



بنك التنمية الاجتماعية
SOCIAL DEVELOPMENT BANK

T5 DATA SCIENCE BOOTCAMP

Exploratory Data Analysis(EDA) for Social Development Bank loans

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Introduction

SOCIAL DEVELOPMENT BANK :

Provides various types of funding to
citizens

PROBLEM DESCRIPTION:

Lack of accurate analyzes of clients to
know their behavior

DATA STRUCTURE

Rows	Columns	Period
13914	15	2020

]:

	ID	فرع البنك	نوع التمويل	تصنيف التمويل	قطاع العميل	القيمة التمويل	القيمة القسط	تاريخ الصرف	جنس العميل	عمر العميل	الحالة الاجتماعية	احتياجات خاصة	عدد افراد الاسرة	الرضى اختاري	القيمة الدخل
0	6	الرس	تمويل الافراد	أسره	غير مهتد	60000	>= 1000	2020/03	أنثى	>= 30	مطلق	لا	>= 02	نعم	< 5000
1	7	الرياض	تمويل الافراد	زواج	موظف حكومي	60000	>= 1000	2020/03	ذكر	< 30	متزوج	لا	>= 02	لا	>= 7500

DATA CLEANING

NULLS VALUE

4 Nulls value
drop nulls

MANAGING COLUMNS OF DATA

Rename data columns
Drop unimportant
columns

OBSERVATIONS

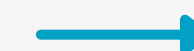
Translate from arabic to
english
(some observations)

Data set of population

Extract the required
columns

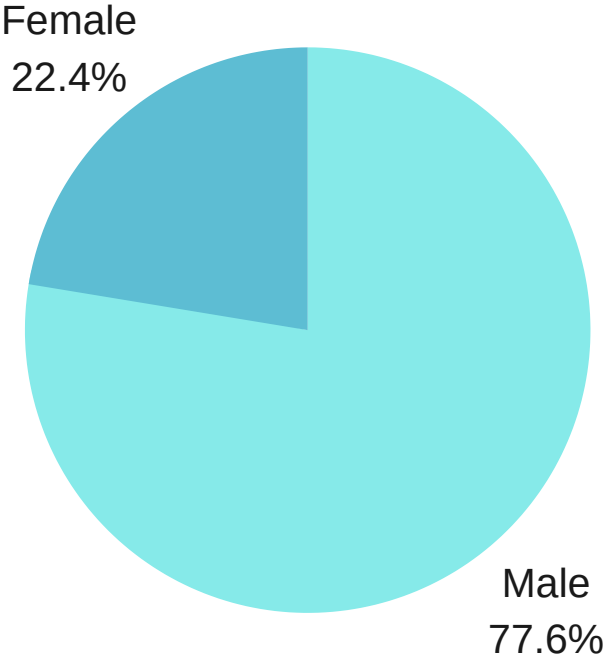


Filter required cities



Merge

DATA ANALYSIS



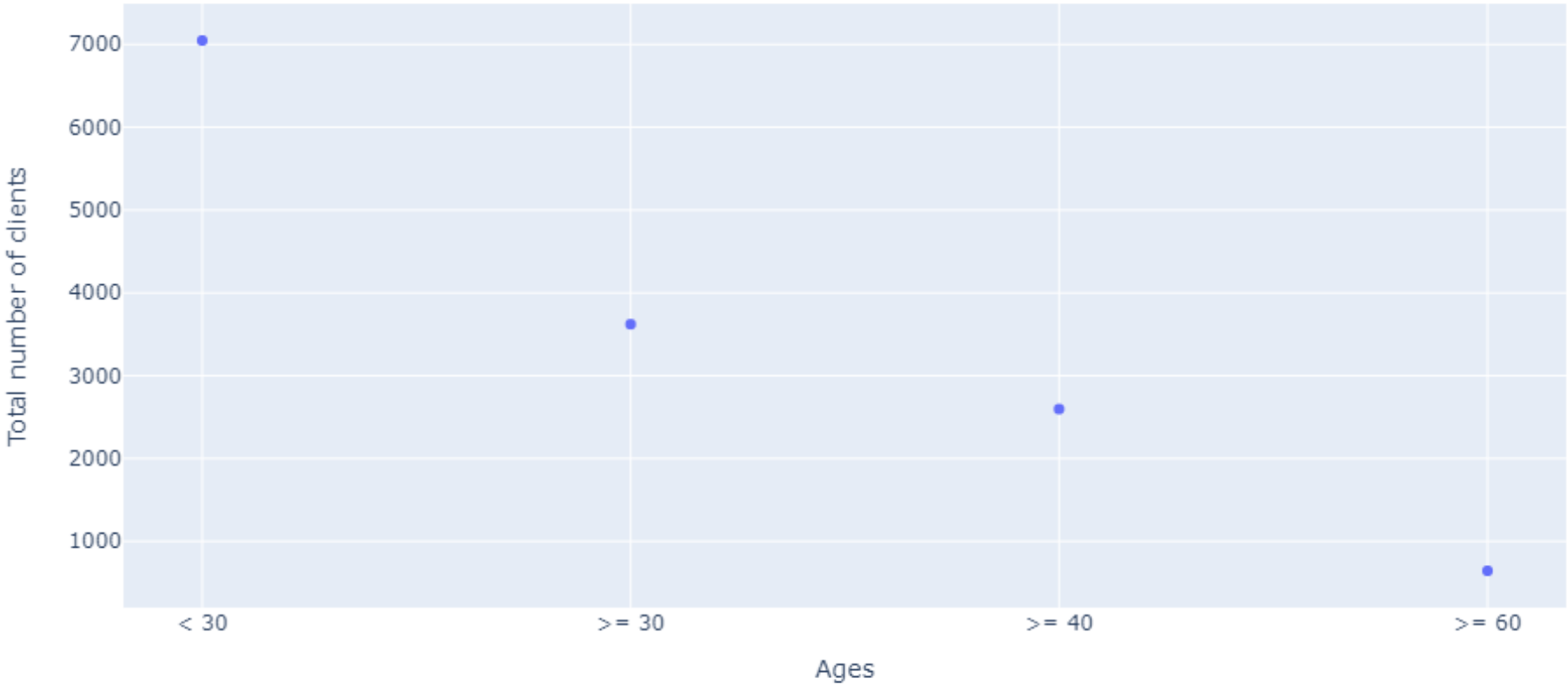
As the age increases,
the demand for
loans decreases

**Modification of
funding products**

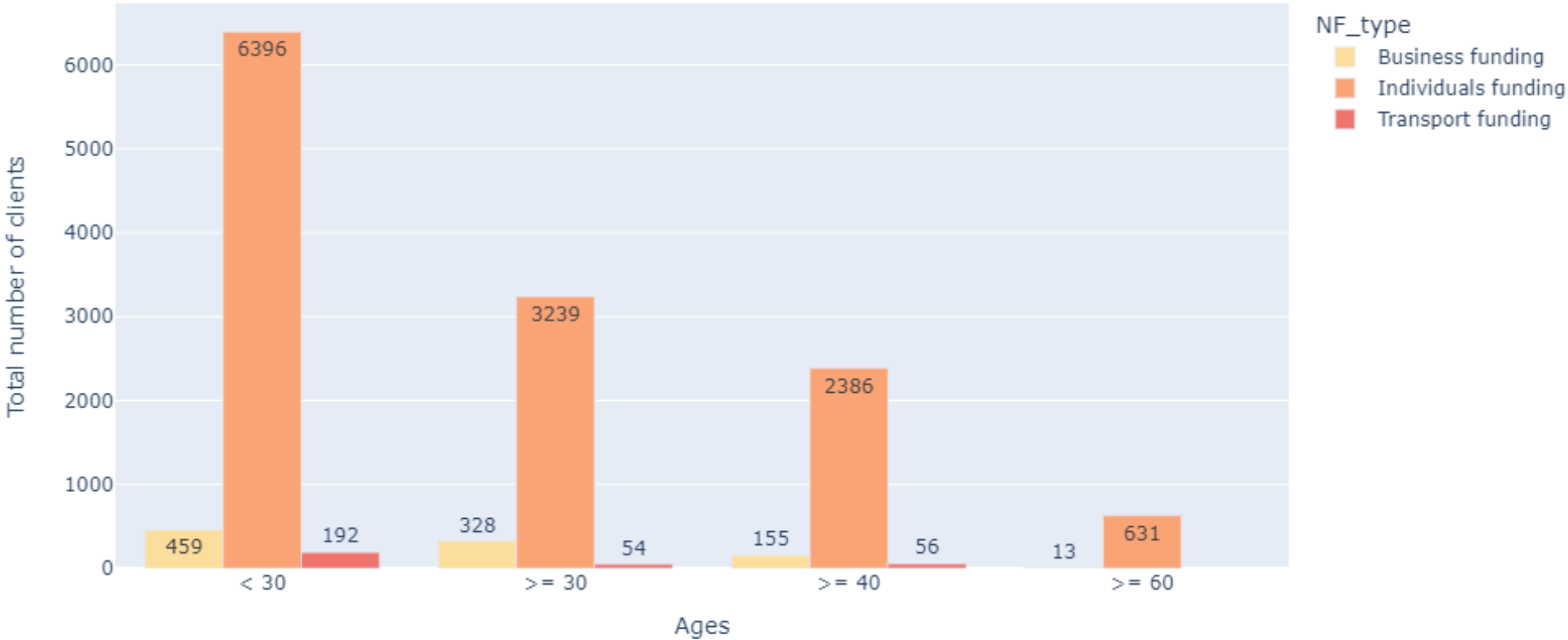
More males than females apply for
loans

**Work on a promotion
targeting women**

Negative Correlation between number of clients and Ages

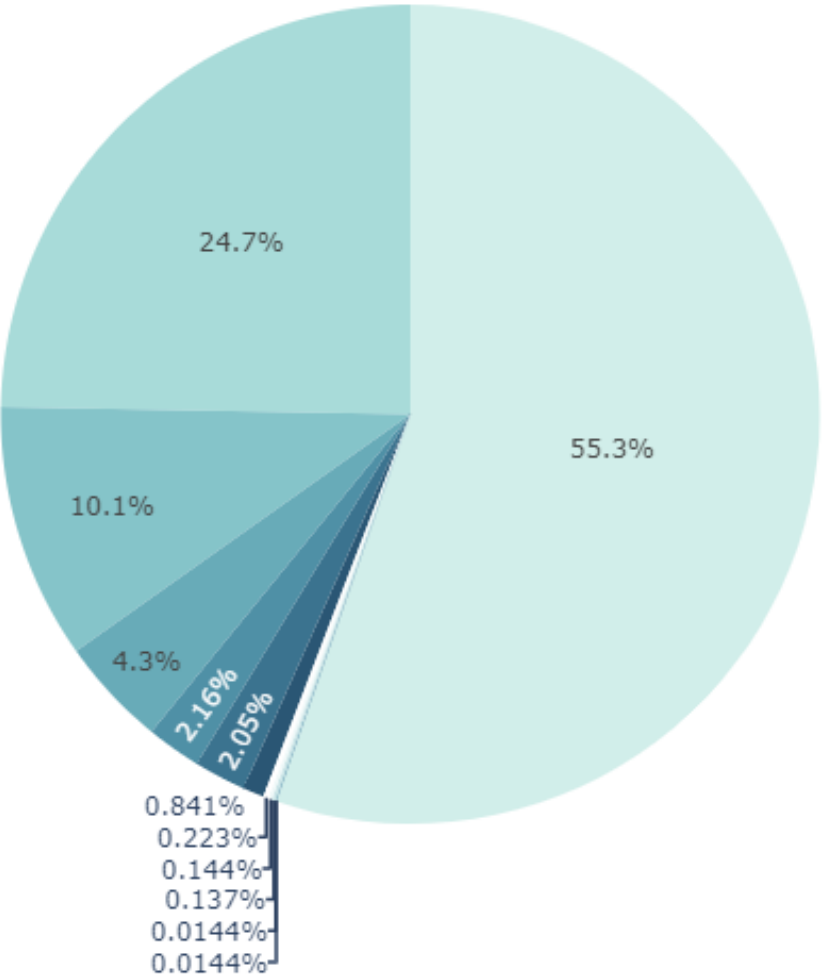


Age ranges of the total number of clients there ara loan disbursed in 2020

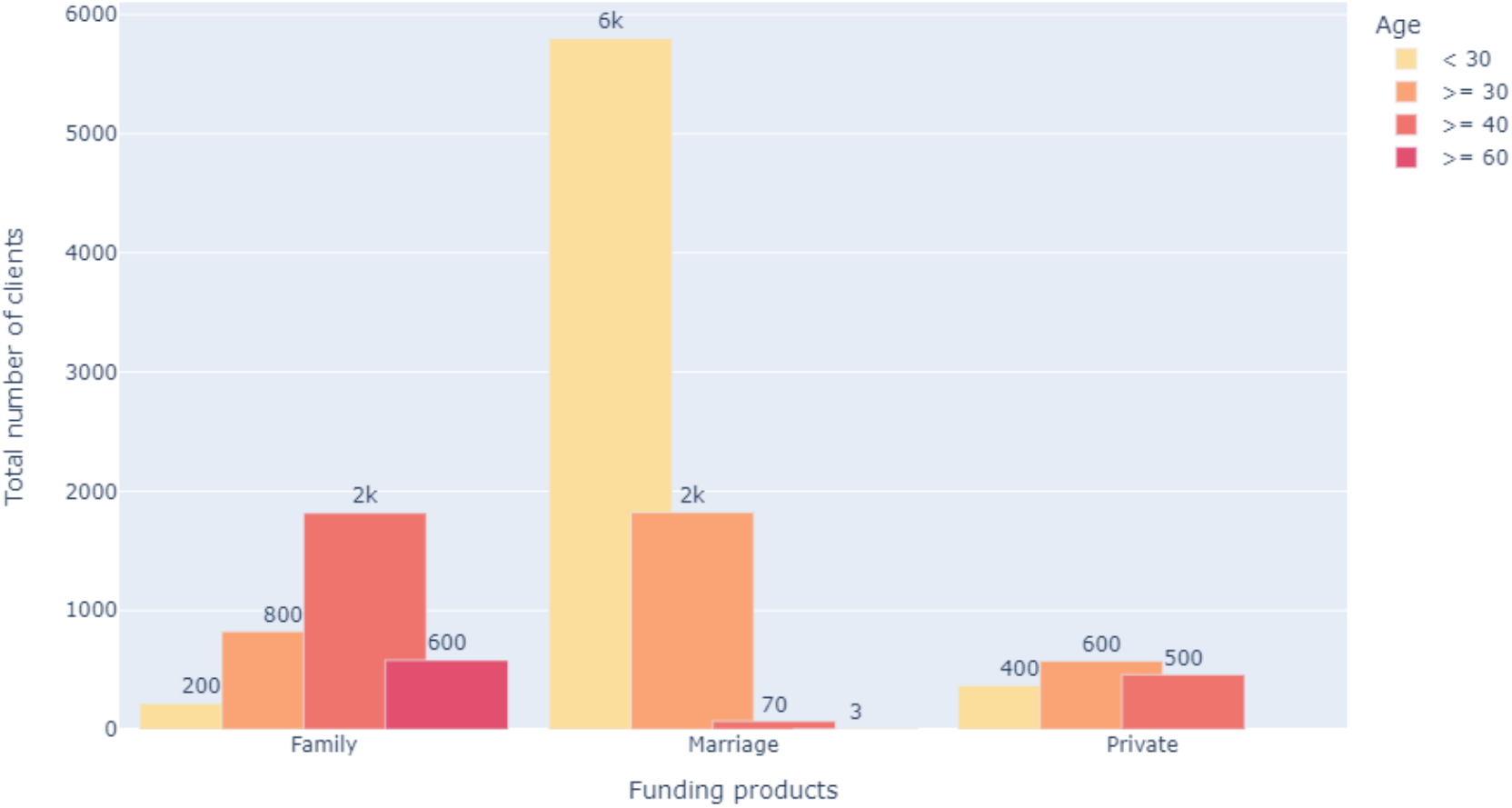


FUNDING PRODUCTS - TOP 3

75%

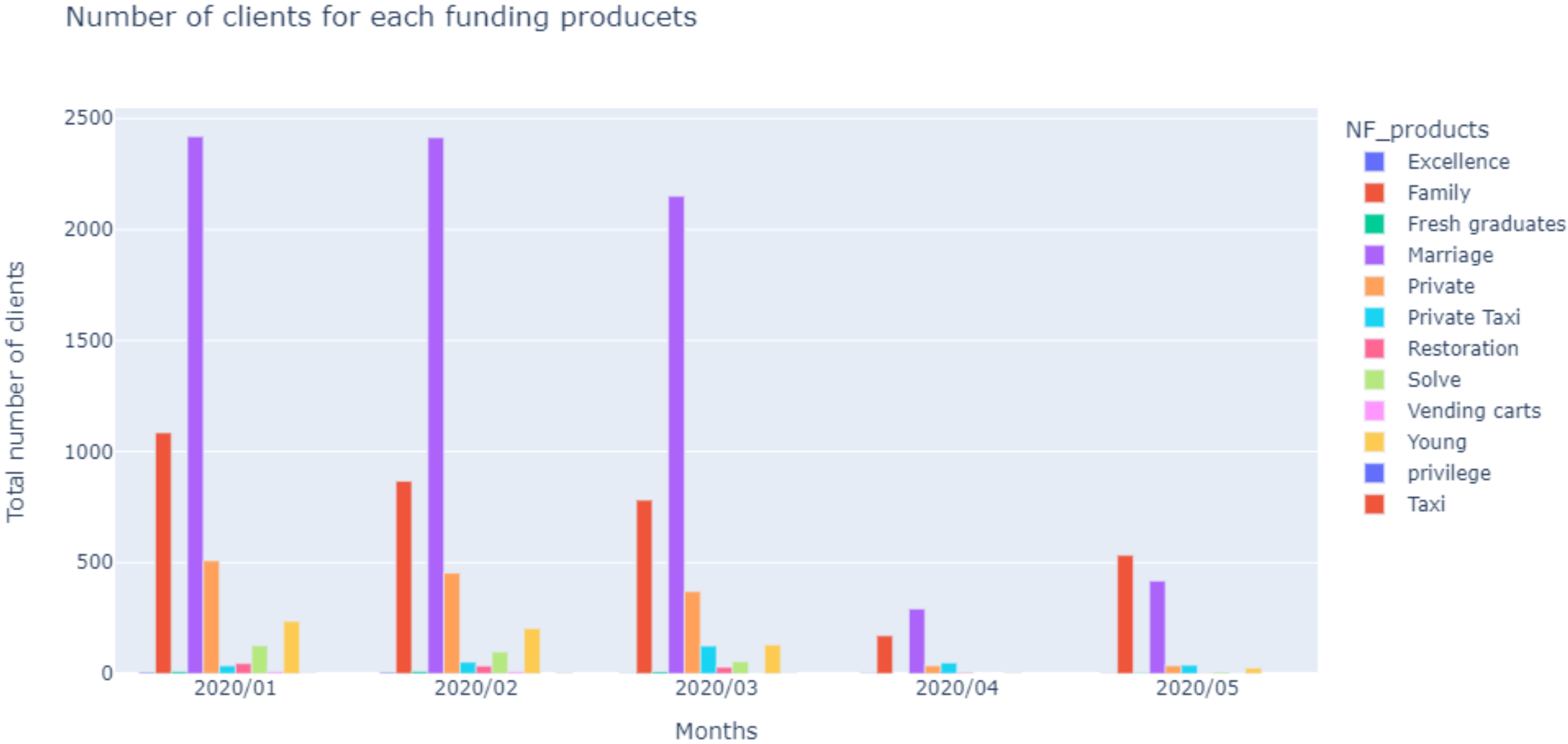


Ages of clients for each funding products



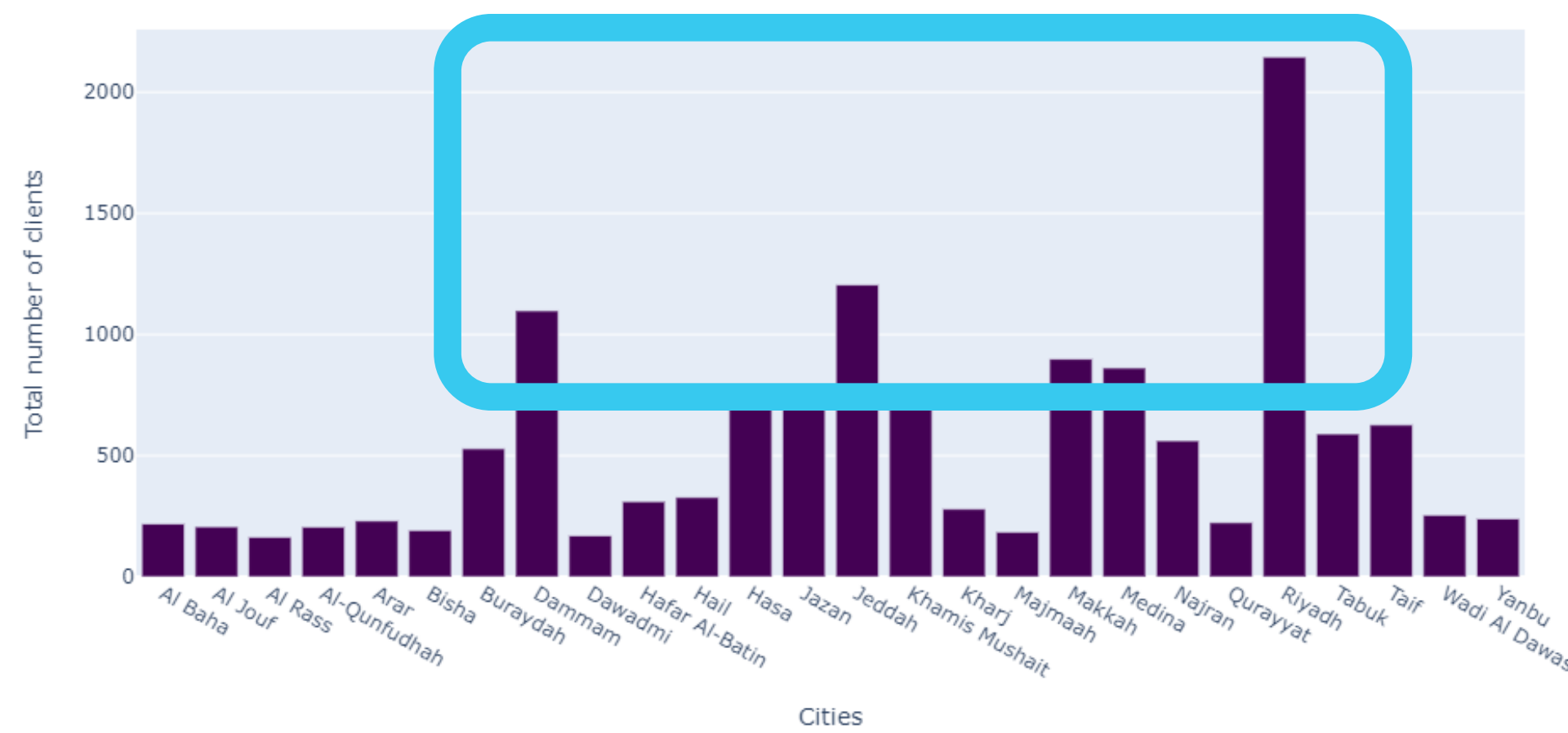
LOANS DISBURSED DURING THE PERIOD OF 2020

Low demand for loans (April 2020)
the beginning of the quarantine COVID-19

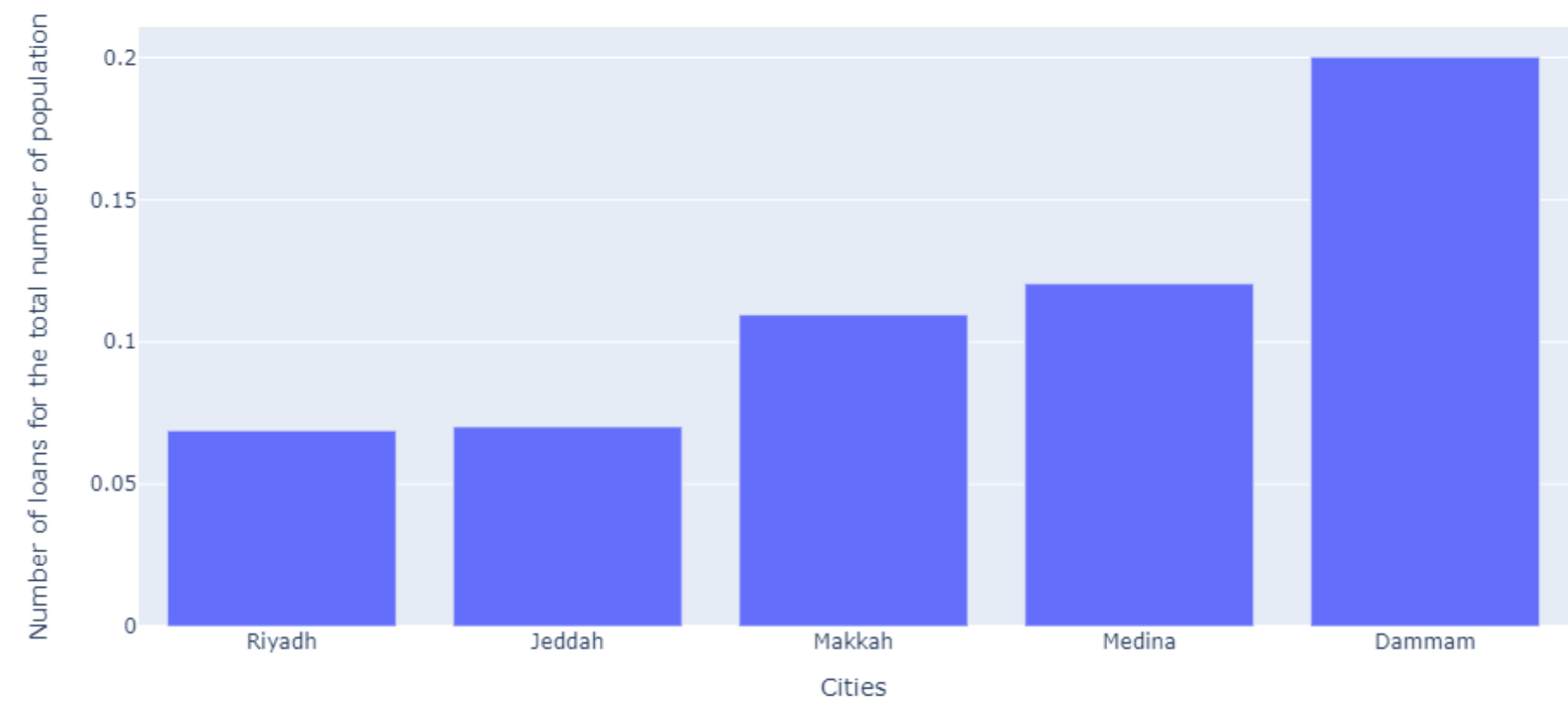


CITIES - TOP 5

Number of clients in each city



The most in demand for loans in 5 Major cities



CONCLUSION

Promotional campaigns for lower-demand funding products

Attention to 40->60 age groups
Development of funding products
satisfying the need of this age group