

Team members' details

Group Name: Cross-Selling Recommendations

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Problem description

XYZ Credit Union has good performance in selling banking products to new customers but struggles with cross-selling additional products to existing customers. They want to increase cross-selling to boost revenue.

Data Understanding

So, this dataset looks like it has information on customers of a bank. There's stuff like age, income, what country they live in, how long they've been a customer, what types of accounts they have, etc. It seems like the kind of data a bank would keep understanding its customers.

Type of Data

There are different kinds of data here - some categorical like gender, account types, and whether someone is an active customer. And some numeric like age, income, and how long they've been a customer. This lets you summarise the data with counts and averages and potentially build models to predict things.

Data Problems

Without looking at the data values, it's impossible to know for sure what issues there might be. But some common problems would probably be:

Missing values - for things like age and income, there may be some folks missing that data. That can mess up any analysis.

Outliers - with things like income, there may be some big or small values that skew averages. Income data tends to have outliers.

Fixing Data Problems

Here's some ways I'd try to fix those problems:

For missing values, fill them in with averages or most common values. That way you don't lose those customers entirely from the analysis.

For outliers, you can cap them at a certain level, like the top or bottom 1% of values. That keeps the crazy big or small values from skewing the analysis.

To fix skewness, you can transform the data. Taking the log of income and age values can make the distributions more normal.

GitHub Repo link

<https://github.com/kamalpriyank/Cross-Selling-Reccommendations>