



Data Glacier

Your Deep Learning Partner

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Week 10

Problem description:

XYZ Credit Union is a banking institution located in Latin America, and it's doing well in selling different types of banking products such as credit cards, deposit accounts, retirement accounts, and safe deposit boxes to its customers. However, despite their success in selling these products, the bank is facing a challenge of not being able to sell more than one product to their existing customers. This means that the bank is not performing well in cross-selling, which is an important strategy to increase revenue and customer loyalty. Cross-selling is the practice of encouraging customers to purchase additional products or services beyond their initial purchase. In this case, the bank is missing out on the opportunity to sell more of their products to their existing customers, which could lead to increased revenue and stronger customer relationships. As a result, the bank has approached ABC analytics to help them solve this problem. The goal is to identify ways to increase cross-selling and provide actionable insights that the bank can implement to improve its cross-selling strategy. By doing so, the bank can improve its overall performance and maintain its competitive edge in the market.

Github Repo Link:

<https://github.com/syedahmadsohail96/Cross-Selling-Analysis>

EDA performed on data:

- Count was taken for each product sold to the given customers.
- The count of products sold was visualized to see high-selling and low selling product of the bank.
- The highest selling direct deposit was seen along with pension payroll and taxes being high.
- Low-selling products seen are loans, home accounts and pension.
- The number of products sold as per the age group is taken out for the low-selling products.

Final Recommendation:

The final recommendation is to analyze each product with the underlining age groups its falling into, recommending the cross-selling in a way that most people around all age groups are able to avail of different products. Then analyze in terms of gender and how it can be sold to all genders. Then analyzing how different provinces are playing a role in the selling of the products. Then analyzing how the gross income of the customers are playing a role.