

Personal Loan : Statistics and Funnel Analysis

BY

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Objective:

The dataset contains the details of loan applicants from the different areas of India. When the users apply for the Loan, they have to go through the 6 different stages in order to get their loan approved. This case study aims to produce the insights based on the variables such as income, city-wise income comparison to define the target audience who complete all the stages of loan application.

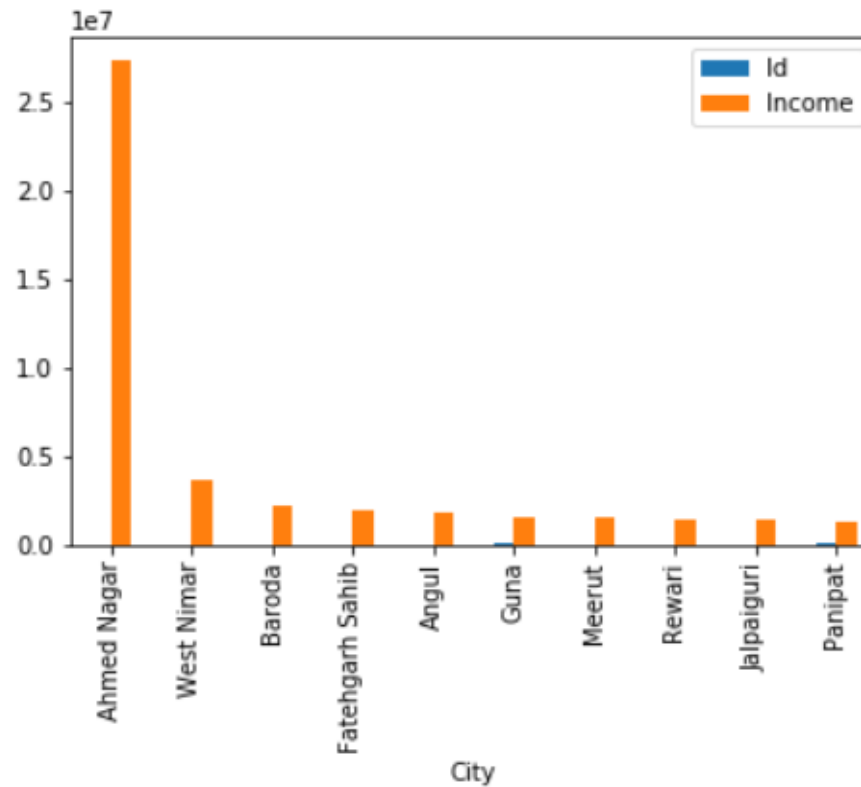
Funnel Analysis:

Funnel analysis is a method of understanding the stages required to reach an outcome and how many users get through each of those stages. The set of stages is referred to as a “funnel” because the typical shape visualizing the flow of users is similar to a funnel in your kitchen or garage.

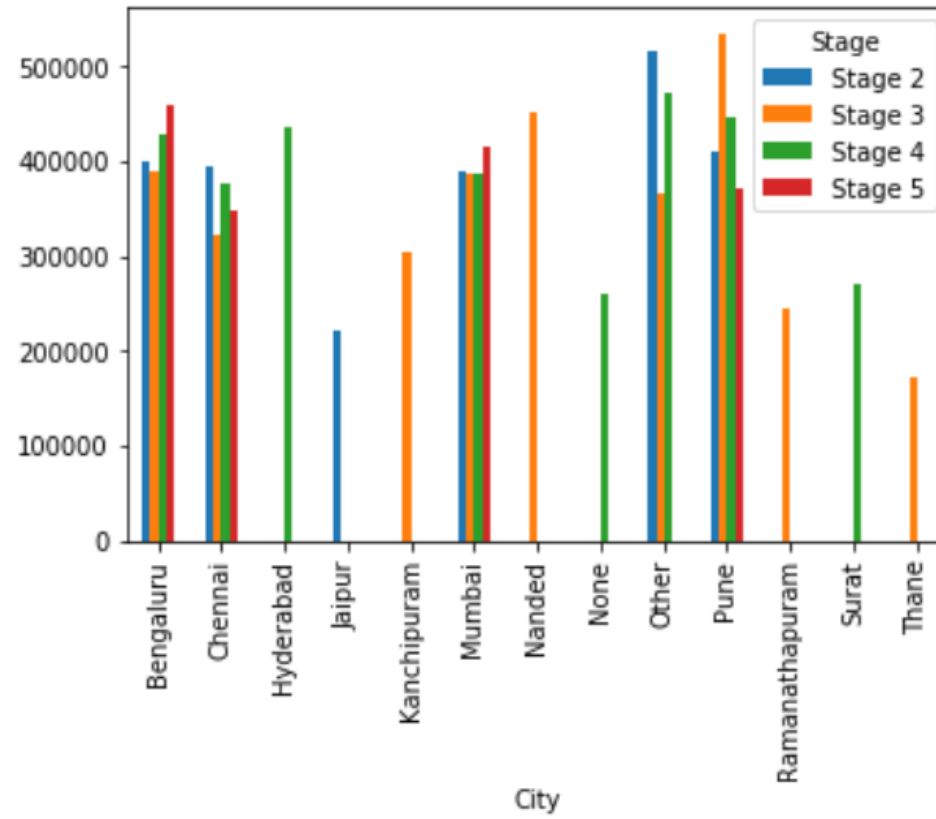
Data Understanding:

Variable Name/ Column Name	Description
Id	Application Id
Application Date	A date at which applicant submitted the loan application.
City	City of loan applicant
Income	Monthly income of loan applicant
Stage	Stage completed by loan application

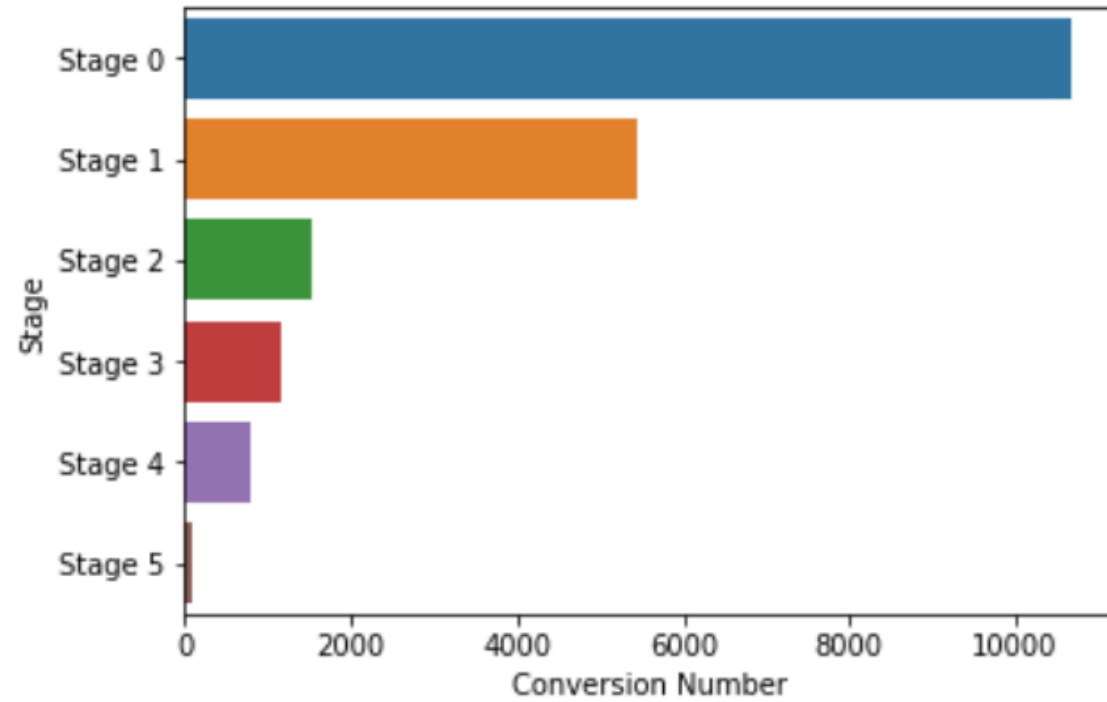
Exploratory data analysis:



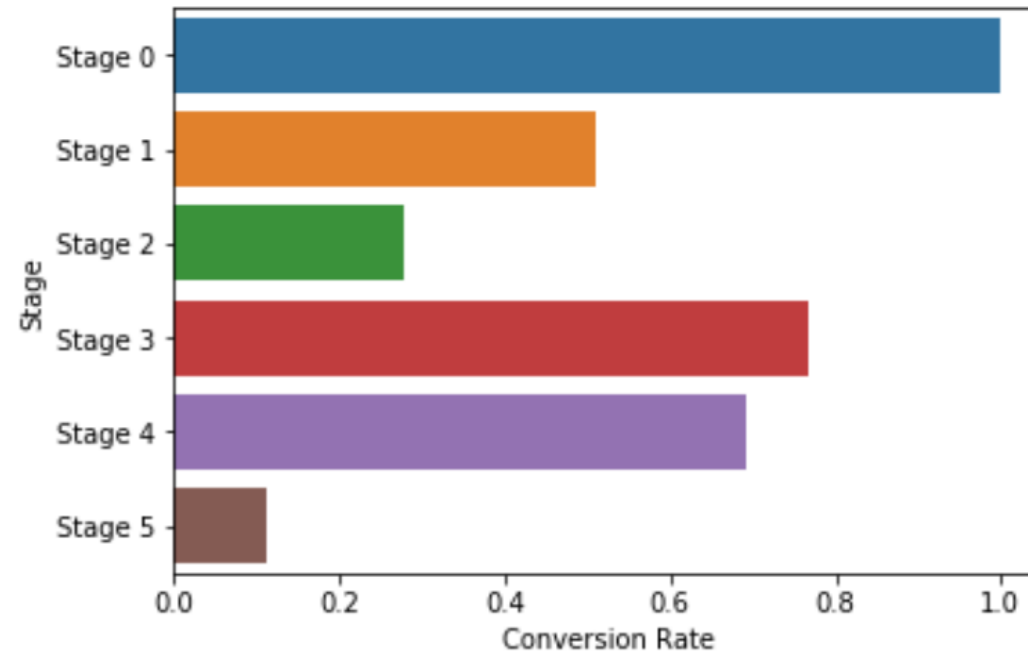
Income level of applicant across the city:



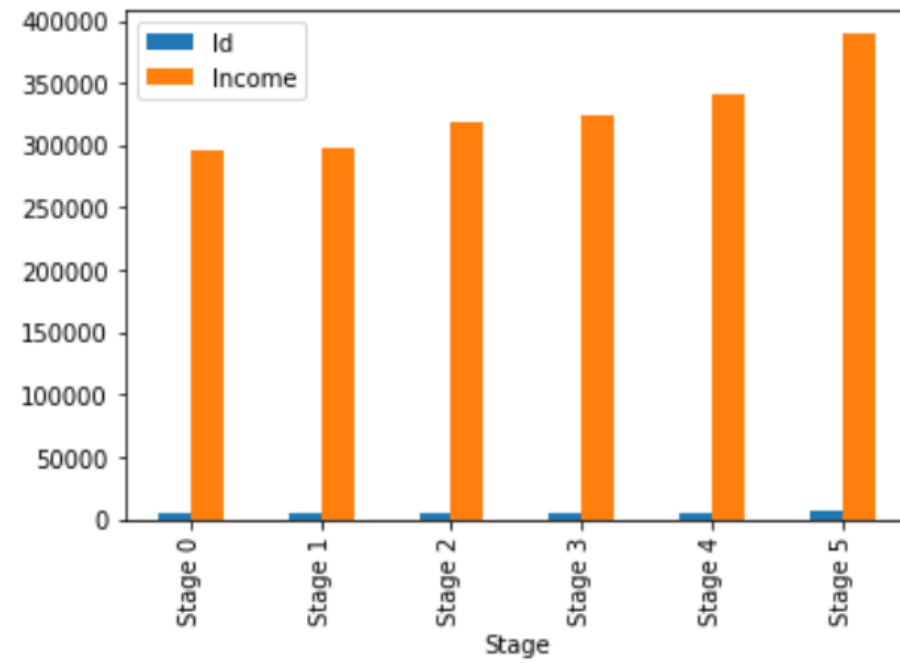
Application reaching stage 2 and above across the cities:



Conversion Number form stage 0 to stage 5:`



Overall conversion rate form stage 0 to stage 5:

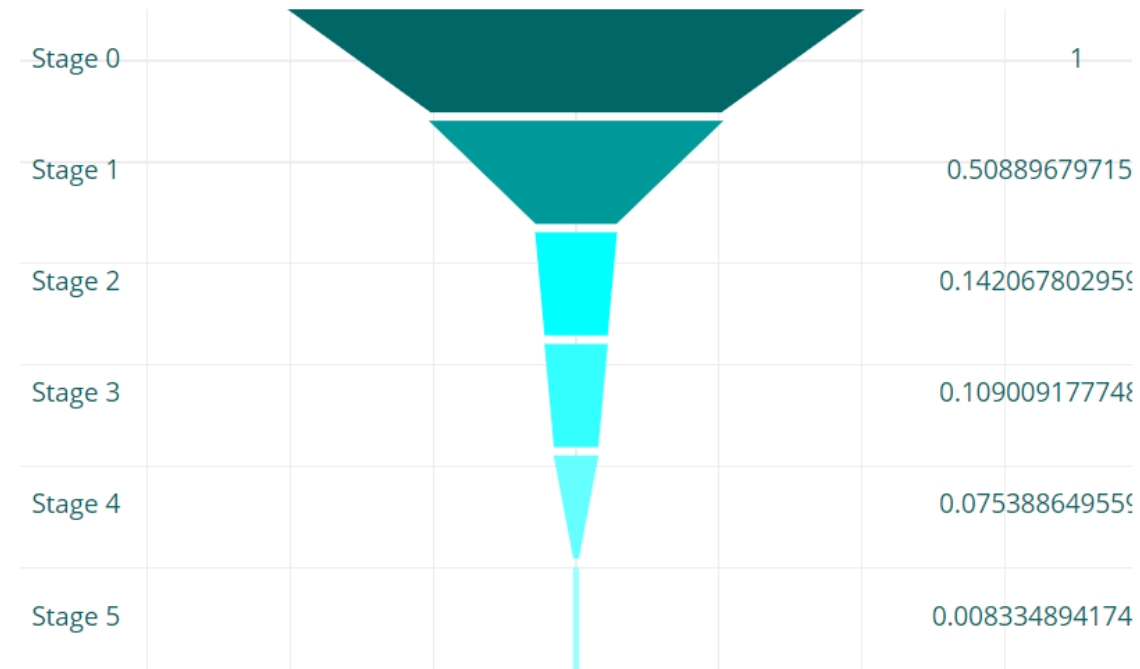


Average income for each stage

	Stage	Id	Conversion Number	Conversion Rate	Funnel
0	Stage 0	5244	10678	1.00000	1.000000
1	Stage 1	3917	5434	0.50890	0.508897
2	Stage 2	353	1517	0.27917	0.142068
3	Stage 3	359	1164	0.76730	0.109009
4	Stage 4	716	805	0.69158	0.075389
5	Stage 5	89	89	0.11056	0.008335

Conversion Rate form stage 0 to stage 5 and Funnel value

Funnel Chart of Applicant Conversion from Stage 0 to Stage 5



Funnel Analysis showing conversion rate of loan application

Thank You