

Loan Approval Prediction

Presented by:

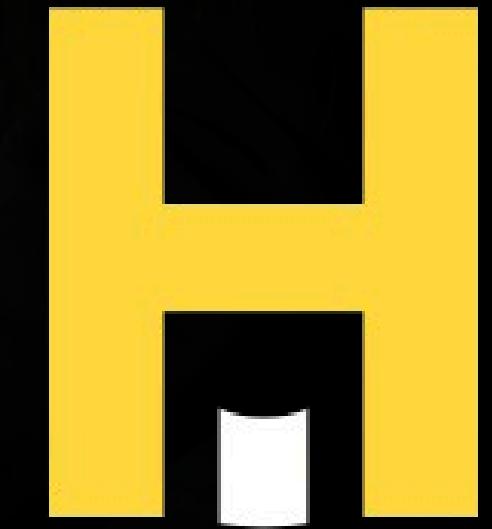
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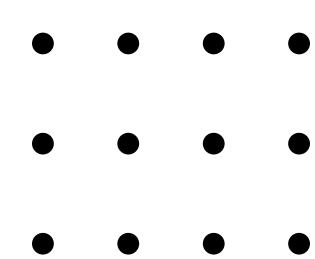
Heritage Union
BANK

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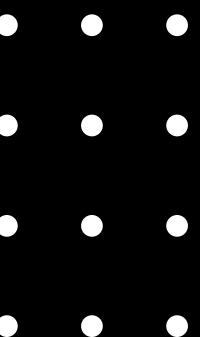


INTRODUCTION

Heritage Union Bank (HUB) is a medium-sized bank in Nigeria. Over the past few years, it has been expanding and giving out more types of loans like personal, business, and mortgage loans to attract more customers and help grow Nigeria's economy.



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PROBLEM STATEMENT

Heritage Union Bank is experiencing inefficiencies in its loan approval process, characterized by inconsistent decisions, rising default rates, and low approval accuracy. The current evaluation approach fails to effectively balance risk assessment with customer inclusivity, leading to loss of revenue opportunities and potential reputational damage.

OBJECTIVES

- Identify the key financial and demographic factors that significantly affect loan approval decisions.
- Assess the fairness and transparency of loan approvals across different customer segments
- Assess which types of loans are more likely to be successful for different customer segments
- Build a web application that leverages predictive modelling for loan approvals.

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INSIGHTS



RECOMMENDATIONS

- Offering more financial products to lower-income applicants, including business loans to support entrepreneurship.
- To minimize risk, HUB should review and limit large loan approvals for applicants with low credit scores to prevent future defaults.
- HUB should adopt AI and machine learning tools to enhance accuracy, speed, and efficiency in loan approval decisions.





THANK YOU!