

# A Report on Lending Club Issued Loans Analysis

Introduction:



Lending Club, a prominent peer-to-peer lending platform, has revolutionized the way individuals and small businesses secure loans. By connecting borrowers directly with investors, Lending Club eliminates traditional banking intermediaries, offering a more streamlined and often more affordable borrowing process. Analyzing the loans issued by Lending Club provides valuable insights into the lending trends, borrower demographics, loan performance, and risk factors associated with peerto-peer lending.



This analysis involves examining a variety of loan attributes such as loan amount, interest rates, loan grades, borrower credit scores, and repayment status. By leveraging data analytics and machine learning techniques, we can uncover patterns and correlations that inform better lending decisions, enhance risk management strategies, and ultimately contribute to the efficiency and reliability of the lending marketplace. Understanding these dynamics not only benefits investors seeking to maximize their returns but also supports borrowers in obtaining fair and transparent loan terms



# Define Problem / Problem Understanding

## Specify the business problem

The specific business problem revolves around the inadequacy of the current lending strategy, which is not sufficiently informed by comprehensive insights derived from Lending Club loan data. The institution struggles to assess borrower behaviour and market dynamics effectively, resulting in challenges such as inaccurate risk identification, difficulties in predicting loan default rates, and the inability to dynamically adjust lending criteria to respond to evolving market conditions.

## Business requirements

The business requirements involve the establishment of a robust data analytics framework that can extract meaningful insights from Lending Club issued loans data. This framework should enable the financial institution to gain a deep understanding of borrower behaviour, identify high-risk segments, predict default rates accurately, and provide the necessary foundation for real-time adjustments to lending criteria. Additionally, the solution should be scalable, adaptable, and capable of integrating with existing systems to ensure seamless implementation.

# Literature Survey

## Peer-to-Peer Lending Trends and Analytics



### 1. Growth and Impact of Peer-to-Peer Lending:

Studies such as "The Evolution of Peer-to-Peer Lending" by Emekter et al. (2015) and "P2P Lending: An Empirical Study" by Lin et al. (2017) provide a foundational understanding of the rapid growth of peer-to-peer lending platforms. These studies highlight how P2P lending offers competitive interest rates and ease of access, transforming the traditional lending landscape.

### 2. Risk Assessment and Credit Scoring Models:

Research by Serrano-Cinca et al. (2015) in "Risk of Default in P2P Lending" emphasizes the importance of advanced credit scoring models. These models integrate borrower credit history, loan characteristics, and socio-economic factors to predict default risks more accurately than traditional methods.

### 3. Machine Learning in Predicting Loan Defaults:

Studies like "Predicting Default in P2P Lending: An Application of Deep Learning Techniques" by Malekipirbazari and Aksakalli (2015) demonstrate the efficacy of machine learning algorithms in predicting loan defaults. Techniques such as logistic regression, decision trees, and neural networks are explored to enhance predictive accuracy.

### Data Analytics in Financial Institutions



#### a. Data-Driven Lending Strategies:

The work "Big Data and Machine Learning in Lending Decisions" by Vives (2017) explores how financial institutions leverage big data and machine learning to refine lending strategies. By analyzing large datasets, banks and P2P platforms can identify creditworthy borrowers and personalize loan offers.

#### b. Optimization of Loan Portfolios:

Studies like "Optimizing Loan Portfolios with Machine Learning" by Khandani et al. (2010) focus on portfolio management techniques. These studies investigate how data analytics can optimize loan portfolios by balancing risk and return, improving overall portfolio performance.

#### c. Ethical and Regulatory Considerations:

Research by Jagtiani and Lemieux (2018) in "The Roles of Alternative Data and Machine Learning in Fintech Lending: Evidence from the LendingClub" discusses the ethical and regulatory challenges faced by P2P lending platforms. The use of alternative data sources raises concerns about data privacy and regulatory compliance, which are critical for sustainable growth.

## Data Collection & Extraction From Database

### Data Collection

#### Kaggle Platform

Kaggle is a popular platform that hosts a variety of datasets, including those related to finance and peer-to-peer lending. The Lending Club dataset on Kaggle contains comprehensive information on loans issued by the platform.

#### Accessing the Dataset

1. Kaggle Account: Ensure you have a registered account on Kaggle.
2. Dataset URL: Navigate to the Lending Club dataset page on Kaggle. The dataset can be found [here](#).
3. Google Drive Link: <https://docs.google.com/spreadsheets/d/13-q5tTVNZRkEaXu5kggTbwJjbbTla3K7/edit?usp=sharing&ouid=109039094400598558005&rtpof=true&sd=true>

#### Downloading the Dataset

1. Download Data: Click on the "Download" button to download the dataset. The dataset typically comes in CSV format, which is suitable for data analysis and visualization.
2. API Access: Alternatively, you can use Kaggle's API to download the dataset programmatically.

### Data Preparation for Visualization

Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into the performance and efficiency. Since the data is already cleaned, we can move to visualization.

## Data Visualization

Data visualization is the process of creating graphical representations of data to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

## Loan Amount Analysis

This visualization contains the average loan amount taken by members for the tenure such as 36 months or 60 months. Some common types of visualizations that can be used to analyze the performance and efficiency of banks include bar charts, line charts, heat maps, scatter plots, pie charts, Maps etc.

Total

Total no of loan accounts

6.51M

number of Loan Amounts

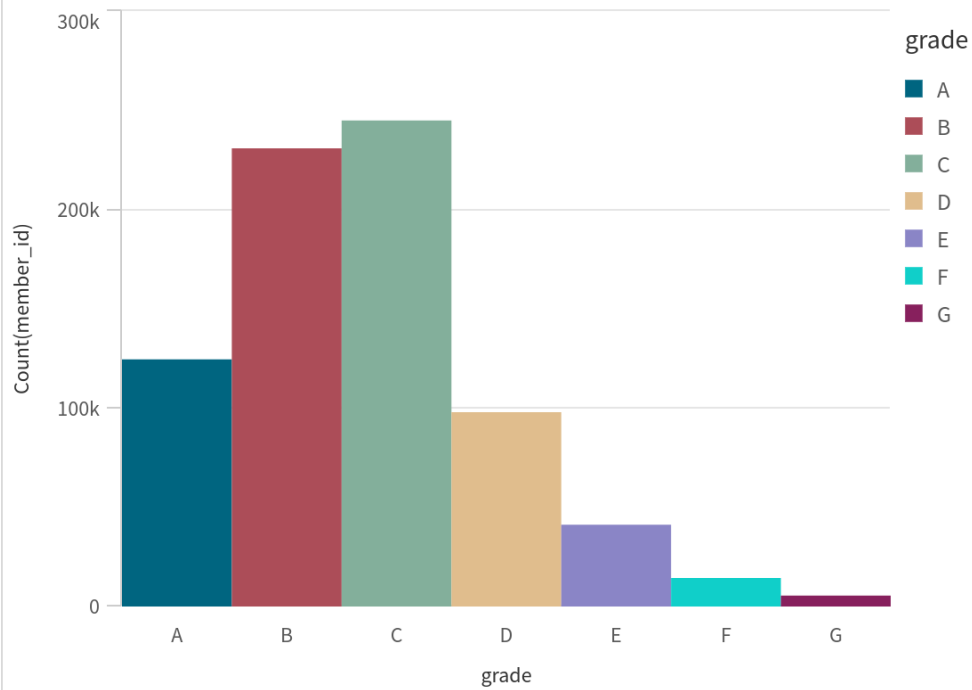
Total loan Amount

Total Loan Amount

18.33M

Grade Wise  
Count of  
members

Grade Wise – Count Of Members



Loan

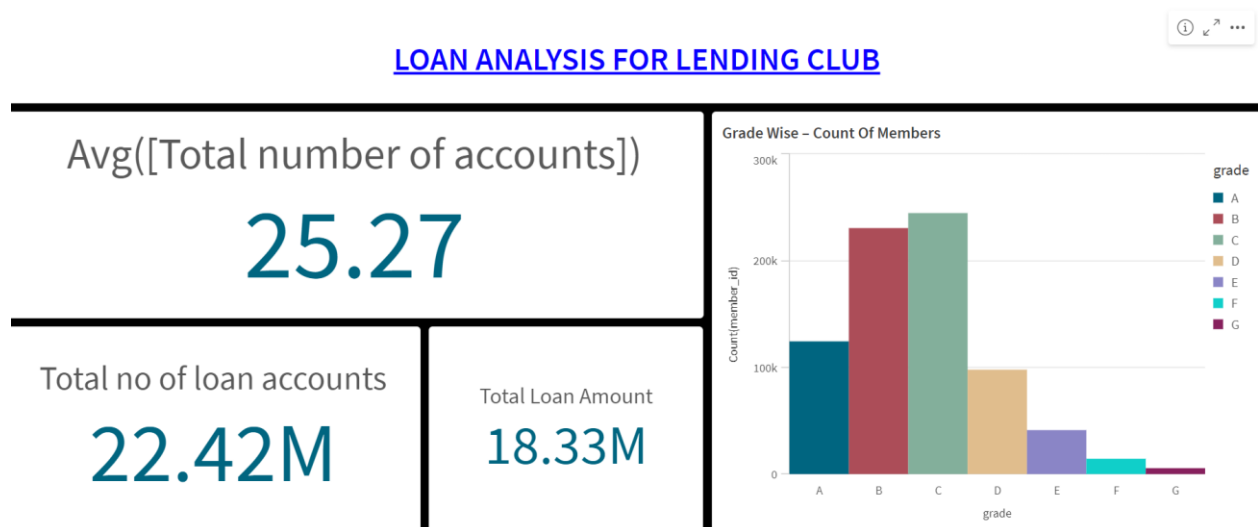
Amount Analysis

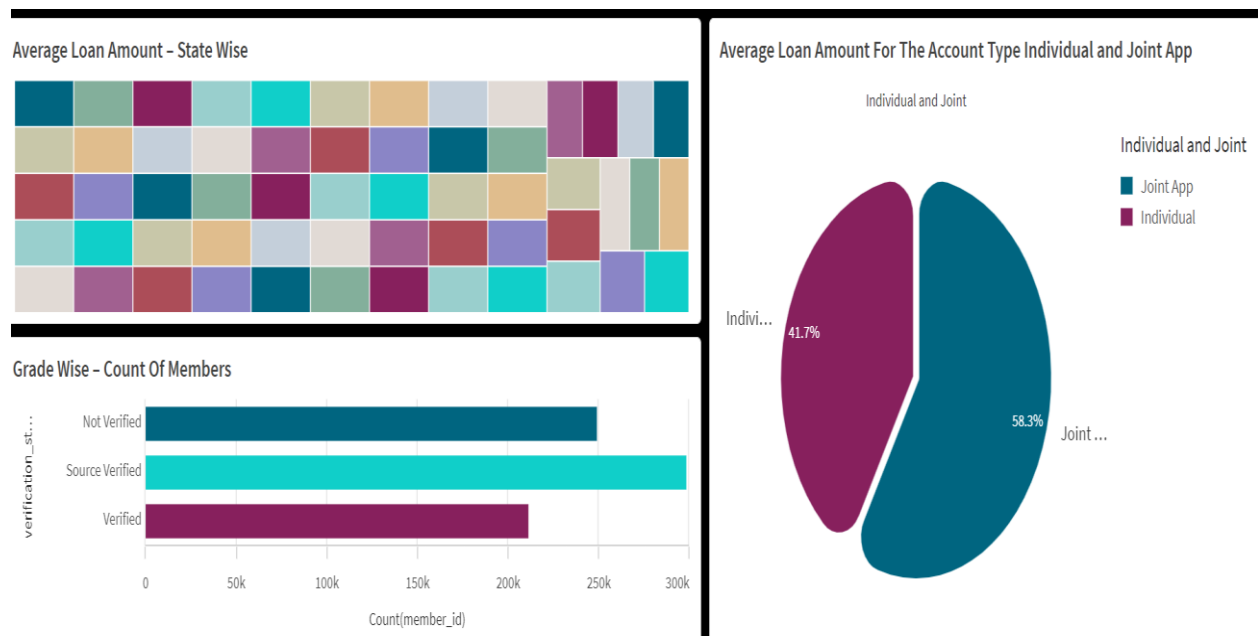




## Dashboard

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.





## Conclusion

### Summary

This report provides a detailed analysis of Lending Club issued loans, uncovering key factors influencing loan performance and offering actionable insights for improving lending strategies.

### Insights from Dashboards

**Interest Rate Impact:** Higher interest rates correlate with higher default rates.

**Geographic Trends:** Certain regions have higher concentrations of high-risk loans.

**Credit Score and Employment:** Borrowers with higher credit scores and longer employment histories tend to have better loan performance.

### Recommendations

Implement advanced credit scoring models to enhance risk assessment.

Focus on borrower education to improve creditworthiness and loan performance.

Continuously monitor and adapt lending strategies based on data-driven insights.

Submitted By: PREMKUMAR BAJARU

**Project Guide:**Mr. Revanth Reddy Gunapati