

GROUP NAME: DATA ALCHEMIST

TEAM MEMBERS:

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SPECIALIZATION: DATA ANALYST

Problem description

We are determined to help XYZ Bank improve its cross-selling strategies and enhance customer engagement. The bank offers a wide array of financial products and services, including savings accounts, credit cards, mortgages, loans, and investment options. However, we've observed that many of our customers have limited product adoption and aren't fully utilizing the range of services available to them.

To tackle this challenge head-on, we plan to implement customer segmentation techniques to gain deeper insights into our customer base. By dividing our customers into distinct groups based on their demographics, financial behavior, and product usage patterns, we hope to identify specific customer segments that are more likely to use products and services. Armed with this valuable information, we aim to create personalized marketing strategies and tailored cross-selling initiatives to boost customer satisfaction and encourage higher product adoption.

As part of our data analysis team, the objective is to thoroughly analyze the extensive customer dataset provided by XYZ Bank and conduct a comprehensive customer segmentation analysis. The dataset includes detailed information about each customer, such as age, gender, income, transaction history, product holdings, and tenure with our bank.

Coding tasks for members:

Kerry: NA values cleaning

Rye: Outliers cleaning

Gifty: Merging data

Review Comments:

Gifty: The codes from Kerry and Rye were easy to follow with comments. I find the code well done for the task in the assignment. Great work!

Rye: The code for data is clear and simple, with a comment that is able to follow the steps. And we also have a discussion on cleaning methods and merging code.

Kerry: Rye and Gifty did a good job of coding. Their code is clear and easy to understand. We have a great group working together to discuss null values and outlier treatment. Finally, we merge the data together.