

Week 9 Deliverables

Group Name: Repeat Sales

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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.

Data Cleansing

All cleansing done on the data can be seen on the other documents attached in the repository. We individually explore different methods of data cleansing, including mean, median, mode, and model based approaches. All our coding is peer reviewed, and comments from each partner can be seen on both documents.