

RISK ANALYTICS FOR BANKING AND FINANCIAL SERVICES

Business Problem:

- Banks and financial institutions face significant risks when lending money to customers. A lack of proper risk assessment can lead to increased loan defaults, financial losses, and reduced profitability. The challenge is to develop a data-driven approach that minimizes risks while maximizing loan approval for creditworthy customers.

Background:

- Risk analytics plays a crucial role in the banking and financial services sector. By leveraging historical banking data and advanced analytical tools, financial institutions can make informed decisions regarding loan approvals. The project utilizes a structured banking dataset with interrelated tables, analyzing client relationships, banking behavior, and investment advisory details to assess lending risks.

Objectives :

- **Minimize Lending Risks:** Use data-driven insights to identify high-risk applicants and reduce the probability of defaults.
- **Optimize Financial Performance:** Assist banks in balancing risk and profitability by identifying creditworthy customers.
- **Improve Decision-Making:** Provide a visual representation of key banking metrics to enhance loan approval decisions.

In the world of banking and financial services, minimizing credit risk is crucial for sustainable lending. this project provides a comprehensive risk assessment based on applicant profiles, helping banks determine the likelihood of loan repayment before approval. Our Power BI Dashboard empowers financial institutions with data-driven decision-making, ensuring smarter and safer lending practices.

