

EXPLORATORY DATA ANALYSIS OF LOAN APPROVAL DATASET

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INTRODUCTION



A loan is a financial arrangement in which a lender provides money to a borrower, who agrees to repay the borrowed amount, called the principal, along with interest within a specified timeframe. The interest serves as compensation to the lender for taking on the risk and for the opportunity cost of lending the money. Loan agreements typically detail the repayment schedule, interest rate, and any applicable fees.

Loans may be secured, requiring the borrower to provide collateral as a guarantee, or unsecured, which depends on the borrower's credit history and reliability. Common examples include personal loans, mortgages, and car loans. Failure to meet the agreed repayment terms can result in penalties, harm to the borrower's credit score, or legal action.



About the DATASET



I worked with a dataset containing 367 unique loan applications, a widely used resource for practicing exploratory data analysis (EDA). This dataset offers comprehensive information about loan applications, making it an excellent tool for examining approval trends, understanding borrower profiles, and identifying the critical factors that impact loan approval decisions.

Goal of the Project

The primary objective of this loan approval analysis project is to thoroughly analyze loan application data. This includes identifying and correcting any data inconsistencies, summarizing important statistics, and visualizing key insights such as approval rates and borrower demographics. The project focuses on understanding loan status, uncovering the factors influencing loan approvals, and evaluating associated risks. Ultimately, the aim is to provide actionable insights and recommendations to streamline the loan approval process and improve risk management strategies.

Loading the Dataset

```
# Importing all the required libraries import pandas as pd import numpy as np import matplotlib.pyplot as plt import seaborn as sns import plotly.express as px from datetime import datetime from datetime import date
```

```
# importing drive by mounting from google colab.
from google.colab import drive
drive.mount ('/content/drive')
Mounted at /content/drive
```



- ✓ I carried out my analysis using Google Colab Notebook.
- ✓ The dataset was imported directly from Google Drive.
- ✓ To begin the Exploratory Data Analysis (EDA), the dataset was assigned the name 'df'.
- ✓ It consists of 367 rows and 12 columns.
- ✓ For data cleaning, I utilized popular Python libraries such as NumPy, Pandas, Matplotlib and Seaborn.
- ✓ Duplicate entries identified in the dataset were removed to ensure data accuracy.

Using Head function.



using head fuction for showing top 15 rows and columns

loan_approvel = "/content/drive/MyDrive/loan_sanction_test.csv"

df = pd.read_csv(loan_approvel)

df.head(15)

,	Loan_ID	Gender	Married	Dependents	Education	Self_Employed	ApplicantIncome	CoapplicantIncome	LoanAmount	Loan_Amount_Term	Credit_History	Property_Area
0	LP001015	Male	Yes	0	Graduate	No	5720	0	110.0	360.0	1.0	Urban
1	LP001022	Male	Yes	1	Graduate	No	3076	1500	126.0	360.0	1.0	Urban
2	LP001031	Male	Yes	2	Graduate	No	5000	1800	208.0	360.0	1.0	Urban
3	LP001035	Male	Yes	2	Graduate	No	2340	2546	100.0	360.0	NaN	Urban
4	LP001051	Male	No	0	Not Graduate	No	3276	0	78.0	360.0	1.0	Urban
5	LP001054	Male	Yes	0	Not Graduate	Yes	2165	3422	152.0	360.0	1.0	Urban
6	LP001055	Female	No	1	Not Graduate	No	2226	0	59.0	360.0	1.0	Semiurban
7	LP001056	Male	Yes	2	Not Graduate	No	3881	0	147.0	360.0	0.0	Rural
8	LP001059	Male	Yes	2	Graduate	NaN	13633	0	280.0	240.0	1.0	Urban
9	LP001067	Male	No	0	Not Graduate	No	2400	2400	123.0	360.0	1.0	Semiurban
10	D LP001078	Male	No	0	Not Graduate	No	3091	0	90.0	360.0	1.0	Urban
1	1 LP001082	Male	Yes	1	Graduate	NaN	2185	1516	162.0	360.0	1.0	Semiurban
13	2 LP001083	Male	No	3+	Graduate	No	4166	0	40.0	180.0	NaN	Urban
1	3 LP001094	Male	Yes	2	Graduate	NaN	12173	0	166.0	360.0	0.0	Semiurban
14	4 LP001096	Female	No	0	Graduate	No	4666	0	124.0	360.0	1.0	Semiurban

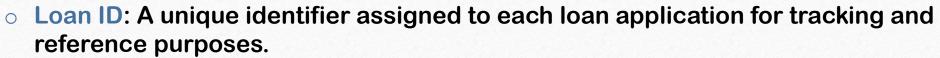


The dataset contains details collected from a range of borrowers and seems to primarily focus on home loans. An initial review reveals the presence of outliers and missing values within the data.



```
df.info()
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 367 entries, 0 to 366
Data columns (total 13 columns):
     Column
                      Non-Null Count Dtype
    Loan ID
                     367 non-null
                                    object
    Gender
                     367 non-null
                                    object
    Married
                     367 non-null
                                    object
 3 Dependents 367 non-null
                                    object
 4 Education
                     367 non-null
                                    object
 5 Self_Employed 367 non-null
                                    object
 6 ApplicantIncome
                      367 non-null
                                    int64
    CoapplicantIncome 367 non-null
                                    int64
                      367 non-null
 8 LoanAmount
                                    float64
                                    float64
 9 Loan_Amount_Term 367 non-null
 10 Credit History
                     367 non-null
                                  float64
 11 Property_Area
                     367 non-null
                                    object
                      367 non-null
                                    object
 12 status
dtypes: float64(3), int64(2), object(8)
memory usage: 37.4+ KB
```

Key Features include:





- Gender: The gender of the applicant (e.g., Male, Female).
- Married: Marital status of the applicant (e.g., Yes, No).
- Dependents: The number of dependents or family members who rely on the applicant for financial support.
- Education: The educational qualification of the applicant (e.g., Graduate, Not Graduate).
- Self Employed: Indicates whether the applicant is self-employed or not (e.g., Yes, No).
- Applicant Income: The monthly income of the applicant.
- Co-applicant Income: The monthly income of the co-applicant, if any.
- Loan Amount: The total amount of the loan requested by the applicant.
- Loan Amount Term: The tenure or duration of the loan in months.
- Credit History: A numerical indicator of the applicant's credit history, reflecting their ability to repay the loan. (e.g., 1, 0).
- Property Area: The geographical area or type of area where the property is located (e.g., Urban, Semiurban, Rural).

✓ Here I created a new column "status" to check whether the loan is approved or not.

```
[ ] # In our dataset we can see the creadit_history is in integer.
# Now i will create a new column which is status
df['status'] = df['Credit_History'].apply(lambda x: 'Approved' if x==1 else 'Rejected')
```

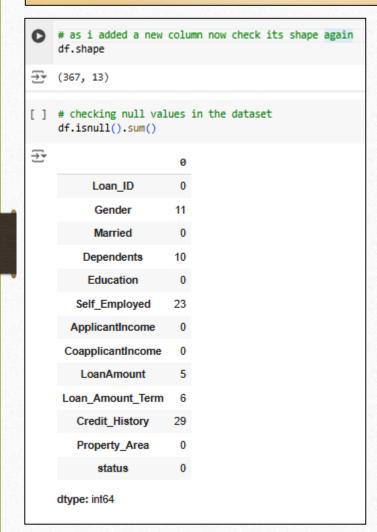


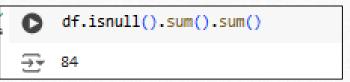
Describing the dataset

0	<pre>df.describe()</pre>									
		ApplicantIncome	CoapplicantIncome	LoanAmount	Loan_Amount_Term	Credit_History				
	count	367.000000	367.000000	362.000000	361.000000	338.000000				
	mean	4805.599455	1569.577657	136.132597	342.537396	0.825444				
	std	4910.685399	2334.232099	61.366652	65.156643	0.380150				
	min	0.000000	0.000000	28.000000	6.000000	0.000000				
	25%	2864.000000	0.000000	100.250000	360.000000	1.000000				
	50%	3786.000000	1025.000000	125.000000	360.000000	1.000000				
	75%	5060.000000	2430.500000	158.000000	360.000000	1.000000				
	max	72529.000000	24000.000000	550.000000	480.000000	1.000000				

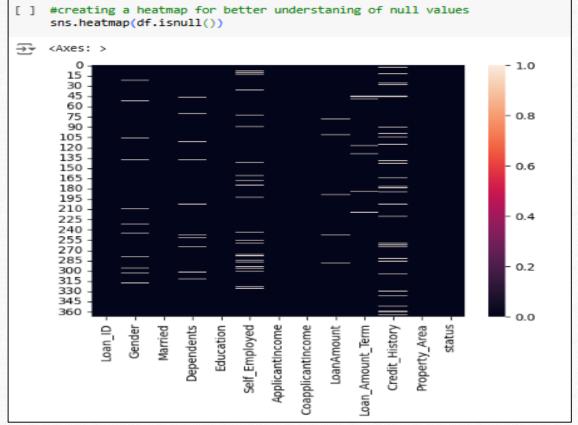
There are 5 numeric columns i.e 'ApplicantIncome', 'CoapplicantIncome', 'LoanAmount',
 'Credit_History' 'Loan_Amount_Term' and rest of the columns are catagorical columns.

Handling missing value









- ☐ The dataset contains 84 missing values, excluding the Loan_Status column. Specifically:
- Self_Employed has 23 missing entries.
- Credit_History has 29 missing entries.
- Dependents has 10 missing entries.
- Gender has 11 missing entries.
- LoanAmount has 5 missing entries.
- Loan_Amount_Term has 6 missing entries.
- ☐ A heatmap was used to visualize these null values, highlighting areas that require attention. Addressing these missing values is essential before proceeding with further analysis.

replacing null values in "Gender" column with Mode



```
[14] df['Gender'].replace(np.nan,'Male',inplace=True)
df['Gender'].isnull().sum()
```



replacing null values in "creadit_History" column with Median.

```
[20] df['Credit_History'].median()

1.0

df['Credit_History'].fillna(df['Credit_History'].median(),inplace=True)
```



replacing null values in "Dependents" column with Mode.

```
df['Dependents'].mode()

df['Dependents'].replace(np.nan,"0",inplace=True)
df['Dependents'].isnull().sum()
```

replacing null values in "Loan_Amount_term" column with Median.

```
median_loan_term = df['Loan_Amount_Term'].median()
median_loan_term

360.0

df['Loan_Amount_Term'] = df['Loan_Amount_Term'].fillna(median_loan_term).astype(float)
```

replacing null values in "LoanAmount" column with Median.

```
[18] df['LoanAmount'].median()

125.0

df['LoanAmount'].fillna(df['LoanAmount'].median(),inplace=True)
```

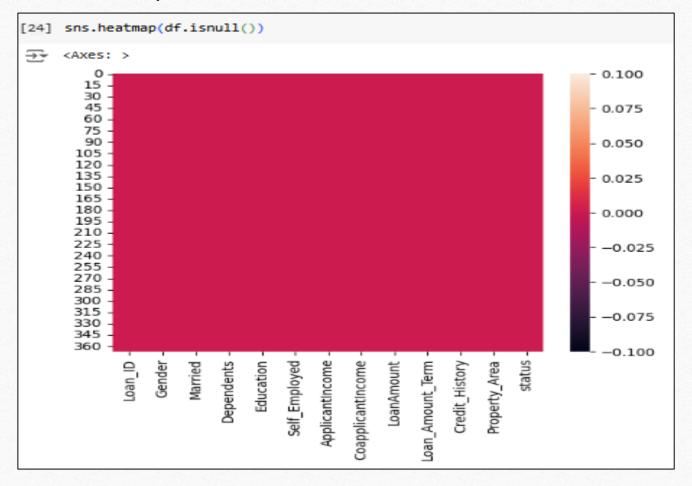


replacing null values in "self_Employed" column with Median.



✓ In the provided code snippets, missing values in categorical columns were filled using the mode of each column. For numerical columns like LoanAmount, Credit_History, and Loan_Amount_Term, the null values were filled with the median of the respective columns. This approach was chosen because the median is less affected by outliers, making it a more robust measure for handling extreme values.

√ This heatmap shows that the data set is clear.





Finding Outliers

```
[25] # Data is clear now lets find outliers
    Q1 = df['ApplicantIncome'].quantile(0.25)
    Q3 = df['ApplicantIncome'].quantile(0.75)
    IQR = Q3 - Q1
    lower_bound = Q1 - 1.5 * IQR
    upper_bound = Q3 + 1.5 * IQR
    outlier_income = df[(df['ApplicantIncome'] < lower_bound) | (df['ApplicantIncome'] > upper_bound)]
    print('count of outlier in Applicantincome :' ,len(outlier_income))

→ count of outlier in Applicantincome : 32

[26]
    sns.boxplot(df['ApplicantIncome'])
    plt.show()
₹
        70000
        60000
        50000
        40000
        30000
        20000
        10000
            0 -
```



outlier in "ApplicantIncome"

Here i used IQR method for finding outliers and box plot for visualization of outliers. ✓ The plot reveals several points beyond the upper whisker, indicating outliers in the "ApplicantIncome" variable. A total of 32 outliers were identified in this column. These outliers were addressed by replacing them with the column's median. A boxplot was created post-cleaning to confirm the changes.





```
[27]
     Q1 = df['CoapplicantIncome'].quantile(0.25)
     Q3 = df['CoapplicantIncome'].quantile(0.75)
     IQR = Q3 - Q1
     lower_bound = Q1 - 1.5 * IQR
     upper_bound = Q3 + 1.5 * IQR
     outlier_coappliaction = df[(df['CoapplicantIncome'] < lower_bound) | (df['CoapplicantIncome'] > upper_bound)]
     print('count of outlier in CoapplicantIncome:', len(outlier_coappliaction))

→ count of outlier in CoapplicantIncome: 8

sns.boxplot(df['CoapplicantIncome'])
     plt.show()
₹
         25000
                                               0
         20000
      Coapplicantincome 150000
         15000
          5000
```



outlier in "CoapplicantIncome"

Here i used IQR method for finding outliers and box plot for visualization of outliers. ✓ This code identifies eight outliers in the "coapplicantincome" column. To visually represent these outliers, I used a plot. To handle the outliers, I opted for the median as the central tendency measure because it is less influenced by extreme values compared to the mean, making it a more robust choice in such scenarios.





```
Q1 = df['LoanAmount'].quantile(0.25)
    Q3 = df['LoanAmount'].quantile(0.75)
    IQR = Q3 - Q1
    lower_bound = Q1 - 1.5 * IQR
    upper_bound = Q3 + 1.5 * IQR
    outlier_loanamount = df[(df['LoanAmount'] < lower_bound) | (df['LoanAmount'] > upper_bound)]
    print('count of outliers in LoanAmount:', len(outlier_loanamount))

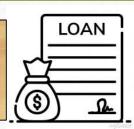
→ count of outliers in LoanAmount: 18

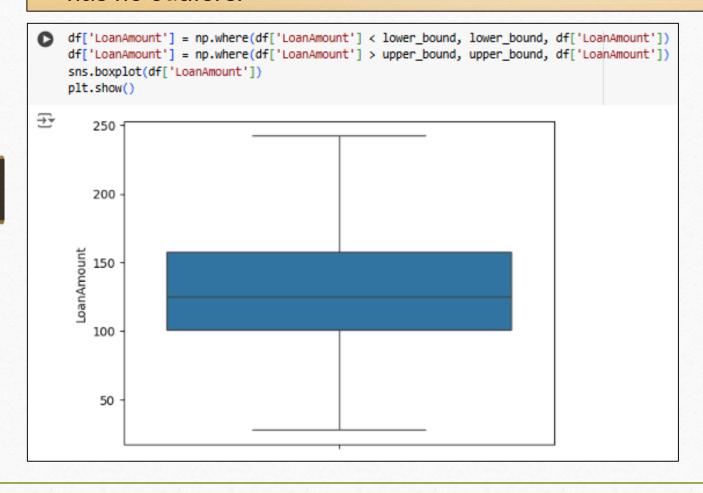
[30] sns.boxplot(df['LoanAmount'])
    plt.show()
₹
                                            0
         500
         400
      LoanAmount
000
        200
        100
```



outlier in "LoanAmount"

Here i used IQR method for finding outliers and box plot for visualization of outliers. ✓ This attribute originally had 18 outliers, which were addressed by imputing with the median. The graph below demonstrates that the LoanAmount attribute now has no outliers.



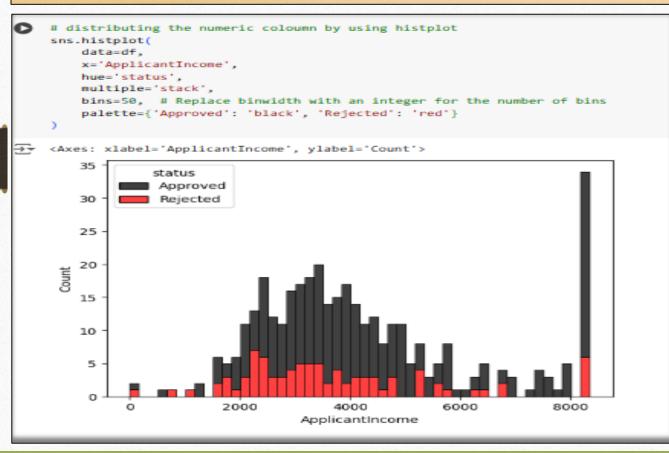


✓ Outlier detection is not applied to "Loan_Amount_Term" and "Credit_History" because their nature makes such methods irrelevant. "Loan_Amount_Term" represents the loan duration in months and is a categorical variable with a limited range of discrete values. Similarly, "Credit_History" is a binary variable (0 or 1) that indicates whether the credit history is good or bad. Outlier detection techniques are unsuitable for these types of variables.



- ❖ Analyze the Distribution of Numeric Columns Using Histograms
- ✓ In this data set there are 3 numeric column i.e 'ApplicantIncome', 'CoapplicantIncome', 'LoanAmount'.





histplot of "ApplicantIncome"

✓ The graph shows that lowerincome applicants are more
frequent and have higher
approval rates, while highincome applicants are less
frequent and face higher
rejection rates.

```
sns.histplot(
    data=df.
    x='CoapplicantIncome',
    hue='status',
    multiple='stack',
    bins=50, # Replace binwidth with an integer for the number of bins
    palette={'Approved': 'black', 'Rejected': 'red'}
<Axes: xlabel='CoapplicantIncome', ylabel='Count'>
                                                                status
    160
                                                                 Approved
                                                                 Rejected
    140
    120
    100
 Sount
     80
     60
     40
     20
                      5000
                                  10000
                                               15000
                                                           20000
                                                                        25000
                                 CoapplicantIncome
```



Histplot of "CoapplicanIncome"

- ☐ The above graph reveals the following insights:
- ✓ Most coapplicants have incomes up to ₹5,000, with higher-income coapplicants being less common.
- ✓ Loans are more likely to be approved when the coapplicant's income is lower.
- ✓ As the coapplicant's income increases, both the number of approved and rejected loans decreases.

```
sns.histplot(
    data=df.
    x='LoanAmount',
    hue='status',
    multiple='stack',
    bins=50, # Replace binwidth with an integer for the number of bins
    palette={'Approved': 'black', 'Rejected': 'red'}
<Axes: xlabel='LoanAmount', ylabel='Count'>
                                                              status
                                                               Approved
    25
                                                               Rejected
    20
    15
    10
     5
                             100
                                           150
                                                         200
                                   LoanAmount
```



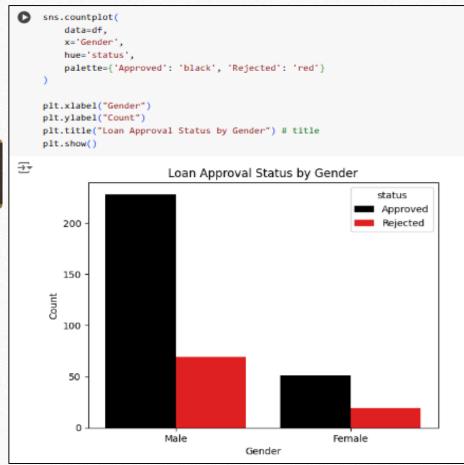
Histplot of "LoanAmount"

- ☐ The above graph reveals the following insights:
- The majority of loans are for amounts up to ₹100, with fewer loans granted for higher amounts.
- ✓ Approval rates: Loans with smaller amounts are more likely to receive approval.
- ✓ Trends: As the loan amount increases, both approved and rejected loans become less frequent.

Visualize the frequency distribution of categorical variables.

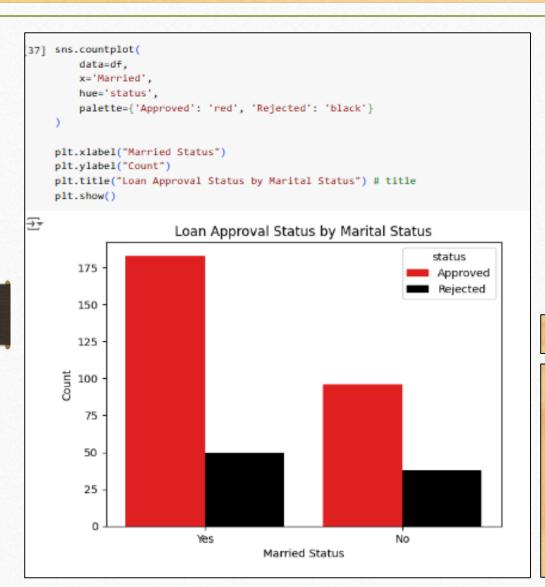
✓ This dataset contains six categorical columns: 'Gender', 'Married', 'Dependents',
'Education', 'Self_Employed', and 'Property_Area'.





Barplot of "Gender"

- ☐ The above graph reveals the following insights:
- ✓ A higher number of males apply for loans compared to females.
- ✓ Loan approval rates are similar for both genders, with a slightly higher approval rate for males.





Barplot of "Married"

- ☐ The above graph reveals the following insights:
- ✓ Married individuals are more likely to apply for loans than their unmarried counterparts.
- ✓ Married individuals also have a slightly higher loan approval rate compared to unmarried individuals.





Barplot of "Dependents"

- ☐ The above graph reveals the following insights:
- ✓ Applicants with no dependents are the most common, followed by those with 1 or 2 dependents.
- ✓ Loan approval rates seem to be relatively consistent, regardless of the number of dependents.





Barplot of "Education"

- ☐ The above graph reveals the following insights:
- ✓ Graduates tend to apply for loans more frequently than non-graduates.
- ✓ They also have a higher loan approval rate compared to non-graduates.





Barplot of "self Employed"

- ☐ The above graph reveals the following insights:
- ✓ Most loan applicants are not self-employed.
- ✓ Loan approval rates are comparable for self-employed and non-self-employed individuals.





Barplot of "Property Area"

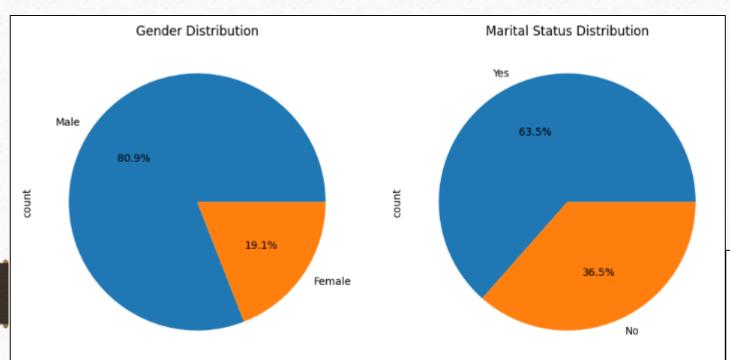
- ☐ The above graph reveals the following insights:
- ✓ The majority of loan applications originate from semi-urban areas, followed by urban and rural regions.
- ✓ Semi-urban areas have the highest loan approval rates, with urban areas next and rural areas the lowest.

- ❖ Pie Charts: Visualizing the Distribution of Categorical Variables
- The pie charts visually depict the proportions of each category within a variable.



```
plt.figure(figsize=(15, 10))
plt.subplot(2, 3, 1)
df['Gender'].value_counts().plot(kind='pie', autopct='%1.1f%%')
plt.title('Gender Distribution')
plt.subplot(2, 3, 2)
df['Married'].value_counts().plot(kind='pie', autopct='%1.1f%%')
plt.title('Marital Status Distribution')
plt.subplot(2, 3, 3)
df['Education'].value_counts().plot(kind='pie', autopct='%1.1f%%')
plt.title('Education Distribution')
plt.subplot(2, 3, 4)
df['Self_Employed'].value_counts().plot(kind='pie', autopct='%1.1f%%')
plt.title('Self-Employed Distribution')
plt.subplot(2, 3, 5)
df['Property_Area'].value_counts().plot(kind='pie', autopct='%1.1f%%')
plt.title('Property Area Distribution')
plt.subplot(2, 3, 6)
df['status'].value_counts().plot(kind='pie', autopct='%1.1f%%')
plt.title('status Distribution')
plt.subplot(3, 3, 7)
df['Dependents'].value_counts().plot(kind='pie', autopct='%1.1f%%')
plt.title('Dependent Distributuion')
plt.tight layout()
plt.show()
```

✓ This code is to draw pie chart for all the columns to show proportion of each catogary.

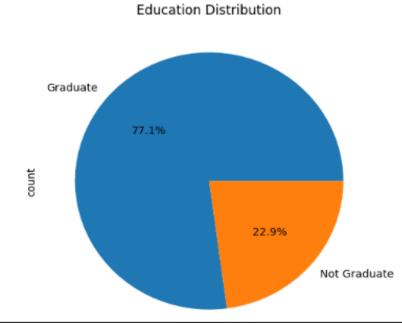


piechart of "Gender"

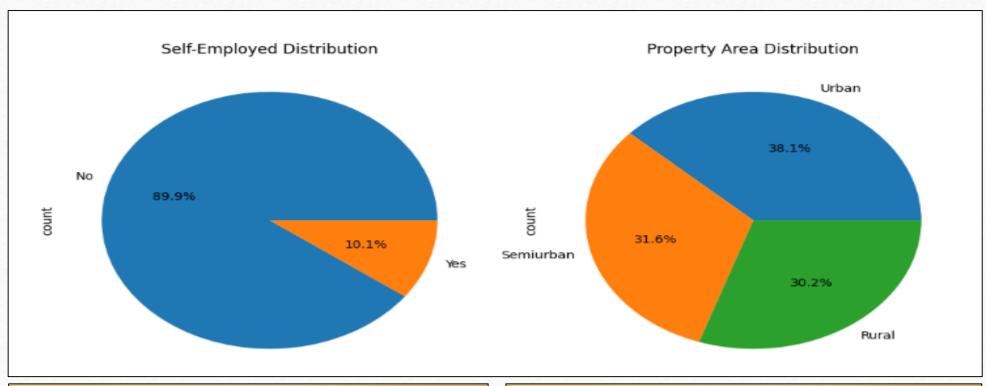
piechart of "Maritial status"



piechart of "Education"

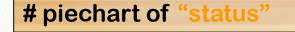


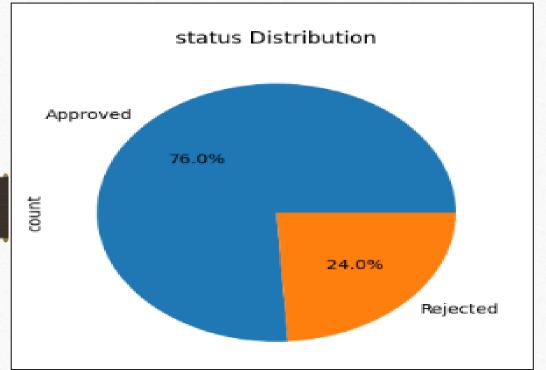




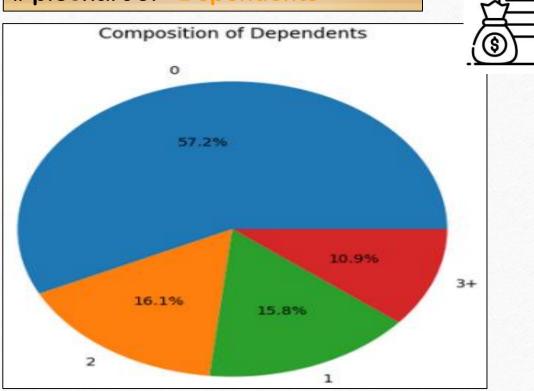
piechart of "self Employes"

piechart of "Property Area"









LOAN

✓ **Gender Distribution:** Approximately 81% of loan applicants are male, reflecting a notable gender disparity in loan applications.

✓ Marital Status Distribution: Around 65% of applicants are married, indicating that married individuals are more likely to apply for loans.



- ✓ Education Distribution: About 78% of applicants are graduates, suggesting that individuals with higher education levels are more inclined to apply for loans.
- ✓ **Self-Employed Distribution:** Only 14% of applicants are self-employed, showing that most loan applications come from salaried individuals.
- ✓ Property Area Distribution: Applicants are fairly evenly distributed across property areas (Semiurban, Urban, Rural), with semiurban areas having a slightly higher share at approximately 38%.
- ✓ Status: 76% applicant got Approved meanwhile 25% applicant got rejected.
- ✓ **Dependents:** The pie chart shows the composition of dependents, with the majority (57.2%) having no dependents, followed by those with 2 dependents (16.1%), 1 dependent (15.8%), and 3 or more dependents (10.9%).

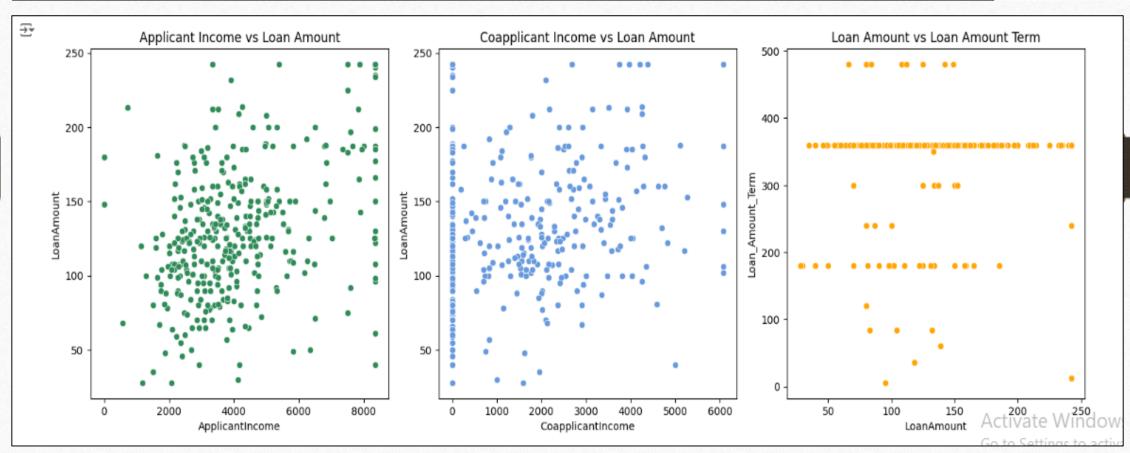
Creating scatter plots to explore relationships between pairs of numeric variables.



```
# Plotting Scatter Plots for Numerical variables
plt.figure(figsize=(15, 10))
plt.subplot(2, 3, 1)
sns.scatterplot(x='ApplicantIncome', y='LoanAmount', color = 'seagreen', data=df)
plt.title('Applicant Income vs Loan Amount')
plt.subplot(2, 3, 2)
sns.scatterplot(x='CoapplicantIncome', y='LoanAmount', color = '#69d', data=df)
plt.title('Coapplicant Income vs Loan Amount')
plt.subplot(2, 3, 3)
sns.scatterplot(x='LoanAmount', y='Loan_Amount_Term', color = 'orange', data=df)
plt.title('Loan Amount vs Loan Amount Term')
plt.tight layout()
plt.show()
```



scatterplot of different columns vs each other



Key Features include:

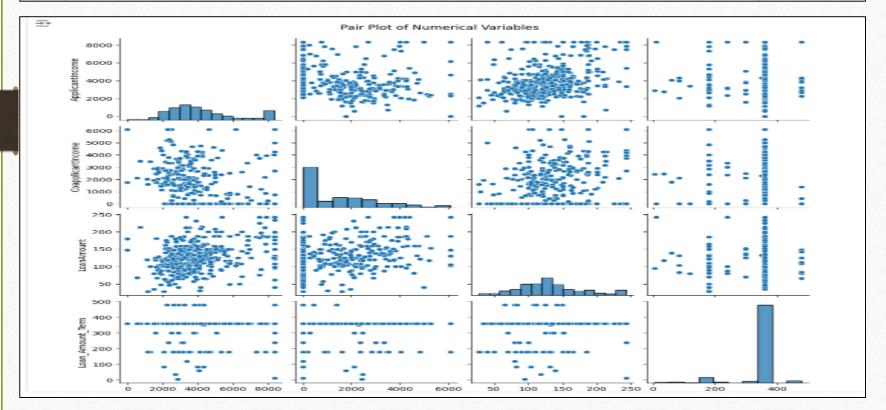
LOAN (S)

- •Applicant Income vs. Loan Amount: There is a slight positive correlation, indicating that higher-income applicants generally request larger loans. However, the correlation is weak, suggesting that other factors also influence the loan amount.
- •Co-applicant Income vs. Loan Amount: The correlation is even weaker compared to applicant income, indicating that co-applicant income has a lesser impact on determining the loan amount.
- •Loan Amount vs. Loan Term: No significant correlation is observed, suggesting that loan term and loan amount are largely independent and that loan terms are influenced by factors other than the loan amount.

Utilize pair plots (scatter matrix) to examine the interactions and relationships between multiple numeric variables simultaneously.



```
sns.pairplot(df[['ApplicantIncome','CoapplicantIncome','LoanAmount','Loan_Amount_Term']])
plt.suptitle('Pair Plot of Numerical Variables', y=1.02)
plt.show()
```



Column 1: ApplicantIncome

- Distribution: Right-skewed, indicating most applicants have lower incomes.
- Correlation: Weak positive with CoapplicantIncome.
- Correlation: Moderate positive with LoanAmount.
- No strong relationship with Loan_Amount_Term.

Column 2: CoapplicantIncome

- Distribution: Right-skewed, similar to ApplicantIncome.
- Correlation: Weak positive with ApplicantIncome.
- No strong relationship with LoanAmount.
- No strong relationship with Loan_Amount_Term.

Column 3: LoanAmount

- Distribution: Right-skewed, most loans are smaller amounts.
- Correlation: Moderate positive with ApplicantIncome.
- No strong relationship with CoapplicantIncome.
- No strong relationship with Loan_Amount_Term.

Column 4: Loan_Amount_Term

- Distribution: Concentrated around a specific value (likely the most common term).
- No strong relationship with ApplicantIncome.
- No strong relationship with CoapplicantIncome.
- No strong relationship with LoanAmount.



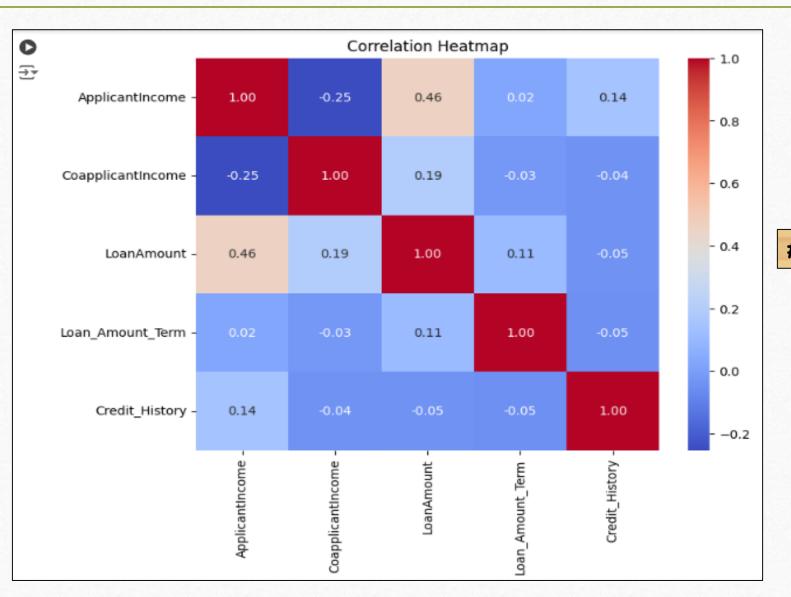
❖ Conduct a correlation analysis to uncover relationships between numeric variables and display the correlations using a heatmap.



```
numeric_df = df.select_dtypes(include=['number'])

correlation_matrix = numeric_df.corr()

# Plot a heatmap
plt.figure(figsize=(8, 6))
sns.heatmap(correlation_matrix, annot=True, cmap='coolwarm', fmt='.2f')
plt.title('Correlation Heatmap')
plt.show()
```





Correlation Heatmap

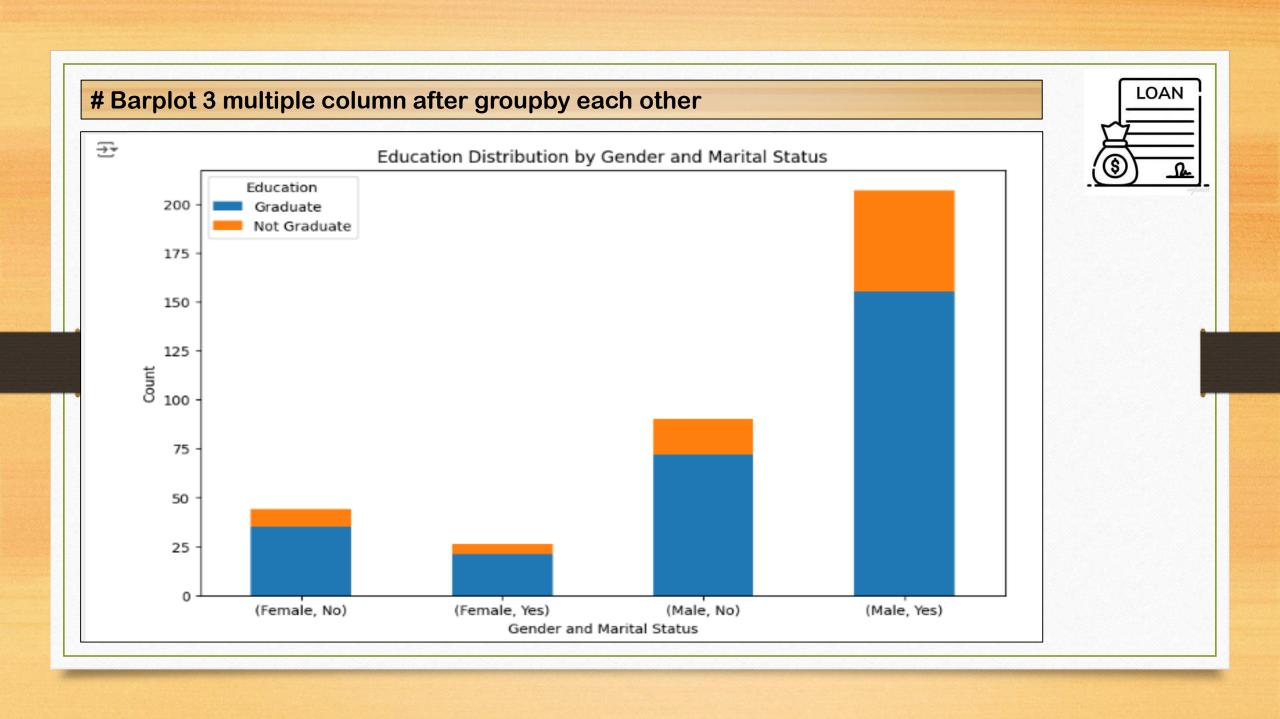
Create a stacked bar chart to show the distribution of categorical variables across multiple categories.



```
grouped_data = df.groupby(['Gender', 'Married', 'Education'])['Education'].count().unstack()

# Ploting the stacked bar chart

grouped_data.plot(kind='bar', stacked=True, figsize=(10, 6))
plt.title('Education Distribution by Gender and Marital Status')
plt.xlabel['Gender and Marital Status']
plt.ylabel('Count')
plt.legend(title='Education')
plt.xticks(rotation=0)
plt.show()
```





Key Features include:

- •Education and Gender: Males, both married and unmarried, are more likely to have a graduate degree than females. This difference is more noticeable among married individuals.
- •Education and Marital Status: Across both genders, married individuals are more likely to have a graduate degree compared to their unmarried counterparts. This suggests a potential link between higher education and the likelihood of marriage.
- •Overall Trend: A majority of loan applicants, regardless of gender or marital status, hold a graduate degree. This indicates that higher education may be a common characteristic among those applying for loans.
- •These insights can be explored further to assess how education influences loan approval rates and other related factors.

KEY FINDINGS:

Distribution of Numeric Variables:

- •Both Applicant Income and Co-applicant Income are right-skewed, showing that most applicants have lower incomes, with a few high earners.
- •Loan Amount follows a relatively normal distribution, although it includes some outliers,
- Loan Amount Term is mostly concentrated at 360 months.
- •Credit History is negatively skewed, meaning the majority of applicants have a positive credit history.
- •The Dependents distribution reveals a larger proportion of applicants with no dependents.



Categorical Variable Analysis:

- •A majority of applicants are male and married.
- Most applicants are graduates and not self-employed.
- •The distribution of applicants across property areas is fairly balanced between urban, semiurban, and rural locations

Relationships between Variables:

- •A positive correlation exists between Applicant Income and Loan Amount, indicating that applicants with higher incomes typically request larger loans.
- •A weak positive correlation is observed between Co-applicant Income and Loan Amount.
- •No significant linear relationship is found between Loan Amount and Loan Term.
- •Box plots show variations in Loan Amount distribution across different categories, including Gender, Marital Status, Education, Self Employment, and Property Area.



Conclusions:

Income and Loan Amount: Applicant income is a key factor in determining the loan amount.



Demographic Factors: Gender, marital status, education, and employment status impact the characteristics of loan applications.

Credit History: Most applicants have a positive credit history.

Recommendations:

- •Targeted Marketing: Customize loan products and marketing efforts based on income levels and demographic traits.
- •Risk Assessment: Factor in income, credit history, and other variables when evaluating loan approvals and assessing risk.
- •Product Diversification: Develop loan offerings with different terms and amounts to meet the diverse needs of customers.





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