialization - Data Analyst

Problem Description XYZ credit union in Latin America is performing very well in selling the Banking products (eg: Credit card, deposit account, retirement account, safe deposit box, etc) and is planning to boost cross selling of their banking Products. Here the objective is to provide actionable insights to help XYZ Credit Union to help them in cross selling their products.

Business Understanding: The XYZ Credit Union wants to cross sell their products to get a better hold of the market and to increase their revenue. They are looking for strategies to cross sell their products. Cross selling increases loyalty of the customers and broaden the choices of products and services. It also improves patient services from relationship marketing.

Data Understanding: The dataset consists of both numerical and categorical data. Several columns in the dataset contain missing values. Few columns are there which don't contain any values. The presence of outliers is also observed. The outliers are removed from the dataset.

Data Intake Report:

Name: Cross selling recommendation - Group Project

Report Date: 19.06.2023

Internship Batch: LISUM21

Version: 1.0

Data Intake by: Alankrita Mitra

Data Reviewed by:

Data Storage Location: <https://drive.google.com/file/d/16-nzZR91-ijrfjUcl2PniTpOgrvFAykA/view?usp=sharing>

File Name	Train
Total Number of Observations	13647309
Total Number of Features	48
Base format of the file	.csv
Size of the data	2.13 Gb

Github Link: https://github.com/alankritamitra/DG_CrossSelling

Final Recommendation:

The data related to banking are evaluated and the following could be recommended based on the analysis:

Product Popularity: The most popular product is 'Current Account'. The other most popular products are Direct Debit, Particular Account, e account and Payroll account. These products can be combined for cross selling and offered to the customers as they are in demand.

Customer Reach : XYZ Credit Union has more 'VIP' and 'Individual' customers of age 40-49 Years . The XYZ Credit Union should target these customers for cross selling. Among all segments 'Current account' is the most popular product followed by Direct Debit. Therefore, there is a scope to cross sell Direct Debit along with Current Account

Age wise Reach : Overall, the firm has more customers in the age band 18-29 years irrespective of segments. The XYZ Credit Union could recommend Direct Debit for the customer age band 18-39 years. Similarly, Particular account are in demand for age group of 49+ years.

Segment wise Reach : The VIP segment consists of a mix of different products. The firm should target the 'College Graduates' and ' Individual' segments, as they are mostly concentrated on a single product ie. Current Account.