Smart Lender -Applicant Credibility Prediction for Loan Approval

**Team members : Smart Lender - Applicant Credibility Prediction for Loan Approval**

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**IBM - Nalaiya Thiran: Data and Applied Science Project**

This data science project is about loan approval based on the customer information like name, customer ID, credit score This customer journey map explains steps motivation ,etc.

For customer and stakeholder satisfaction.

**Loan Approval Customer journey methods**

**Steps**

**Interactions**

By interacting customers we can gain insight background for future loan providing .

At initial process employees make things clear to customers .

# Entice

How does someone initially become aware of this process?

By this employees can gain insight by knowing their needs and further proceed to next steps

**Fill requirements**

**Visit branch or company of finance**

**/ bank**

**Get Customer feedback**

Customer can gain Insights about the company about loan plans and approval

By getting feedback customer can know in depth knowledge about loan approval.

By interacting with employees , customers will come to know the schemes and loan approval .

By visiting place or website they can know the quality of the company of finance/bank

# Enter

What do people experience as they begin the process?

**visit website or particular branch**

**fill information**

Customer can gain trust by making them feel comfortable in initial state.

In this step customer will come to know the entire process of loan approval

By entering website customer service interact with customers to fill application and queries

By entering the website or interacting with customer service they can know entire process of loan approval

# Engage

In the core moments in the process, what happens?

**Gain customer details and make prediction**

By customer details like credit score , salary . Company can make insights about customer

In core website or employee fill details and store it in data base or in excel sheet to make further predictions.

# Exit

What do people typically experience

as the process finishes?

**At end of the the process in loan eligibility**

Customer will know entire process and the customers will come to know whether they are eligible for loan or not.

At end of the process employees will send mail to customer about loan eligibilty

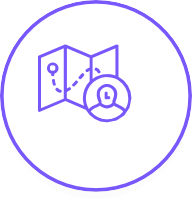
# Extend

What happens after the experience is over?

**After the completion of the entire process**

Employees will provide loan or terminate the application.

Website will update about loan approval and also inform any loan offers they are eligible for future loans



**Goals & motivations**

Perform proper EDA to gain more insights about customers to perform and reduce the loss and gain more profit.

At end of the process , to make sure that company can offer loans to maximum number of people.

To achieve highest accuracy by Advanced ML algorithms .

Provide details of company , making customers comfortable .

At beginning main motivation is to attract and ensure customer satisfaction .

Focus more on marketing , advertising about company and schemes.

Attract more customers to apply for loan

After finishing the entire process to make sure the customers are not disappointed by the decision taken by the company.

After the details extracted the employee make use of details gained and they perform EDA and prediction.

**Positive moments**

At end of the process make sure to impress the customers by providing more benefits regarding loan .

At core Make sure there are no error and mistake in core field as it would lead heavy loss .

At initial state , the customer service will be good and it will further motivate to take loans.

At beginning stage the customer feels more confidence in security and filling the details more confidentaly .

Major positive moments customer can experience is the trust they gain towards company.

Gaining more customers , Make them comfortable is main priority and positive moment .

After finishing process the main motivation is to get highest profit , turnover and customer satisfaction .

**Negative moments**

The model may give less accuracy if the users drastically increase .

**Areas of opportunity**

Improve the loan approval rate bit higher and offer additional benefits

Use advanced algorithms like XGBoost to handle overfitting and inconsistant accuracy.

Focusing and concerning about customers even after declining application for loan approval .

Reaching out to people in more strategic way to make customers to apply for loans

Increasing marketing and focus mainly on customer and stakeholder

Make website more interactive to attract customers