

# Project Design Phase-I

## Problem-Solution Fit

Date	28 October 2022
Team ID	PNT2022TMID18326
Project Name	Smart Lender-Applicant Credibility Prediction for Loan Approval
Maximum Marks	2 Marks

### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

### Purpose:

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- Understand the existing situation in order to improve it for your target group.

## **Template:**

### **1. CUSTOMER SEGMENT(S)**

- ✓ The customer can be a citizen.
- ✓ The Applicant should be above 20 years of age.
- ✓ They should have the some stable property.

### **2. JOBS-TO-BE-DONE / PROBLEMS**

as predicting whether The Bank Marketing data set at Kaggle is mostly used in predicting if bank clients will subscribe a long-term deposit. We believe that this data set could provide more useful information such a bank client could be approved for a loan

### **3. TRIGGERS**

- ✓ The Applicant just fill a single form to predict them and get the loan.
- ✓ In some other system that consist the many verification application.

### **4. EMOTIONS: BEFORE / AFTER**

#### **Before:**

- ✓ It contains a long process for predict the applicant.
- ✓ It will take a some long time to sanction the loan.

#### **After:**

- ✓ Easy to interact with the System.
- ✓ Getting the loan in very short time.

## **5. AVAILABLE SOLUTION**

A very important approach in predictive analytics is used to study the problem of predicting Loan defaulters .The data is collected from the Kaggle for studying and prediction Logistic Regression models have been performed and the different measures of performance are computed.

## **6 . CUSTOMER CONSTRAINTS**

- ✓ The applicant can use any device to access this System for getting loan.
- ✓ Large amount of money,(like loan for business) should be given only offline .

## **7 . BEHAVIOUR**

- ❖ If the applicant face some issues or any doubt they can report with me using the our Toll free number.

## **8. CHANNELS OF BEHAVIOUR**

### **8.1 ONLINE:**

- Large amount of money,(like loan for business) should be given only Offline .

### **8.2 OFFLINE:**

- All documents which is necessary for predict the applicant are verified in this system throw Online.

## **9.PROBLEM ROOT CAUSE**

- ❖ As predicting whether The Bank Marketing data set at Kaggle is mostly used in predicting if bank clients will subscribe a long-term deposit. We believe that this data set could provide more useful information such a bank client could be approved for a loan

## **10.YOUR SOLUTION**

A very important approach in predictive analytics is used to study the problem of predicting Loan defaulters .The data is collected from the Kaggle for studying and prediction Logistic Regression models have been performed and the different measures of performance are computed.

