

# Lending Club Issued Loan Analysis

## 1. INTRODUCTION

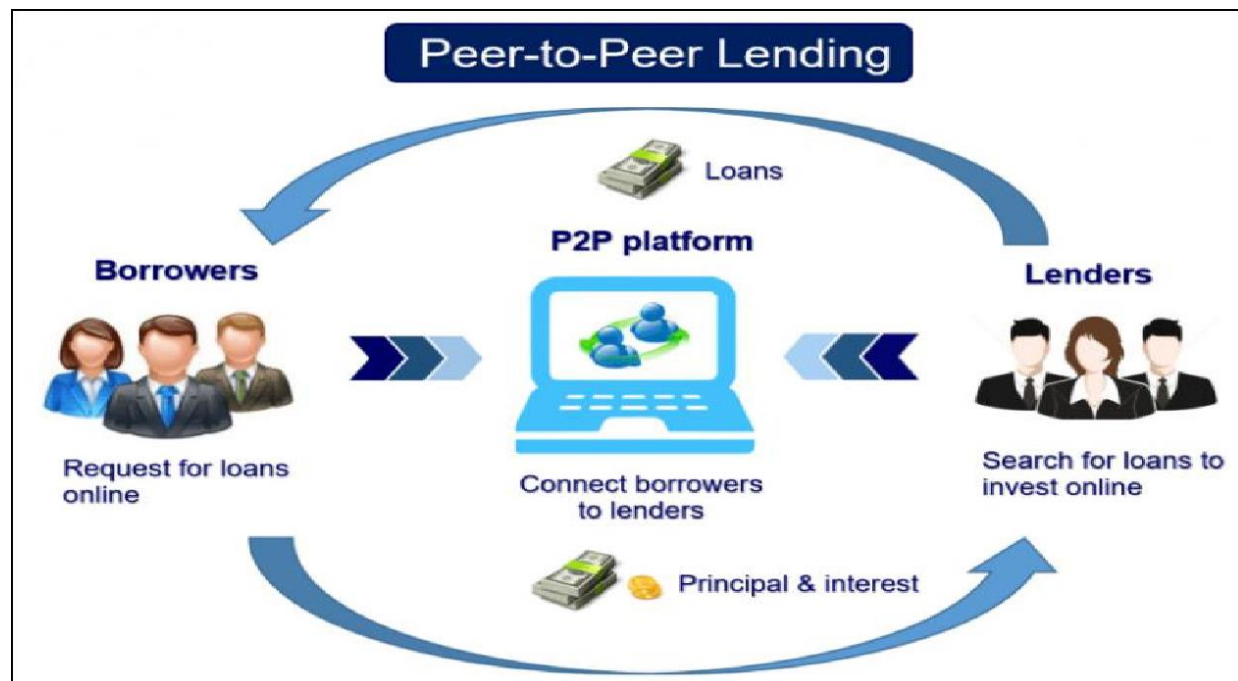
### **Project Title: LendingClub Issued Loans Analysis**

#### **1.1 Overview**

The "LendingClub Issued Loans Analysis" project focuses on examining loan data from LendingClub, a leading peer-to-peer lending platform. The objective is to gain insights into borrower profiles, loan characteristics, and repayment performance, as well as to identify risk factors associated with loan defaults.

Using LendingClub's publicly available dataset, this analysis involves data cleaning, exploratory data analysis (EDA), and predictive modeling. The aim is to develop models that can predict loan outcomes, thus aiding in better risk assessment and decision-making for both LendingClub and its investors.

This project seeks to provide actionable insights that can enhance lending practices, improve investor strategies, and guide borrowers in understanding loan approval criteria.



## 1.2 Purpose

The purpose of the "LendingClub Issued Loans Analysis" project is to leverage data analytics to gain a comprehensive understanding of the dynamics involved in peer-to-peer lending through LendingClub. By analyzing detailed loan data, the project aims to:

1. **Identify Trends and Patterns:** Understand the characteristics and behaviors of borrowers, as well as the terms and conditions of the loans they receive.
2. **Assess Loan Performance:** Evaluate the repayment performance of loans to identify factors that contribute to successful repayments or defaults.
3. **Enhance Risk Management:** Develop predictive models to assess the risk of loan defaults, helping LendingClub and investors make informed lending decisions.
4. **Inform Strategic Decisions:** Provide insights that can help LendingClub optimize their lending practices, reduce default rates, and improve overall financial outcomes.
5. **Guide Borrowers:** Offer potential borrowers an understanding of the factors that influence loan approvals and terms, aiding them in making better financial decisions

## 1.3 Technical Architecture

The technical architecture for the "LendingClub Issued Loans Analysis" using Qlik involves several stages, from data ingestion to decision-making dashboards. Below is a detailed outline of the architecture:

### 1. Data Ingestion

- **Source Data:** LendingClub's publicly available loan dataset, which includes multiple variables such as loan amount, interest rate, borrower's credit score, employment length, and loan status.
- **Data Storage:** Raw data is stored in a centralized data repository, such as a data warehouse (e.g., Amazon Redshift, Google BigQuery, or Azure SQL Database).

### 2. Data Preprocessing

- **Data Cleaning:** Handle missing values, outliers, and inconsistencies using ETL (Extract, Transform, Load) tools such as Talend, Apache Nifi, or Qlik Data Catalyst.
- **Data Transformation:** Normalize and standardize data, perform feature engineering, and create derived metrics that are relevant for analysis.

### 3. Data Integration

- **Data Integration Platform:** Use Qlik Sense or QlikView for integrating various data sources and preparing data for analysis. Qlik's associative engine helps in connecting disparate data sources and enabling seamless exploration.
- **ETL Workflow:** Define ETL workflows to automate data cleaning, transformation, and loading into Qlik's in-memory data model.

#### 4. Data Analysis and Modeling

- **Exploratory Data Analysis (EDA):** Perform EDA using Qlik's visualization capabilities to uncover trends, patterns, and anomalies in the data.
- **Predictive Modeling:** Utilize machine learning tools like Python or R, integrated with Qlik, to build and train models that predict loan defaults and other outcomes. Libraries such as scikit-learn, TensorFlow, or H2O.ai can be used for this purpose.

#### 5. Data Visualization

- **Dashboards and Reports:** Develop interactive dashboards and reports in Qlik Sense or QlikView to visualize key metrics, trends, and predictive model results.
- **Visualization Components:** Use charts, graphs, KPIs, and other visual elements to represent data insights effectively. Qlik's drag-and-drop interface simplifies the creation of these components.

## 2. DEFINE PROBLEM/PROBLEM UNDERSTANDING

### 2.1 Business problem

Lending Club faces the task of optimizing its underwriting criteria to attract creditworthy borrowers while minimizing default risk. The business problem in analyzing Lending Club loans could be centered around optimizing investment decisions, Risk management, investor confidence, pricing strategy and borrower satisfaction.

Difficulties in predicting loan default rates exacerbate this problem hindering the institution's capacity to proactively manage risk and optimize portfolio performance

#### Impacts:

- **Financial Losses:** Inaccurate risk assessments and failure to predict defaults lead to financial losses due to bad debts.
- **Operational Inefficiencies:** Inefficient lending processes consume more time and

resources, reducing overall operational efficiency.

- **Competitive Disadvantage:** Without data-driven insights, the institution risks falling behind competitors who leverage advanced analytics to optimize their lending strategies.
- **Customer Dissatisfaction:** Inconsistent and inaccurate lending decisions can lead to customer dissatisfaction and loss of trust in the institution.

## 2.2 Business Requirements

The business requirements revolve around setting up a solid data analytics framework to dig out valuable insights from Lending Club loan data. Loan Requirement for Business in order to effectively analyze Lending Club issued loans data, the business requires a sturdy data analytics framework. The business requirements might also encompass the need for advanced machine learning algorithms to enhance predictive modeling, streamline decision making processes and optimize loan approval procedures.

Lenders nearly always evaluate the owner's personal credit when a small business owner wants money. Most lenders only lend to enterprises having a track record of at least two years making it difficult for business to obtain finance. Lenders consider debt backed by valuable assets to be less risky. Lenders evaluate the risk of your type of business throughout the loan approval procedure.

## 2.3 Literature survey

A comprehensive literature survey is essential to understand existing methodologies, tools, and best practices in optimizing lending strategies and risk management in the context of peer-to-peer lending platforms such as LendingClub. This survey aims to identify relevant studies on data analytics in finance, peer-to-peer lending trends, and similar analyses conducted by financial institutions to enhance their decision-making processes. The challenges faced in analyzing lending club loan data and purpose future research direction to enhance predictive modeling and decision making

## 3. DATA COLLECTION

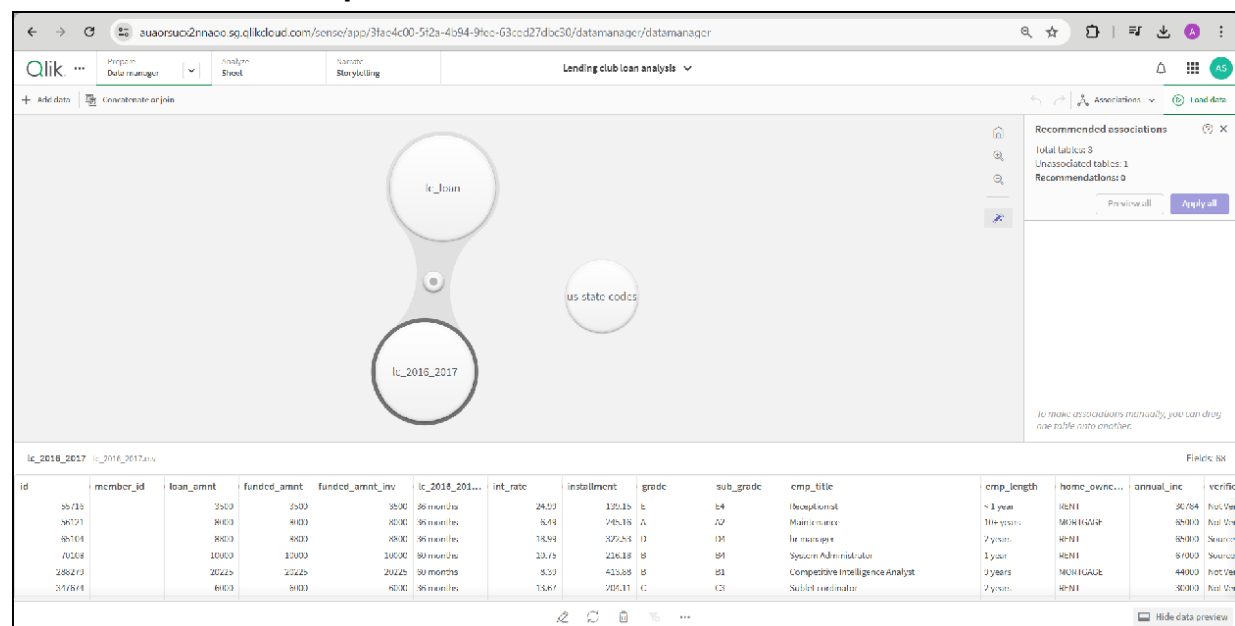
Data collection and extraction from a database involve gathering information stored in a database for analysis or other purposes. We need understand the data properly in lending club loan analysis, data collection from a database would entail retrieving loan related data from the Lending Club database.

Data collection is process of gathering information from various sources such as the lending club website, data repositories like kaggle and other sources. This data typically includes details about the loan issued by Lendingclub. Such as loan amount, interest rate, term length, borrower's credit score, loan status, verification status, employment length, loan purpose and more. The dataset showing in the given below.

### 3.1 Dataset

id	member_id	loan_amnt	funded_amnt	funded_amnt_inv	lc_2016_2017	int_rate	installment	grade	sub_grade	emp_title	emp_length	home_ownership	annual_inc	verification_status
55718	96171	3500	3500	3500	36 months	24.59	139.15	F	F4	Receptionist	< 1 year	RENT	30781	Not Ver
95201	8800	8000	8000	8000	36 months	8.94	245.18	A	A2	Manager	10+ years	MORTGAGE	8900	Not Ver
70208	10000	10000	10000	10000	36 months	23.03	226.18	B	B4	System Administrator	1 year	RENT	9100	Source
28874	20225	20225	20225	20225	36 months	8.33	423.88	B	B1	Competitive Intelligence Analyst	3 years	MORTGAGE	4400	Not Ver
31684	8000	8000	8000	8000	36 months	14.87	205.11	C	C3	Sublet coordinator	2 years	RENT	8000	Not Ver
33254	22000	22000	22000	22000	36 months	22.03	475.57	C	C1	New Car Sales Director	10+ years	MORTGAGE	22465	Verified
33000	35000	35000	35000	35000	36 months	13.67	1196.62	C	C2	CEO	3 years	RENT	18000	Verified
31915	29000	29000	29000	29000	36 months	4.18	541.05	H	H0	Staff Software Engineer	3 years	MORTGAGE	13500	Not Ver
39188	20000	20000	20000	20000	36 months	14.08	770.15	C	C4	St. System Engineer	3 years	RENT	7500	Not Ver
31094	18000	18000	18000	18000	36 months	3.03	578.7	B	B5	Principal	10+ years	MORTGAGE	2500	Source
37355	8000	8000	8000	8000	36 months	15.51	278.54	C	C5	Teacher	10+ years	MORTGAGE	11000	Verified
30000	18000	18000	18000	18000	36 months	11.47	572.09	H	H5	Field Service Tech	3 years	MORTGAGE	15000	Not Ver
39450	4100	4100	4100	4100	36 months	3.03	131.62	B	B5	Color Technician	10+ years	MORTGAGE	5100	Not Ver
38628	25000	25000	25000	25000	36 months	15.23	903.69	D	D1			MORTGAGE	73180	Not Ver
33058	8400	8400	8400	8400	36 months	13.03	287.05	C	C2	Team leader	7 years	RENT	7000	Verified
31670	4200	4200	4200	4200	36 months	7.03	131.5	A	A4	Command Center Chief	10+ years	MORTGAGE	9000	Source
40124	25000	25000	25000	25000	36 months	8.03	794.68	B	B1	Operations Manager	10+ years	MORTGAGE	18000	Not Ver
40154	12000	12000	12000	12000	36 months	15.53	280.11	C	C5	Teacher	10+ years	MORTGAGE	13000	Not Ver
40510	9800	9800	9800	9800	36 months	15.63	346.59	C	C5	Accountant	10+ years	MORTGAGE	13200	Source
40022	18000	18000	18000	18000	36 months	7.33	350.01	A	A4	Electrical Field Engineer	7 years	MORTGAGE	7400	Source
47048	16000	16000	16000	16000	36 months	13.03	423.62	E	E1	Paralegal Supervisor	< 1 year	RENT	4000	Source
48852	20000	20000	20000	20000	36 months	11.03	664.2	C	C1	Operator	2 years	MORTGAGE	9500	Source
50075	17000	17000	17000	17000	36 months	13.78	371.11	D	D4	Teacher	3 years	MORTGAGE	42925	Source
60002	50000	50000	50000	50000	36 months	12.53	287.54	D	D1	Executive	3 years	RENT	87000	Not Ver

### 3.2 Connect data with qlik sense



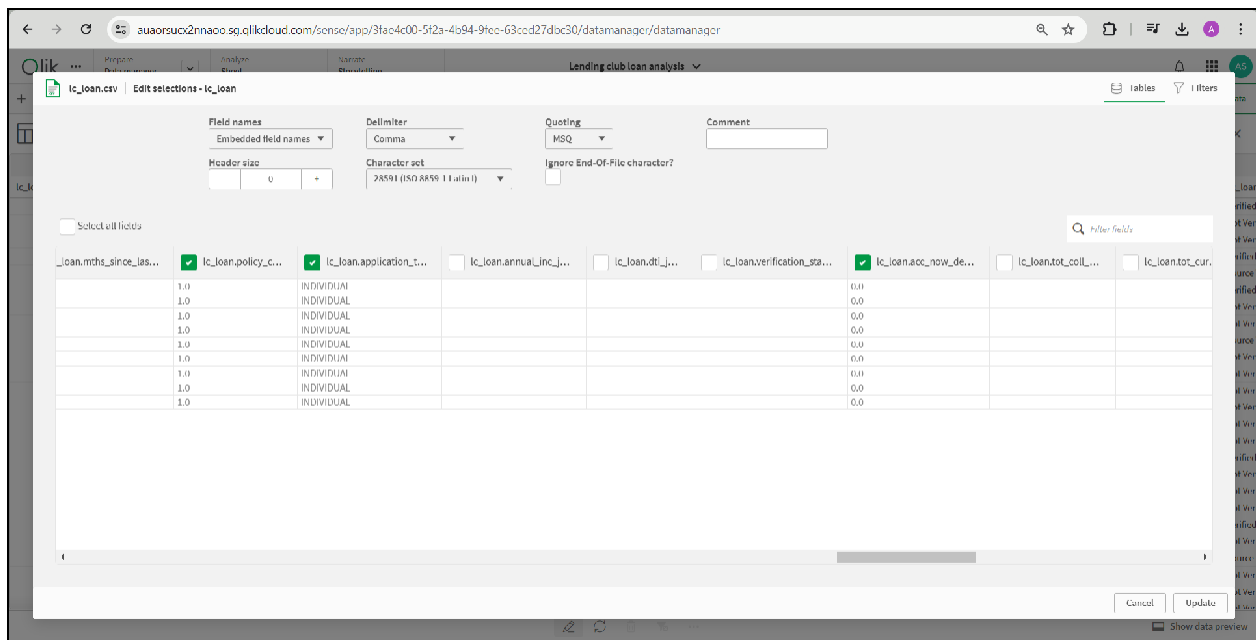
## 4. DATA PREPARATION

### 4.1 Preparing data for visualization

To prepare the data for visualization in Lending club loan analysis, first start cleaning the data to handle missing values, outliers, inconsistencies and remove the unnecessary data or unwanted data. This involves tasks like imputing missing values, removing duplicates and standardizing data formats.

Next step is transform the data by creating new variables, aggregating information for better visualization. This step helps in shaping the data to highlight the key insights we want to visualize.

Organize the data in a format suitable for the visualization tool you plan to use. such as a spreadsheet. This will make it easier to create meaningful and insightful visualizationsto communicate your findings effectively.



## 5. DATA VISUALIZATIONS

Data visualization is all about representing data in a visual format like chart, graphs and maps to help people understand the information more easily. When it comes to Lending club issued loan analysis we can use data visualization to show patterns, trends and relationships in the loan data. The graph is easily understood by everyone without any prior knowledge and it is also save the time, it allows us to relate and compare the data for different periods. It always depends on

the type of information in a particular domain. There are different types of graphical representation. Some of them are as follows.

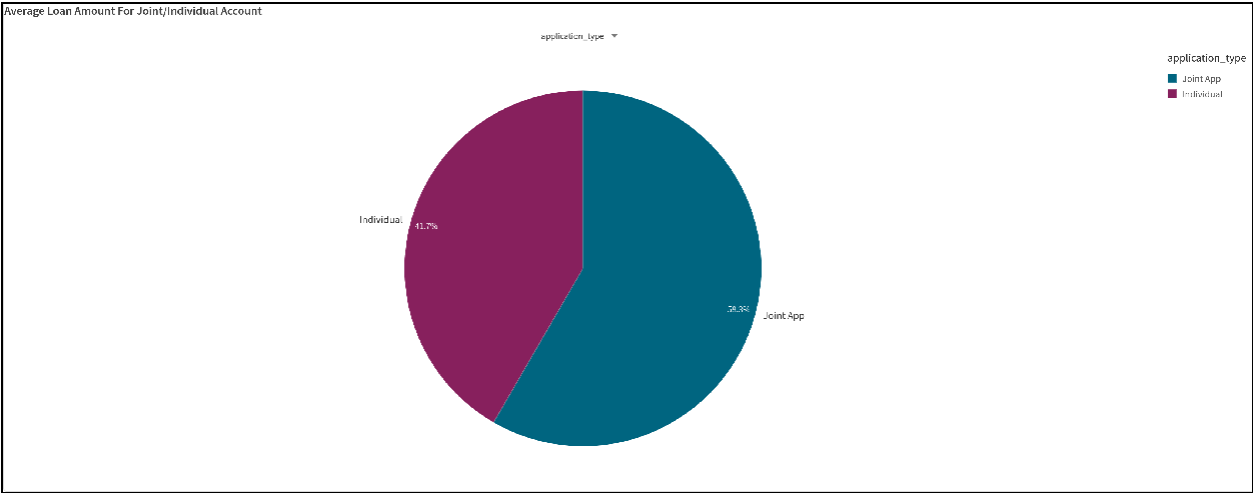
- Bar Chart
- Bullet Chart
- Combo Chart
- Gauge
- Histogram
- KPI
- Line Chart
- Map
- Pie Chart
- NL insights
- Pivot table
- Scatter plot
- Table
- Treemap

## 5.1 Visualization

### Average Loan Amount For The Term



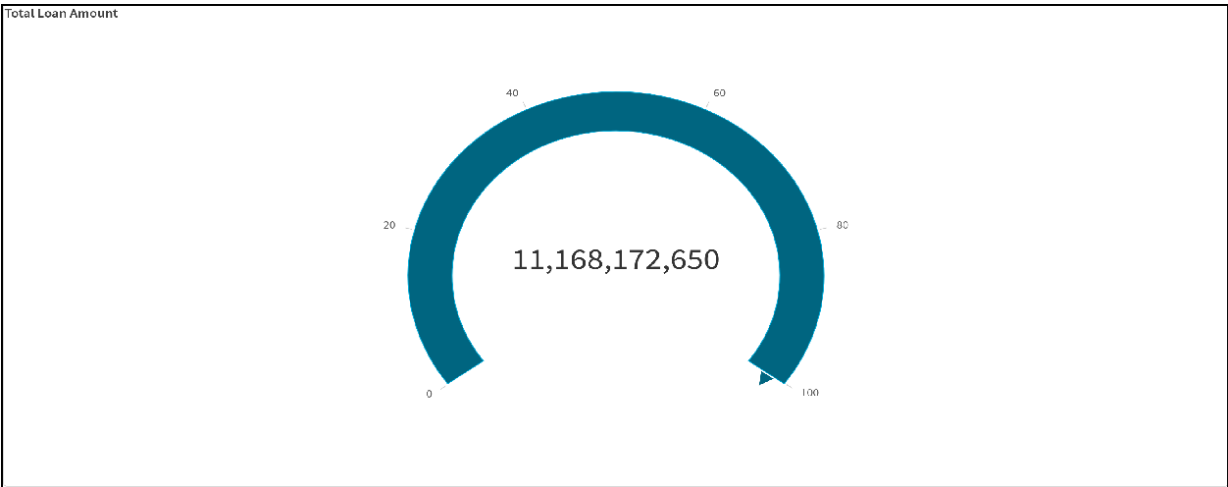
Average Loan Amount For Joint/Individual Account



Total Number of Loan Account



Total Loan Amount

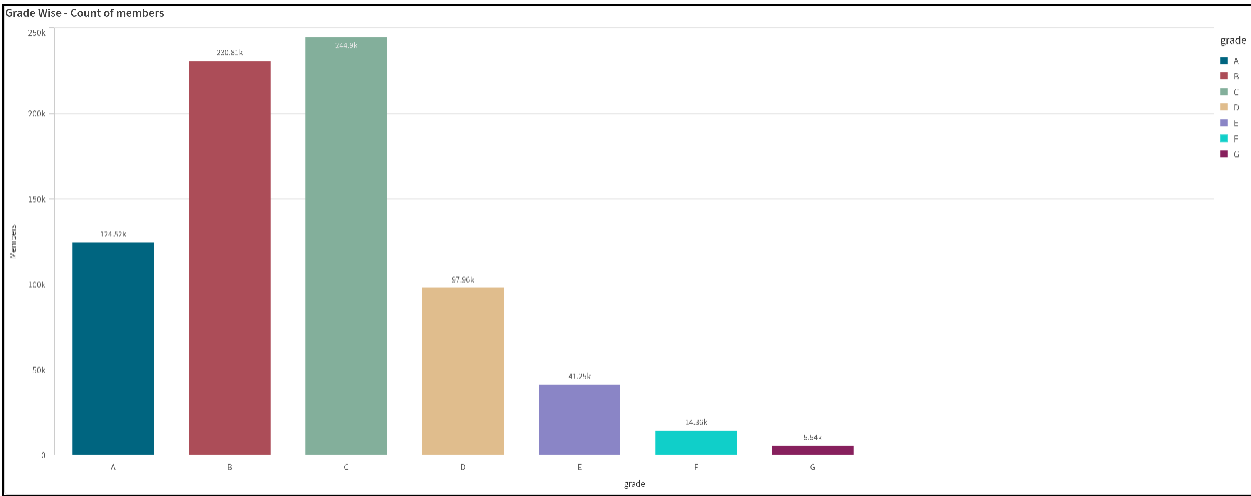




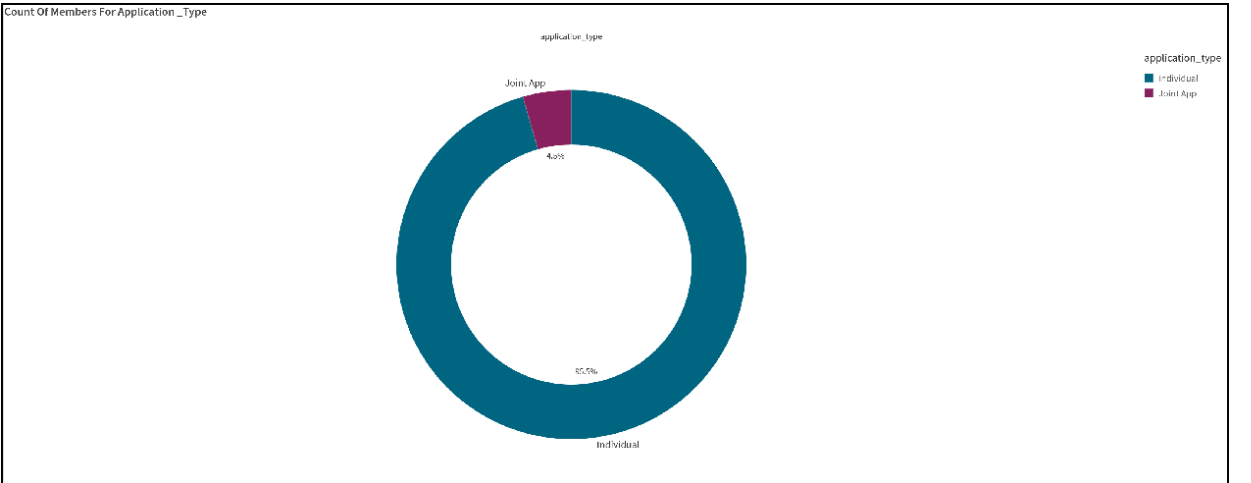
## Average Loan Amount by State



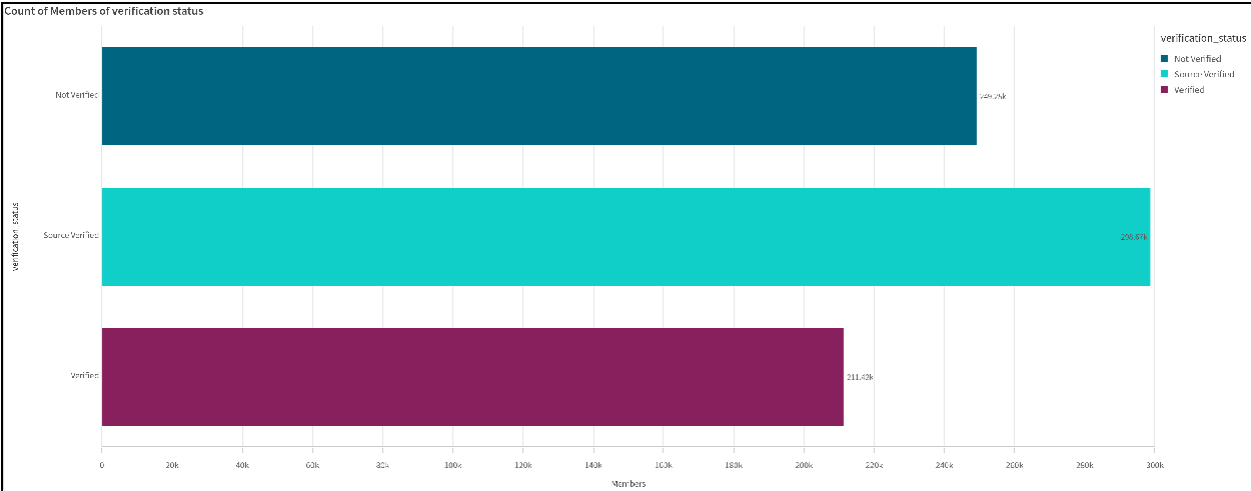
## Grade wise - count of members



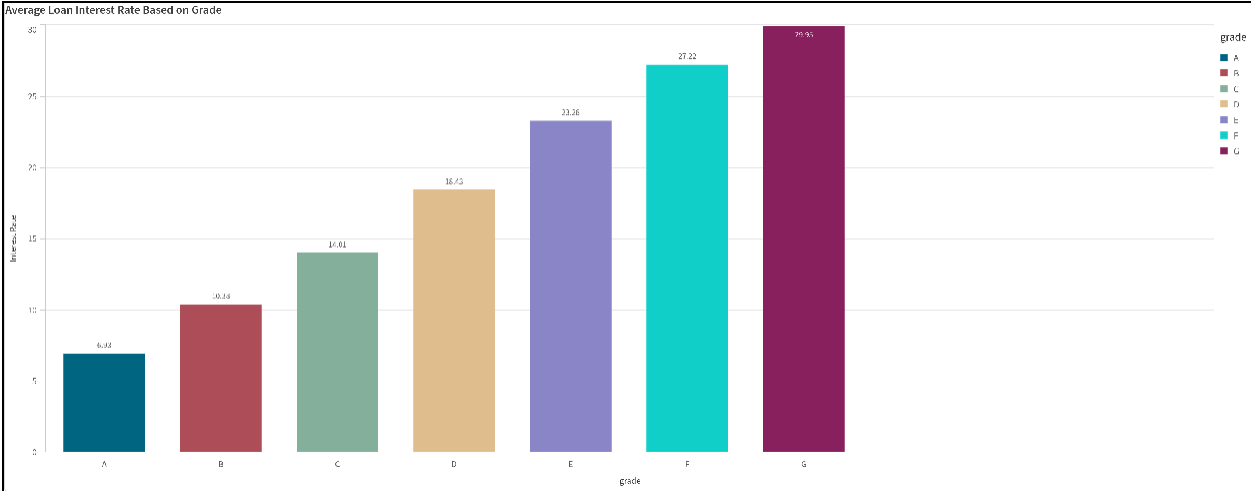
## Count of Members for application\_type



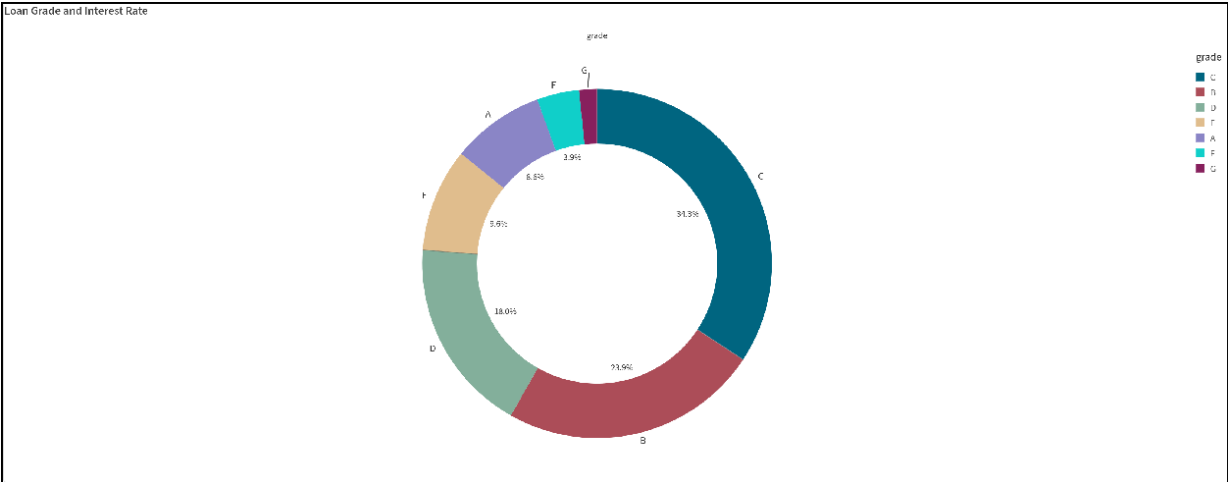
## Count of members of verification status



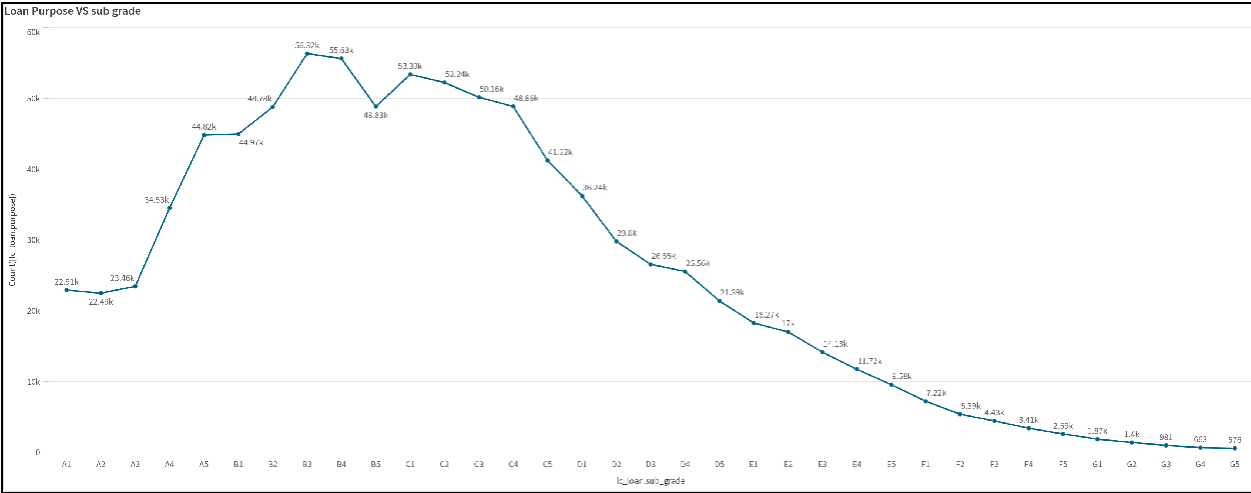
## Average Loan Interest rate based on grade



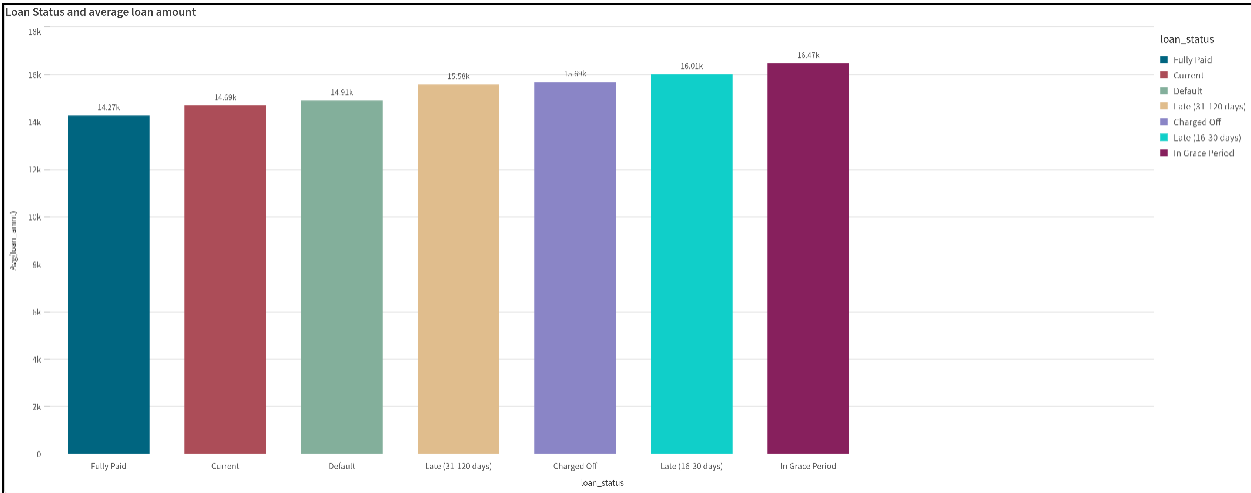
## Loan grade and interest rate



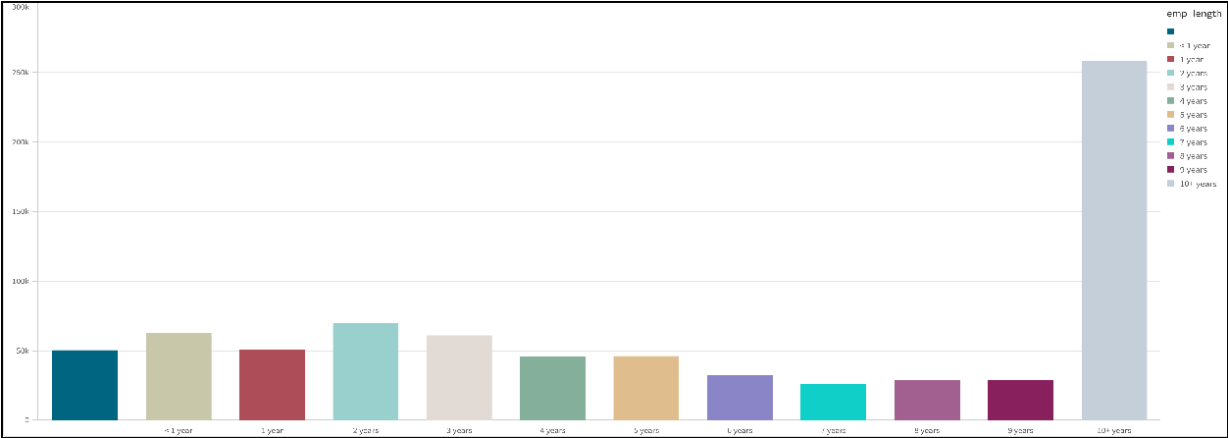
## Loan purpose vs sub grade



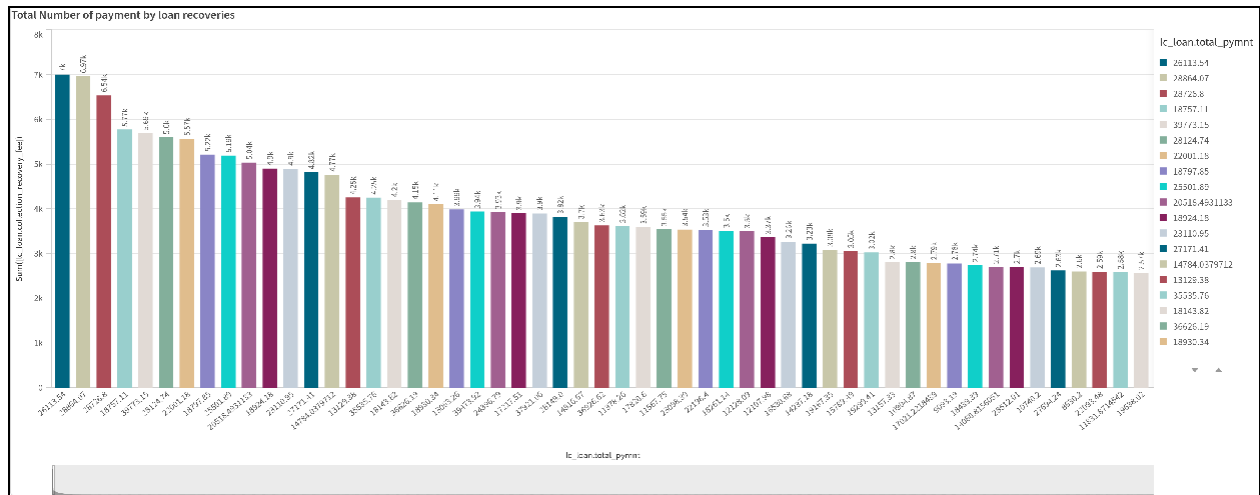
## Loan status and average loan amount



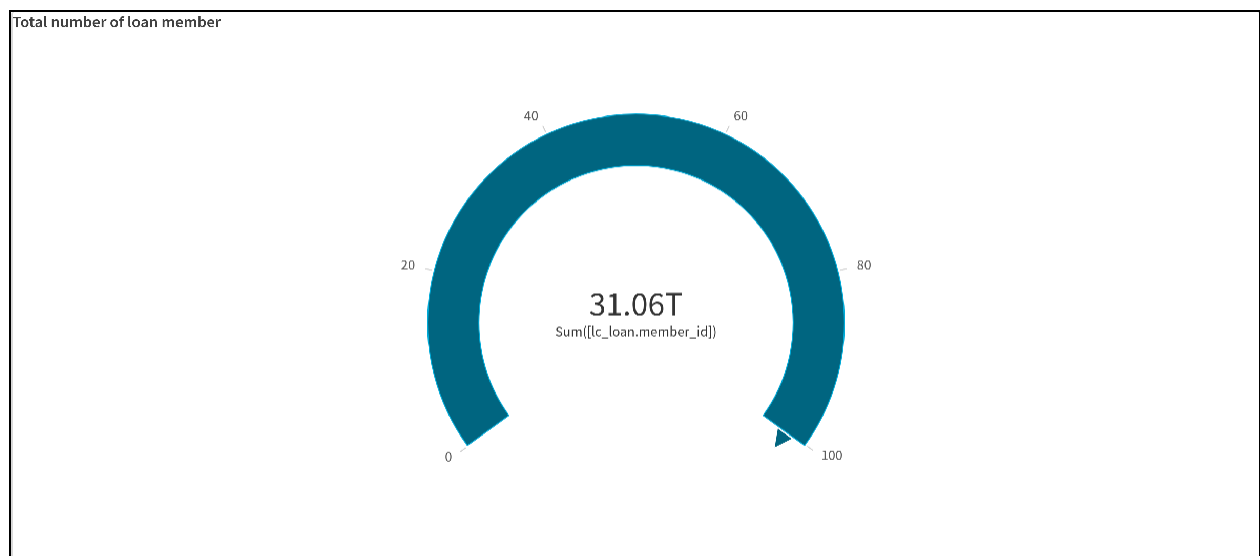
## Employee length vs all util



## Total number of payment by loan recoveries



## Total number of loan member



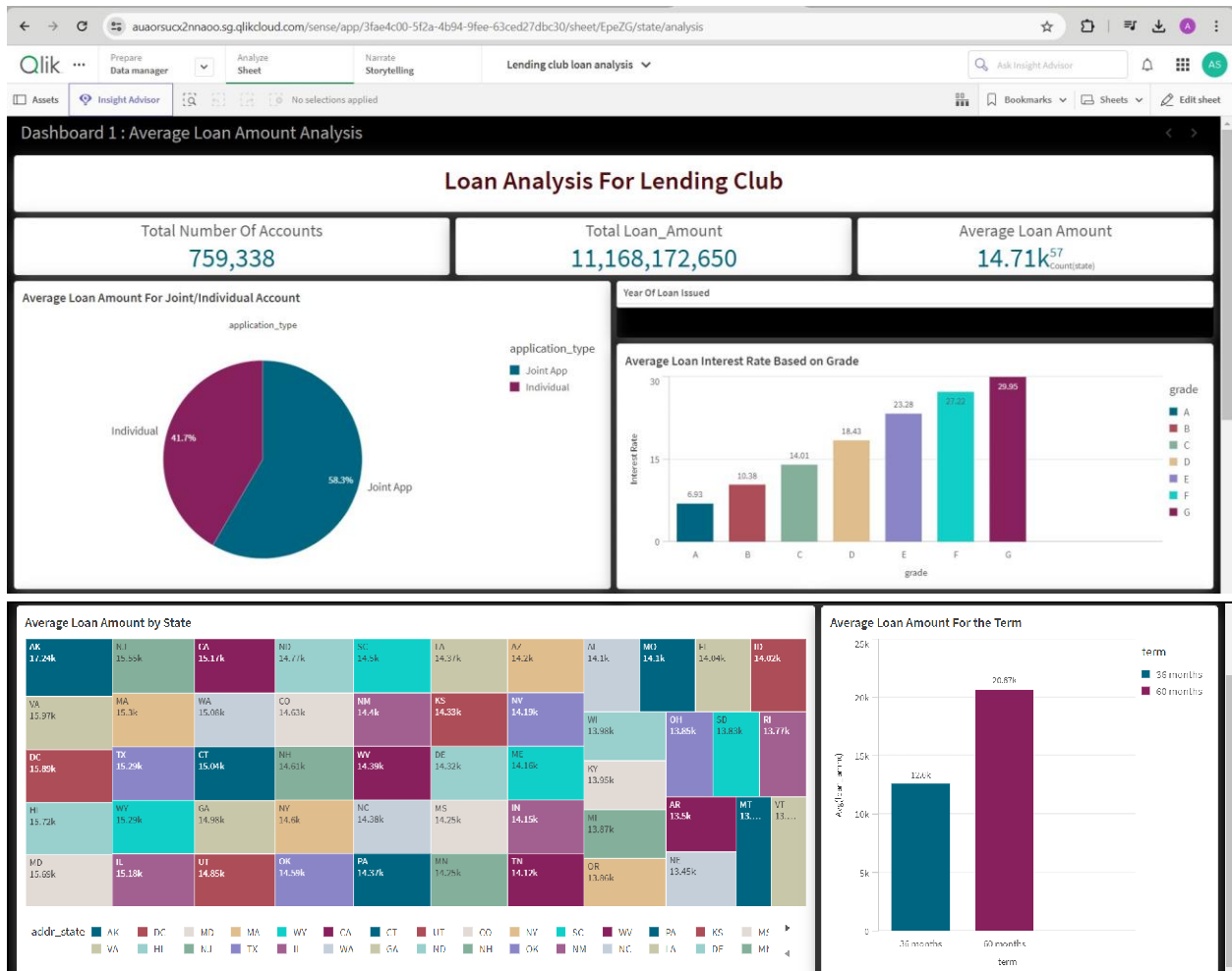
## 6. DASHBOARD

A Lending Club loan analysis dashboard is a visual representation of data related to loans issued by the Lending Club platform. It typically includes various metrics such as loan amount, interest rates, borrower information, loan status and other relevant data points. To create a Lending club loan analysis dashboard we have followed these steps.

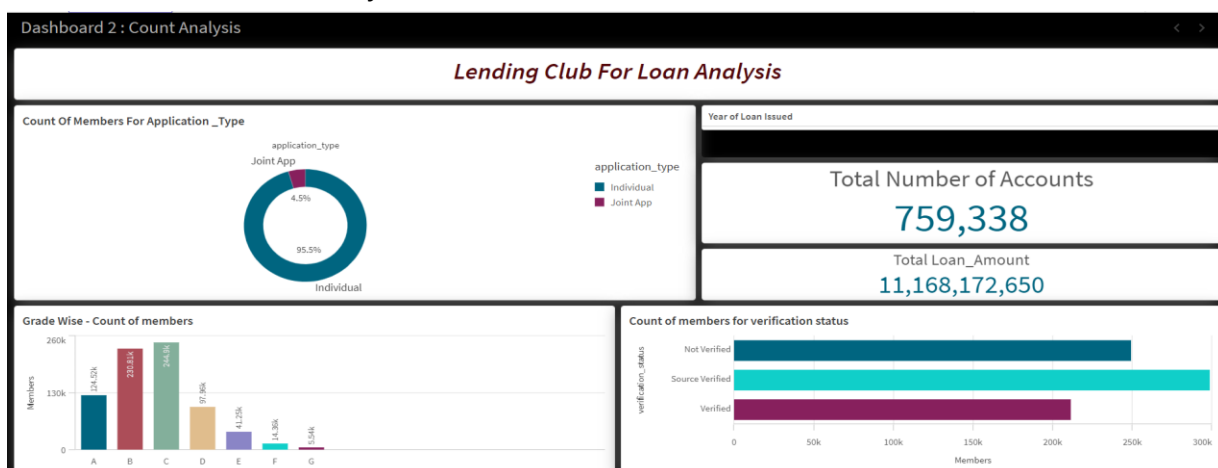
Data preparation, define metrics, create visualizations, add filters, Dashboard layout, interactivity, trend analysis and comparative analysis. By presenting the information through visualizations like charts and graphs.

## 6.1 Responsive and Design of Dashboard

### Dashboard 1 : Average loan Amount Analysis



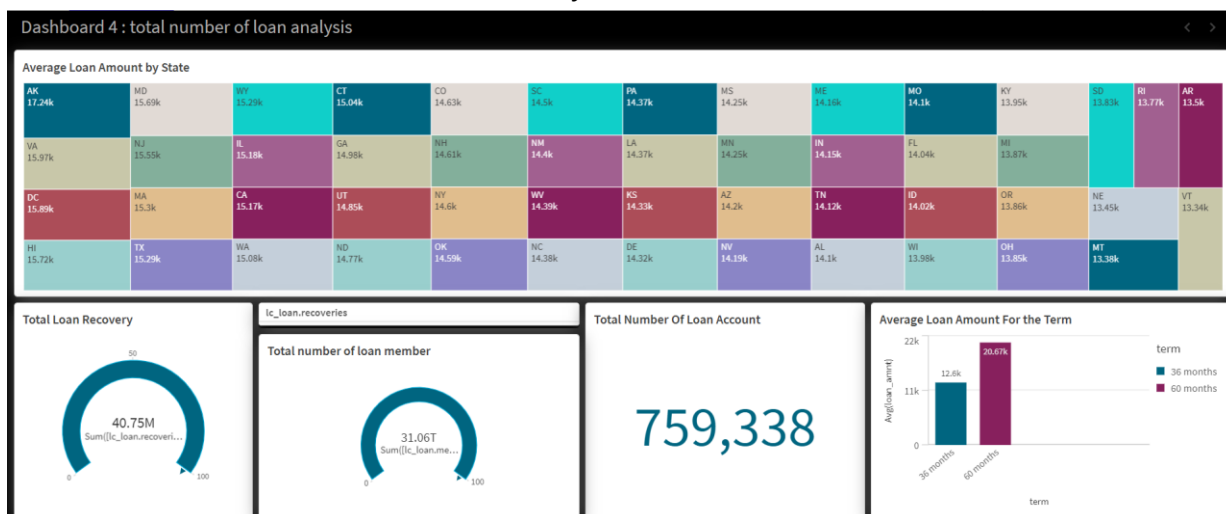
### Dashboard 2 : Count Analysis



## Dashboard 3 : Current balance



## Dashboard 4 : Total number of loan analysis

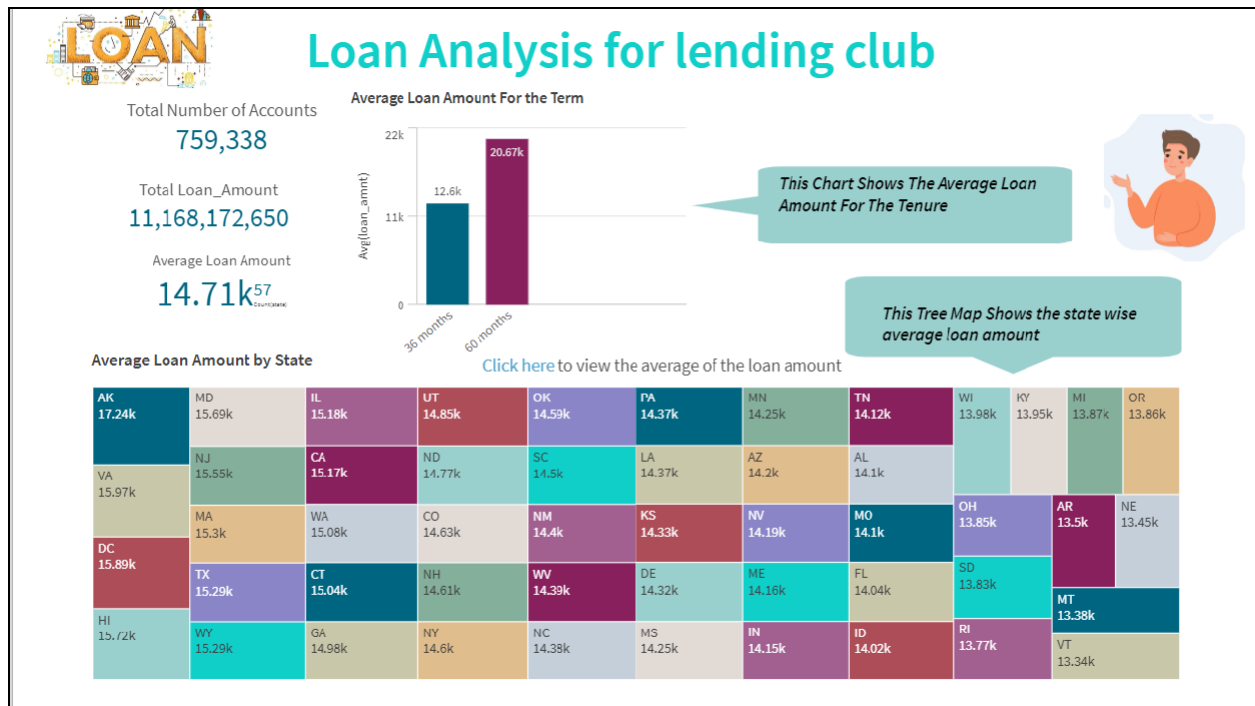


## 7. STORYTELLING

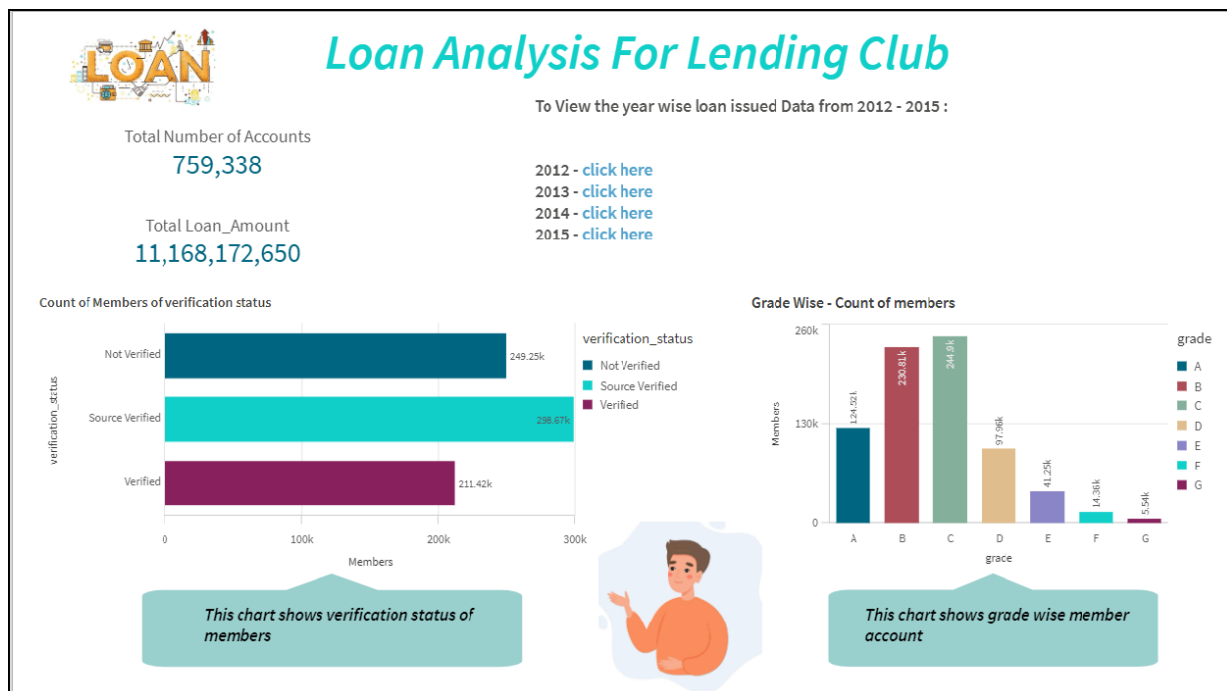
A data story is like telling a story with data and analysis. it helps make the information more interesting. We can start the present the data and analysis logically with conclusion summarizing the key findings. We can use reports, presentations, visuals to tell your data story. It should be organized in a logical and systematic way and analysis step by step. This often involves using visualizations, chart, graphs and other tools. It's like storytelling with numbers and facts to make the information and understandable.

Data stories can be presented using various mediums including reports, presentations, interactive visualizations and videos.

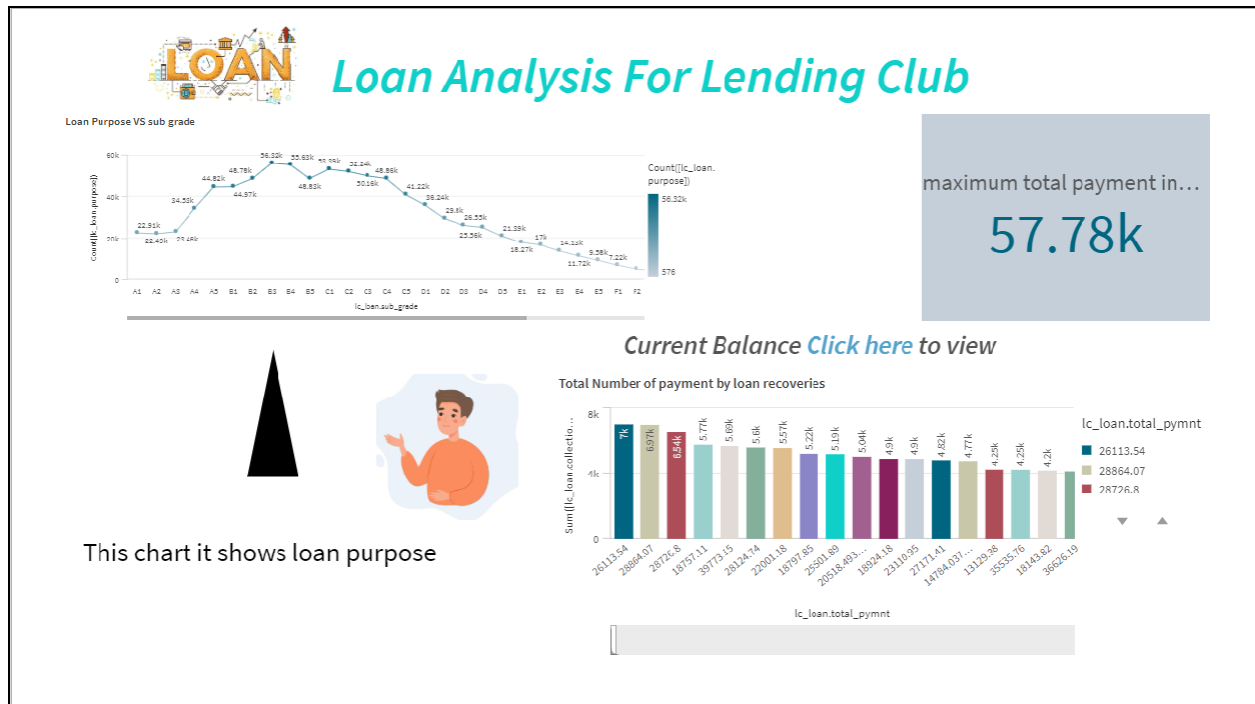
## StoryTelling 1:



## StoryTelling 2:



## StoryTelling 3:



## 8. PERFORMANCE TESTING

### 8.1 Amount of Data Rendered

In the lending club loan analysis using the dataset downloaded from kaggle the amount of data loaded can vary depending on the specific dataset I downloaded. The dataset from kaggle contains a significant amount of information, including details about loans, borrowers, loan status, loan amount, interest rates, and more.

Amount of data loaded in the context of the Lending club loan analysis using the dataset from kaggle refers to the volume or quantity of data that has been imported from the dataset into analysis environment.

lc_2016_2017		lc_2016_2017											
Rows	759338	term	id	member_id	loan_amnt	funded_amnt	funded_amnt_inv	int_rate	installment	grade	sub_grade	emp_title	emp_len
Fields	68	36 months	112435993		2300	2300	2300	12.62	77.08	C	C1		
Keys	1	60 months	112290210		16000	16000	16000	12.62	360.95	C	C1	teacher	10+ years
Tags	Sascli Stext Skey Snumeric Sinteger	36 months	112436985		6025	6025	6025	15.05	209.01	C	C4	Front Office	7 years
		36 months	112439006		20400	20400	20400	9.44	652.91	B	B1	Manager	10+ years
		36 months	112438929		13000	13000	13000	11.99	431.73	B	B5	Paramedic	10+ years
		36 months	112230200		12000	12000	12000	9.44	384.06	B	B1	Teacher	10+ years
		36 months	112210041		6000	6000	6000	10.42	194.79	B	B3	Office Clerk	7 years
		36 months	112360031		13000	13000	13000	15.05	306.8	C	C4	PROGRAM DIRECTOR	5 years
		36 months	112436985		6025	6025	6025	15.05	209.01	C	C4	Front Office	7 years



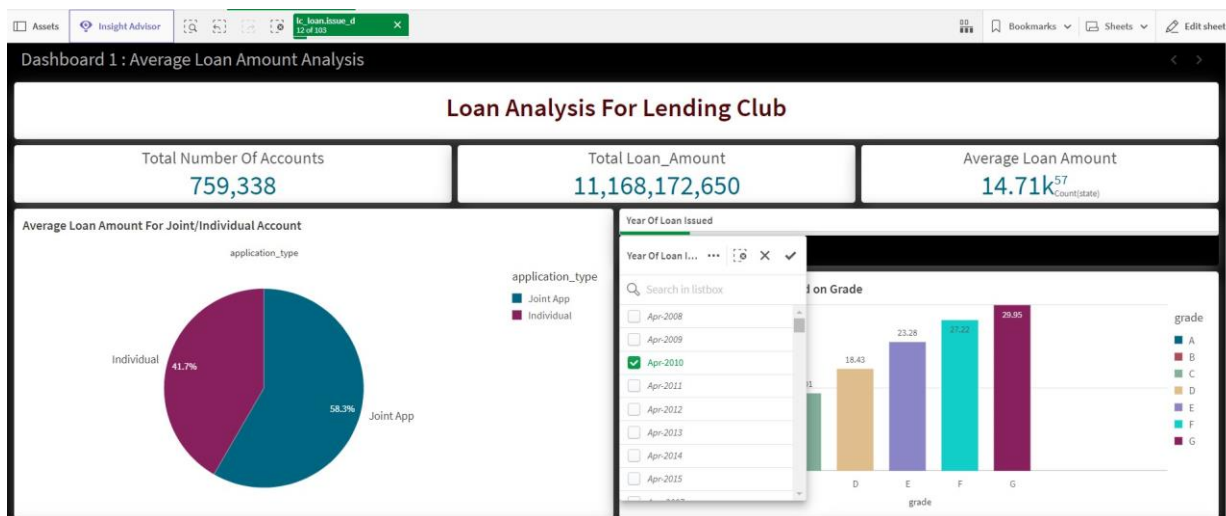
hom...	anne...	verifi...	issue_d	loan...	pym...	purp...	title	zip_c...	addr...	diti	delin...	earl...	inq_L...
OWN	10000	Not Verified	Jun-2017	Current	n	credit_card	Credit card refina	148xx	NY	21.61	0	Sep-1985	
MORTGAGE	94000	Not Verified	Jun-2017	Current	n	debt_consolidati	Debt consolidatic	021xx	MA	25.61	0	Jun-1992	
MORTGAGE	46350	Not Verified	Jun-2017	Current	n	home_improvem	Home improve	018xx	MA	8.88	0	Jun-2002	

Performance testing is crucial for ensuring that the "LendingClub Issued Loans Analysis" project meets its objectives of efficient, scalable, and reliable data processing and visualization. By systematically testing and optimizing each component of the system, you can ensure that the analysis and insights derived from LendingClub's loan data are delivered in a timely and efficient manner, supporting informed decision-making and strategic planning.

## 8.2 Utilization of Data Filters

Data filters are crucial for refining and analyzing large datasets by focusing on specific subsets of data. In the context of the LendingClub Issued Loans Analysis, data filters help isolate relevant information, streamline the analysis process, and enhance the accuracy of insights. Below is an overview of how data filters can be effectively utilized in this project

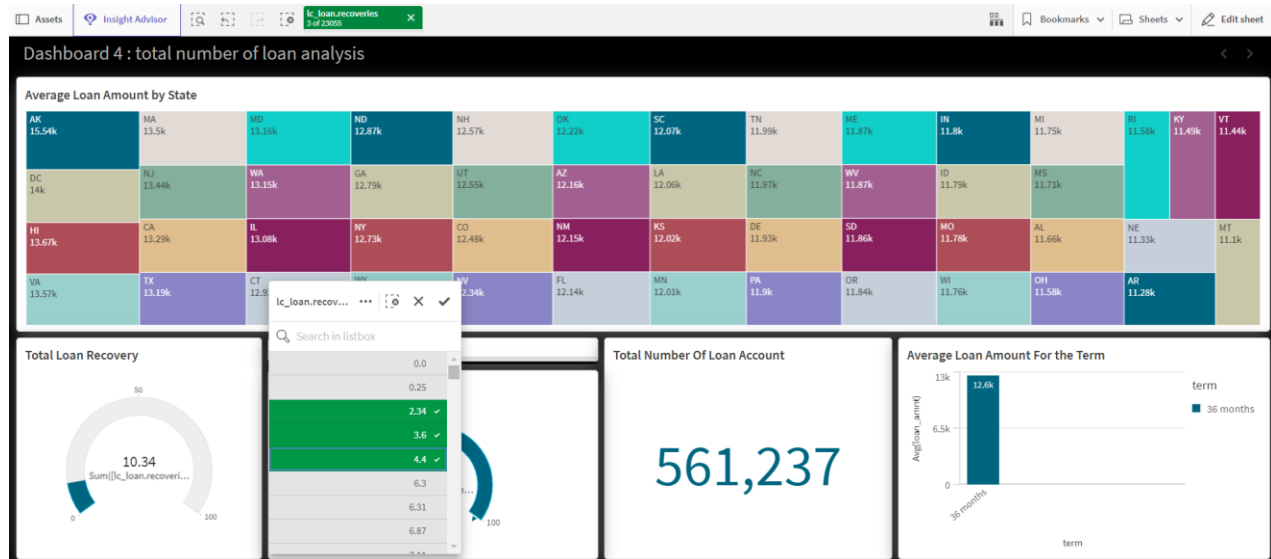
### Filter 1:



In this Filter I have used "year of loan issued" which filter out the year I am looking for from the other data and thus it uses data more effectively

### Filter 2:

In this Filter I have used "loan recoveries" this filter out the data and give me the data of loan recovery for a specific input I am looking for



## Number of Visualization and graph

- Average Loan Amount For The Term
- Average Loan Amount For Joint/Individual Account
- Total Loan Amount
- Total Number of Loan Account
- Average Loan Amount by State
- Grade Wise - Count of members
- Count Of Members For Application \_Type
- Count of Members of verification status
- Average Loan Amount
- Average Loan Interest Rate Based on Grade
- Loan Issued in 2012 - 2015
- Loan Grade and Interest rate
- Loan Purpose VS sub grade
- Maximum total current balance
- Loan Status and average loan amount
- Employee length vs all util
- Total Number of payment by loan recoveries
- Average Loan Amount
- Tenure wise average loan amount

## **Conclusion**

The "Data to Decisions: Qlik Journey Through LendingClub Issued Loans Analysis" project exemplifies the transformative potential of data analytics in optimizing lending strategies and risk management for peer-to-peer lending platforms. By leveraging Qlik's advanced capabilities for data integration, analysis, and visualization, the project successfully addressed core business challenges and enhanced decision-making processes. Through comprehensive ETL processes and effective data filters, we ensured clean, reliable datasets and focused analysis, enabling targeted insights and improving efficiency. Advanced predictive models enhanced risk assessment, accurately identifying high-risk borrowers and predicting loan default rates, thereby optimizing lending criteria. Qlik's dynamic, interactive dashboards facilitated real-time data visualization, supporting quick decision-making and adaptability to market changes. Performance testing confirmed the system's scalability and reliability, ensuring it can handle increasing data volumes and user loads efficiently. This project not only improved operational efficiency and strategic decision support but also laid a robust foundation for continuous innovation in data analytics, positioning LendingClub for sustained growth and success in the competitive peer-to-peer lending market.