A consumer bank with a range of products including mortgages, would like to cross-sell insurance to its consumer base. Attached is a sample data set from their customer portfolio containing various fields about their product ownership, credit standing, whether they have an outstanding mortgage, and insurance ownership (called as PPI / personal protection insurance), if any, and its type

The bank would like to adopt analytics driven approach for deciding:

* Who should they target for PPI, and
* What type of PPI product they should be targeting them with

Using the attached data, please come up with your analytics approach, detailing the following in a PowerPoint presentation format:

* Your understanding of the different data fields (values in some fields are intentionally coded – so need to decode those)
* Present snippets of the analytics you performed with the data (feel free to build any model / models if you think it is relevant)
* How you would use the results of the analysis in designing a simple, but effective strategy to achieve the goal of cross-sell
* How would you measure the improvement driven by the approach?