oodle

We would like you to complete this case study as a starting point to assess your technical and analytical capabilities and see how you choose to present your findings.

There are many ways in which you can choose to analyse the attached data, and we want you to determine how creative you want to be, which technical skills you want to show off and how you want to structure and perform this data investigation.

In the attached .csv file we have included 10,000 fabricated records that represent what our data may look like. A customer can apply to Oodle for a loan, we would make a decision on whether to accept the customer and on what term and then the customer can choose whether to proceed with the loan. These records contain the following information:

- **Age** : Age of the applicant

- **Car_type** : Type of car the loan application was for, one of Convertible, Saloon and SUV

- **Loan_amount** : Loan amount applied for

- **Deposit :** Customer deposit

- **Area :** Based on the postcode of the applicant whether they live in an urban or rural area

- **APR :** APR on the loan

- **Application_outcome**: Whether the loan was approved or declined

- **Converted:** Whether the application approval converted into a funded loan

The goal is to help the **marketing team** decide where to invest more effectively. Assume that you are presenting your findings to **technical leadership**. Please include all workings that you used to reach your findings.

If you have any questions, please let us know.