

Week 10 Deliverables

Group Name: Repeat Sales

Group Member #1: Griffin Palfrey

Email: griffinpalfrey@gmail.com

Country: Canada

College: Columbia University

Specialization: Data Analyst

Group Member #2: Phanindra Kumar

Email: phanindrakumar1998@gmail.com

Country: United States of America

College/Company: University of Maryland, Baltimore County

Specialization: Data Analyst

Problem Description

XYZ Credit Union in Latin America are selling business products such as Credit Cards, Deposit Accounts, and Retirement Accounts, but they are not performing well in cross selling: persuading customers to acquire more than one of their banking products. This is resulting in reduced customer satisfaction, loyalty, and opportunities for revenue growth.

Impact: Reduced revenue from business products, missed opportunities for enhanced client engagement, and potential loss of market share to competitors who offer more comprehensive solutions.

Objectives: To enhance the effectiveness of cross-selling business products, thereby increasing client uptake and revenue.