

Team Member's Erwin Linares

Group Name: Company DEF

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Country: United States of America

College: The University of Texas at Dallas

Specialization: Data Analyst

Problem description:

XYZ credit union is doing well at selling Banking products for example Credit Card's, deposit account, retirement account's etc... However, they have one slight problem their slight existing customers are not purchasing more than one of their products. Essentially company XYZ is not doing so well with cross selling and approached ABC analytics to help solve this problem. ABC's solution was to create a machine learning algorithm to increase cross selling.

Business understanding:

My job as a Data Analyst is to look over the data set and see if there is a better alternative to using machine learning to increase cross selling for company XYZ

Project lifecycle along with deadline:

August 21 - September 30, 2023

Github Repo link:

<https://github.com/elinares996/Case-study-Cross-Selling-Recommendation>