1. Team Member Details

Group Name	Name	Email	Country	College	Specialization
DataVision	Raj Pawar	rajpawar32646@gmail.com	UK	University of Liverpool	Data Analysis
DataVision	Naga Pavithra Jajala	pavithrajajala8naga@gmail.com	UK	Birmingham City University	Data Analysis

2. Problem Description

XYZ Credit Union is facing a challenge in **cross-selling** their banking products. Although product sales are strong on an individual basis, most customers only purchase **one product**. The company wants to understand customer behaviour better and identify **insight-driven opportunities** to offer relevant banking products to existing clients, without using machine learning.

3. Business Understanding

- **Goal**: To analyse customer profiles and existing product usage to generate **actionable insights** for improving product cross-selling
- **Why it matters**: Enhancing cross-sell increases **Customer Lifetime Value (CLV)**, strengthens customer relationships, and improves profitability
- **Our role**: As data analysts, we will perform EDA, clean the data, segment customers, and present findings via dashboards and reports

4. Project Lifecycle & Timeline (Gantt-Style Table)

Week	Task	Deliverable
1	Kick-off & Planning	Team setup, project understanding, repo + PDF
2	Data Understanding	Data profiling, missing/outlier detection
3	Data Cleaning	Handle NA, outliers, transformation
4	EDA & KPI Design	Visuals, customer segmentation
5	EDA Presentation	Business-focused presentation + model suggestions
6	Dashboard Creation	Power BI/Tableau Dashboard
7	Final Submission	Code repo, report, and final PPT