Project Title: Smart Lender - Applicant Credibility Prediction for Loan Approval

Project Design Phase-I - Solution Fit Template

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Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

I. Bank higher authority.
II. Bank decision makers.
III. Stakeholders and customers.
IV. Persons who are giving and applying for loans.

6. CUSTOMER CONSTRAINTS — CC

I. Loan approval prediction model predicts well by ml Algorithms . Training maybe slightly tricky.
II. Security issue maybe a concern and in rare case It may be hard to recover the bank details.

5. AVAILABLE SOLUTIONS — AS

I. It reduces the workforce of the bank Employees.
II. Easy to predict and highly scalable.
III. It gives more insight and leads to more profit by data driven decision.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

I. Enter the details given by customers.
II. By ML algorithms predict the loan Approval.
III. By getting results employees and companies can provide loans.

9. PROBLEM ROOT CAUSE — RC

I. Faster loan approval .
II. Profit for stakeholders.
III. Maintain standards in company.
IV. Scalability.

7. BEHAVIOUR — BE

I. Collecting user data and attributes of personal details of user.
II. Perform EDA and provide Insight for stakeholder
III. At end Model will predict for loan eligibility.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR

I. Scope of ML and data science increases day by day.
II. Financial and Banks are in need of faster loan approval model.

4. EMOTIONS: BEFORE / AFTER — EM

Before : Lots of workload and pressure to check and provide loan eligibility , It needs lots of human or labor force.

After : Easy , scalable and rapid approval in predicting and providing loans to customers.

10. YOUR SOLUTION — SL

1. Providing cleaner visuals to stakeholders.
2. Helping higher level and employees to take data driven decision.
3. More accuracy ML model for predicting customer data.
4. Highly scalable - Transfer learning allows high scalability and can be used across different level and locations of particular bank or finance company.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

Online loan approval system - By online services of company customers can know their loan eligibility.

8.2 OFFLINE

Bank and finance - Employees can work easily in offline and provide customer satisfaction in least effort

Identify strong TR & EM