CASE STUDY 3

CREATING A CREDIT SCORING MODEL FOR RURAL CHINA

Research Process

1 **Project Goal**

2 Methodology

3 Analysis

4 Insights
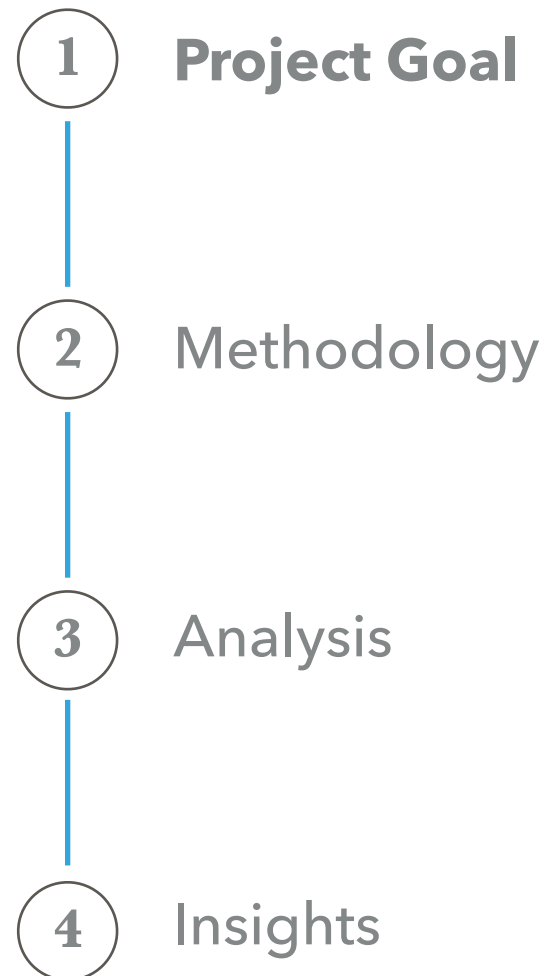
▸ Enabling rural development with easier access to financial support

▸ Creating a special credit scoring model that fits into the financial context of rural China

▸ Improving the efficiency and accuracy of loan decision making

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POOR **GOOD**