Project Summary for TheLook Fintech

TheLook Fintech is a growth-stage financial technology startup that provides loans to online store owners. As a **Cloud Data Analyst**, my role was to assist the Treasury department in effectively using data to track performance and growth.

Objectives:

I aimed to address three critical business questions:

1. **Cash Flow Monitoring**: Ensure that the loans funded do not exceed incoming funds.
2. **Customer Loan Reasons**: Identify the primary reasons customers take out loans.
3. **Loan Location Tracking**: Monitor the geographical distribution of loans.

Key Metrics Analyzed:

- **Cash Flow**: To ensure the amount of money coming in exceeds the amount going out.
- **Loan Purposes**: To understand the correlation between the reasons for taking out loans and repayment likelihood.
- **Borrower Locations**: To manage financial risks and ensure an even loan distribution.

Accomplishments:

I successfully completed the project, providing Trevor and the Treasury department with valuable insights on cash flow, loan purposes, and borrower locations. My tasks included:

1. **Exploring Loan Data**: Analyzed the Fintech dataset to extract relevant information.
2. **Importing State Classification Data**: Brought in a new state classification file and stored it as a standard table.
3. **Creating a New Table**: Compiled a table with loan IDs, amounts, and regions.
4. **Deduplicating Data**: Ensured data accuracy by removing duplicates.
5. **Generating Reports**: Created comprehensive reports on total loans issued by day and year.

Value Delivered:

- Provided **actionable data insights** to inform business decisions.
- Demonstrated proficiency in **data collection, processing, and storage** for analysis.
- Enhanced the Treasury department's ability to **track performance and growth** effectively.