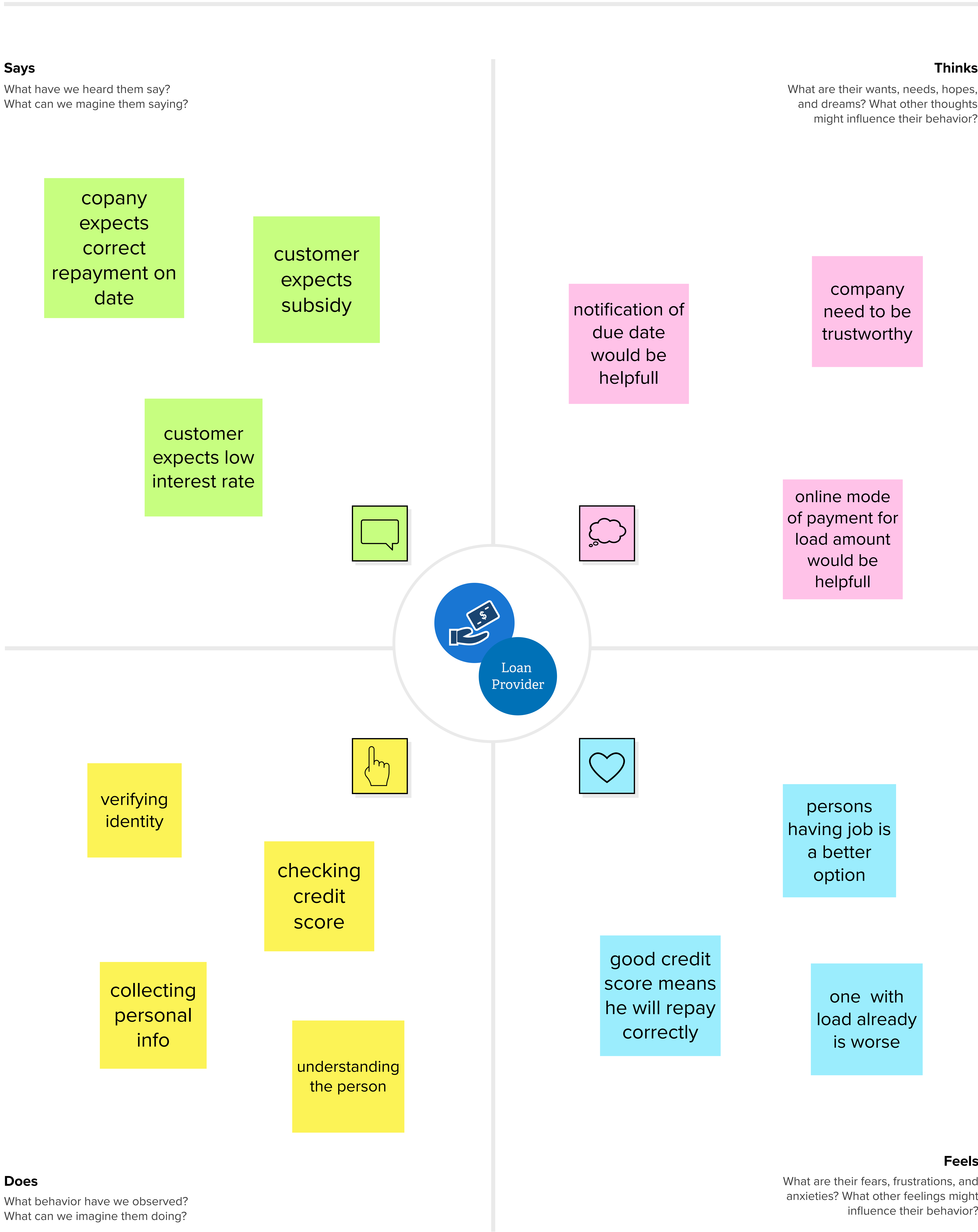




# Empathy Map

predicting personal loan approval using machine learning



## Pain

false positive will incur loss  
false negative won't make any progress

## Pain

good revenue if choosing correct person  
avoiding wrong persons will save money