

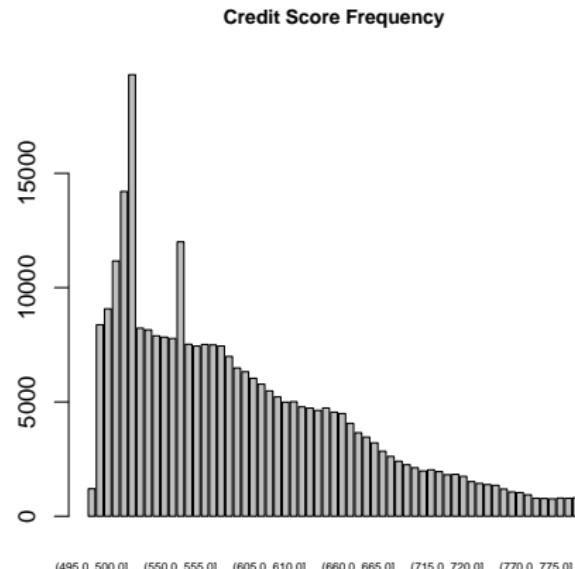
# Datathon Presentation

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# Exploratory Data Analysis

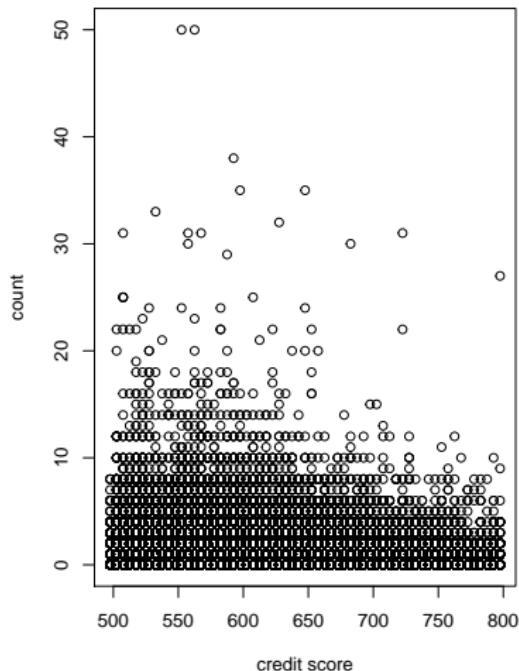
- ▶ Credit Sesame is a credit and loan-management platform
- ▶ Datasets: User Profile, First Session, 30-Day User Engagement
- ▶ First, we wanted to understand the demographics of Credit Sesame users.
- ▶ Data cleaning for ease of visualization
- ▶ Histograms, Dot Plots, Violin Plots, Choropleth Maps



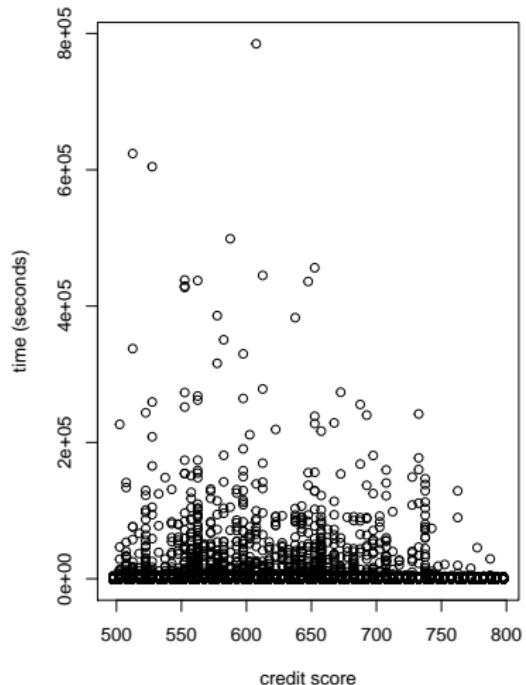
# Exploratory Data Analysis (cont.)

- ▶ Dot plots of engagement stats versus credit score

click apply count

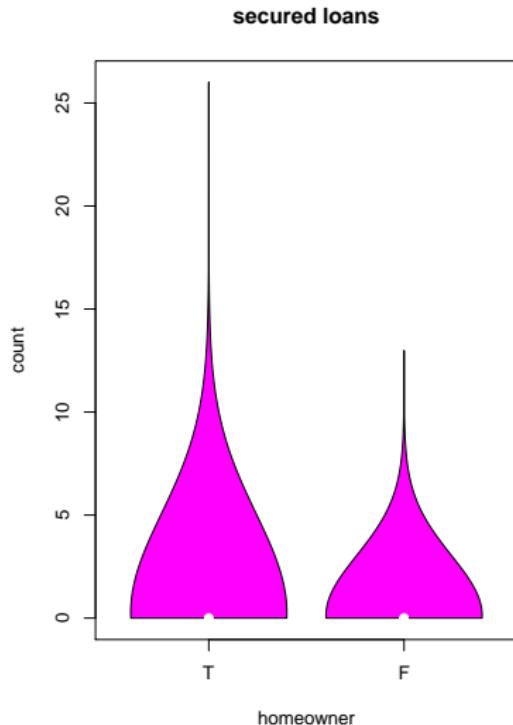
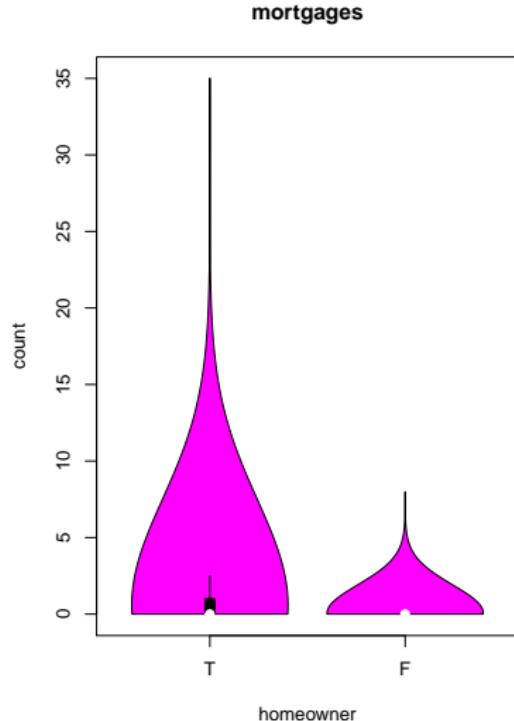


session length



## EDA Visualizations (cont.)

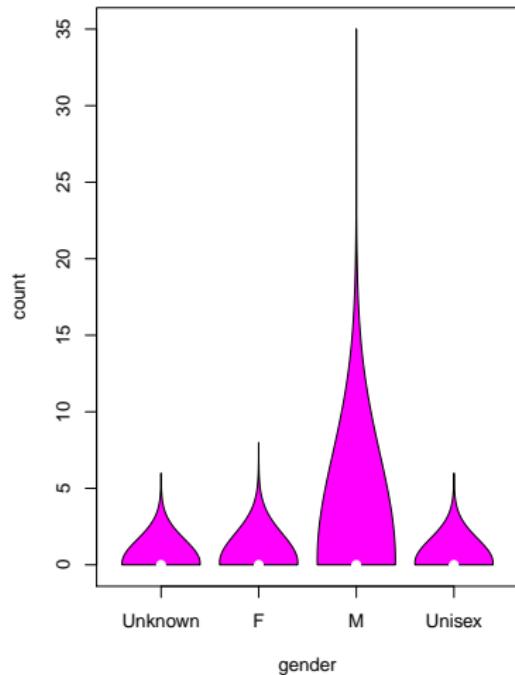
- ▶ Violin plots of loan type vs homeowners



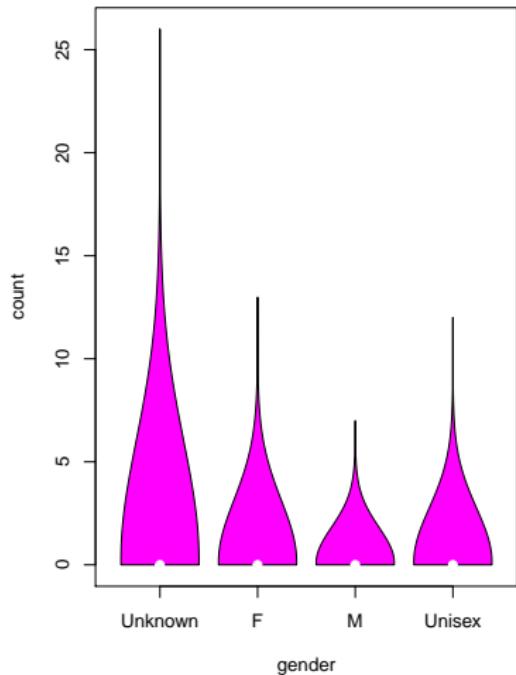
## EDA Visualizations (cont.)

- ▶ Violin Plots of loan type vs gender

mortgages



secured loans



## EDA Visualizations (cont.)

- ▶ Choropleth Map shows us geographical distribution of credit card debt trends
- ▶ Delinquency: user has missed 2 consecutive payments
- ▶ What are profiles of delinquent vs. non-delinquent users and within levels of delinquency?

