

**Q. Summarize the Understanding of How this project can help the business in achieving the strategic goals.**

**Answer:**

Santander is to help people and businesses prosper. They are always looking for ways to help customers understand their financial health and identify which products and services might help them achieve their monetary goals. This project will be improved service to their customers, earned more for their shareholders and supported their employees and communities in a sustainable, inclusive way. This project is going to help how they are going to satisfied the customer. whether a customer buy is going to buy the product, which type of customer will be going to pay the loan. It is also going to identify which customers will make a specific transaction in the future, irrespective of the amount of money transacted.