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



RC

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



Explore

AS, differentiate

- 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.

2. JOBS-TO-BE-DONE / PROBLEMS



- I. Faster loan approval .

9. PROBLEM ROOT CAUSE

- II. Profit for stakeholders.
- III. Maintain standards in company.
- IV. Scalability.

7. BEHAVIOUR



- 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.



- 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



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



- 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



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strong TR &

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