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Problem Description:

XYZ credit union in Latin America is performing very well in selling the Banking products (eg: Credit card, deposit account, retirement account, safe deposit box etc) but their existing customer is not not buying more than 1 product which means bank is not performing good in cross selling (Bank is not able to sell their other offerings to existing customer). XYZ Credit Union decided to approach ABC analytics to solve their problem.

The problem that XYZ Credit Union is facing highlights the importance of cross-selling in banking. Cross-selling is the practice of offering additional products or services to existing customers. It is a key strategy for banks to increase revenue, improve customer loyalty, and strengthen relationships with customers. In this case, the credit union is doing well in attracting new customers and selling banking products to them. However, they are struggling to sell additional products to their existing customer base. This suggests that the bank may not have an effective cross-selling strategy in place, or they may not have a good understanding of their customers' needs and preferences. By approaching ABC analytics to solve their problem, the credit union is looking to leverage data and analytics to develop a better understanding of their customers and improve their cross-selling efforts.

1. Business understanding

2. Data Understanding

3. Data Cleansing and Transformation

4. Exploratory data analysis

5. EDA Recommendation (ppt)

6. Dashboard which should capture type of customer their count, segment wise (VIP,student etc) customer average age and other KPIs which gives better business insight in taking decision.

7. Prepare a final presentation