

Team Member's Erwin Linares

Group Name: Company DEF

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### **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.

### **Data understanding:**

It seems that within the data set I have a mixture of string, date and integer values that make up age, date, country of residency and more. But to get an even greater understanding a more in depth venture into the metadata itself and the dataset.

### **What are the problems in the data ( number of NA values, outliers , skewed etc):**

There are plenty of problems with the data set first there are null values which would be easier to understand if the columns could be easily read. However the columns are in spanish so that will have to be changed to english for easier analysis. In fact a lot values are in spanish so looking over the metadata is necessary.

### **What approaches you are trying to apply on your data set to overcome problems like NA value, outlier etc and why?:**

My approaches to overcoming these problems is to look over and understand the metadata to correctly . Hopefully once that change occurs, I can correctly decipher whether NA values in the data set makes sense or not. Finally throughout the data cleaning process and analysis I want to recheck and verify the values within collumns to make sure it makes sense.