

## Overview

To assist the Treasury department in analyzing important metrics such as cash flow, loan purpose, and borrower location, TheLook Fintech's data team is creating a two-part data analytics project. The number of loans issued overall and the important metrics required to evaluate loan health and make data-driven decisions were the main topics of an interactive dashboard and report that were created.

## Objective

- Target Goal #1:** Analyze the Fintech dataset and produce a draft report that shows the total number of loans made by day and year.
- Target Goal #2:** Build an interactive dashboard that gives the treasury team access to important performance indicators.
- Impact:** This project offers insightful information that can be used to customize financial offerings, reduce risk, and guide lending decisions.

## Next Steps

- ➔ Ask users for their opinions on the dashboard's usability and functionality. Utilize these suggestions to refine and enhance the dashboard.
- ➔ Think about segmenting borrowers according to their traits and loan behavior using data analysis. This could assist TheLook Fintech in customizing their communications, outreach tactics, and lending products for various borrower demographics.

## Results

- The results of the data analysis demonstrate that the total number of loans has increased steadily from 2012 through 2019.

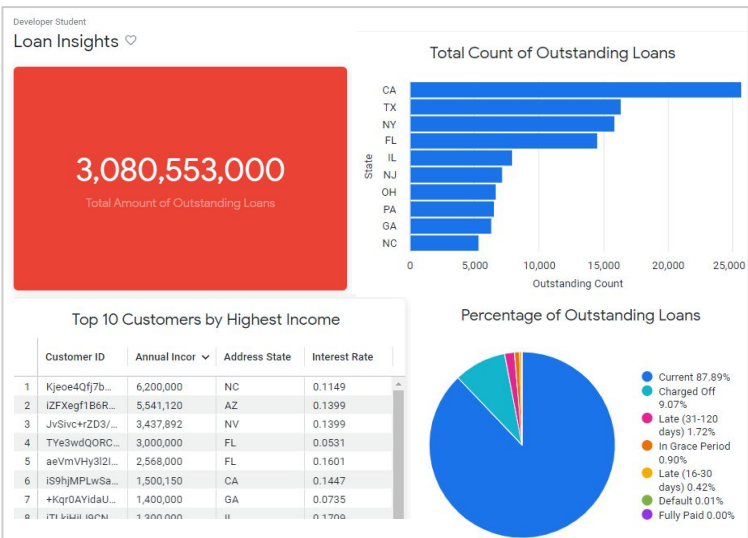
Figure 1 – Loan Count by Year 2012–2019

Row	issue_year	loan_count
1	2019	51737
2	2018	49333
3	2017	44435
4	2016	43368
5	2015	41919
6	2014	23453
7	2013	13460
8	2012	2594

**Note:** Table shows the total number of loans for each year from 2012–2019. The highest loan count was 51737 and the lowest was 2594.

- Data analysis reveals three key aspects of the loan portfolio—total outstanding balance, borrower locations, and homeowner income index—displayed on the interactive dashboard.

Figure 2 – Interactive Dashboard



**Note:** Dashboard includes a single-value visualization, bar chart, table highlighting key metrics, and pie chart.