

Group Name - Individual work

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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](https://github.com/alankritamitra/DG_CrossSelling)