# 📘 Project Overview: Hero FinCorp - Data Driven Analysis

🔗 GitHub Repository: <https://github.com/Adarsh-Engg/HeroFinCorp-DataDrivenAnalysis>

## 🧭 Objective:

This project delivers a comprehensive data-driven analysis for Hero FinCorp with the goal to:  
1. Minimize loan defaults by identifying high-risk customer profiles and regional patterns.  
2. Optimize branch operations through insights on processing time, disbursement efficiency, and recovery performance.  
3. Enhance profitability by analyzing interest income, segmenting customers, and identifying top-performing loan purposes.

## 🔍 What I Did:

- Cleaned, joined, and explored six core datasets: loans, defaults, applications, branches, transactions, and customers.  
- Conducted targeted analyses:  
 • Default trend analysis by region, income, and credit score  
 • Regional and branch-level performance ranking  
 • Profitability breakdown by loan purpose and EMI behavior  
 • Time-series disbursement patterns and seasonal insights  
- Created clear, high-resolution visualizations and saved them systematically.  
- Generated actionable recommendations aligned with the business goals of Hero FinCorp.

## 📁 Deliverables:

- Jupyter Notebook with all code and comments  
- README Report highlighting key insights  
- Saved Visuals in /visuals folder

## 💡 Tools Used:

- Python (Pandas, Matplotlib, Seaborn)  
- Jupyter Notebook  
- Git & GitHub for version control and publishing