Week 7 Deliverable

Group Name: DataFind

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Git hub repo link: https://github.com/kbmPractice/Week7

Problem description:

XYZ credit union is having difficulty in cross selling their products to their existing customers. XYZ would like to improve its cross selling and would like to identify if its beneficial to cross sell or upsell and what actions to take in order to increase the cross selling.

Business understanding:

Perform data analysis to capture KPI and develop understanding on business insight to make recommendation to bank on increasing cross selling.

Project lifecycle along with deadline:

- **Week - 7, Sep 19:** Create GitHub repo and data intake report
- **Week - 8, Sep 26:** Understand the data, issues and approaches used to overcome the issues like NA value, outlier etc.
- **Week - 9, Oct 2:** Data cleansing and transformation
- **Week - 10, Oct 9:** EDA and recommendation
- **Week - 11, Oct 16**: Presentation to audience
- **Week - 12, Oct 23:** Data analysis dashboard
- **Week - 13, Oct 30:** Final project report and presentation slide