

The task I am assigned with is to increase the profit of HBFC bank.

Before jumping into the solution let's look into the problem statement first

The data set given is from a campaign that happened last year which has 5000 customers with attributes like age, income, Zip code etc

There are mainly 2 types of consumers for the bank

- The liability costumers (who invest money and get the interest from the bank) and-/
- The asset customers (who take loans from the bank and pay interest to the bank)

The previous year only around 400 people took a loan out of the 5000 people which is just 9%. So as to improve the profit of the bank I am supposed to analyse the data and find the right audient customers who are more likely to get a loan

After analysing the data and comparing different attributes with personal loan, I found that TD and income category plays a vital role weather a person will get a loan.

Then to further narrow down the target audience I compared the TD and Income category vs the people who got a loan.

By the help of the same I could reduce the target audience from 5000 people to around just 1300 people.

Now the Bank can focus on this 1300 customers who are likely to get loan and increase their ROI respectively.