Week 7 assignment

Batch code: LISUM05
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Submitted to: Data Glacier

Team member's details:
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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) but their existing customer is not buying more than 1 product which means bank is not performing good in cross selling (Bank is not able to sell their other offerings to existing customer). XYZ Credit Union decided to approach ABC analytics to solve their problem.

Business understanding

As a main of the project, we need to propose which products are good to offer together, so one initial approach can be get similarities between the products and analyze the correlation with another kind of data as age or location.

Objectives:

- Do EDA to analyze the dataset
- Create a dashboard to give business insight

The data sources are two csv files with the data of the clients.

Project lifecycle along with deadline

Week 7	Problem description, Business understanding, Project lifecycle along with deadline
Week 8	Data understanding, choose what type of data you have got for analysis
Week 9	Data cleansing and transformation done on the data
Week 10	EDA performed on the data
Week 11	EDA Presentation
Week 12	Dashboard
Week 13	Final presentation

Github repository link

We'll update the following link with the advance of the project:

https://github.com/chrisballon/data_glacier_data_analyst_internship/tree/main/Cross%20selling%20recommendation%20project