Problem Statement:

-   What are the features of successfully funded loans which attract more user lending than the loans which are not successfully funded?

Context:

-   Kiva is an international non-profit microfinancing platform, which has allowed over 1.9 million users from around the world to lend out as little as $25 to over 3.8 million borrowers in 77 different countries, who lack access to traditional financial products (savings account, credit etc.). To date, Kiva has facilitated over $1.5 billion in loans, which are used for a variety of reasons including: tuition, small businesses expenses, farming inputs, housing repairs, and emergency medical procedures.

Criteria for success:

-   Identify the primary features driving successful funding

Scope of solution space:

-   The focus will be specifically on loans which have either completed their funding process or run into expirition, between April 2006 and September 2020.

Constraints:

-   The number of expired loans is very small compared to funded loans (90,000 vs 1.8 million)

Stakeholders:

-   Loan seekers (potential borrowers)

-   Kiva VP of Marketplace

-   Lenders

Data sources:

A snapshot of Kiva data, containing information on nearly 2 million loan requests and the demographic details of the borrowers requesting the loans.

https://www.kiva.org/build/data-snapshots