**Capstone 1 Project Ideas**

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**Relevant Details**

**DATE :** 28th JANUARY 2020

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**PROJECT No – 1**

# Home Credit Default Risk Prediction

**Abstract :**

Many people struggle to get loans due to insufficient or non-existent credit histories.

Home Credit strives to broaden financial inclusion for the unbanked population by providing a positive and safe borrowing experience.

In order to make sure this underserved population has a positive loan experience; Home Credit makes use of a variety of alternative data--including telco and transactional information--to predict their clients' repayment abilities.

**Business Objective:**

To predict their client’s repayment abilities & ensure the clients who are capable of repayment are not rejected for loans.

**Data Source:**

<https://www.kaggle.com/c/home-credit-default-risk/overview>

**PROJECT No – 2**

# Credit Card Fraud Detection

**Abstract:**

It is important that credit card companies are able to recognize fraudulent credit card transactions so that customers are not charged for items that they did not purchase.

The datasets contain transactions made by credit cards in September 2013 by European cardholders.

This dataset presents transactions that occurred in two days, where we have 492 frauds out of 284,807 transactions.

The dataset is highly unbalanced, the positive class (frauds) account for 0.172% of all transactions.

**Business Objective:**

Identify fraudulent credit card transactions.

**Data Source:**

<https://www.kaggle.com/mlg-ulb/creditcardfraud>

**PROJECT No – 3**

# Predict the Success of Bank Telemarketing

**Abstract:**

The project is related with direct marketing campaigns (phone calls) of a Portuguese banking institution. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed.

A Data-Driven Approach to Predict the Success of Bank Telemarketing.

**Business Objective:**

To predict if the contacted clients will subscribe a term deposit.

**Data Source:**

[http://archive.ics.uci.edu/ml/datasets/Bank+Marketing#](http://archive.ics.uci.edu/ml/datasets/Bank+Marketing)

**PROJECT No – 4**

# Predicting customer profitability Over time for an Online Retail

**Abstract:**

Many small online retailers and new entrants to the online retail sector are keen to practice data mining and consumer-centric marketing in their businesses yet technically lack the necessary knowledge and expertise to do so. In this article a case study of using data mining techniques in customer-centric business intelligence for an online retailer is presented.

**Business Objective:**

To help the business better understand its customers and therefore conduct customer-centric marketing more effectively.

**Data Source:**

<http://archive.ics.uci.edu/ml/datasets/Online+Retail+II>

**PROJECT No – 5**

# Summarize & Predict the Lending Club Loan Data

**Abstract:**

This project has complete Loan data from Lending club which were issues in the period 2007-2015. The Data set has all relevant details of loans & is a matrix of about 890 thousand observations and 75 variables.

**Business Objective:**

To summarize & Predict different features of the Loan Data.

**Data Source:**

<https://www.kaggle.com/wendykan/lending-club-loan-data>