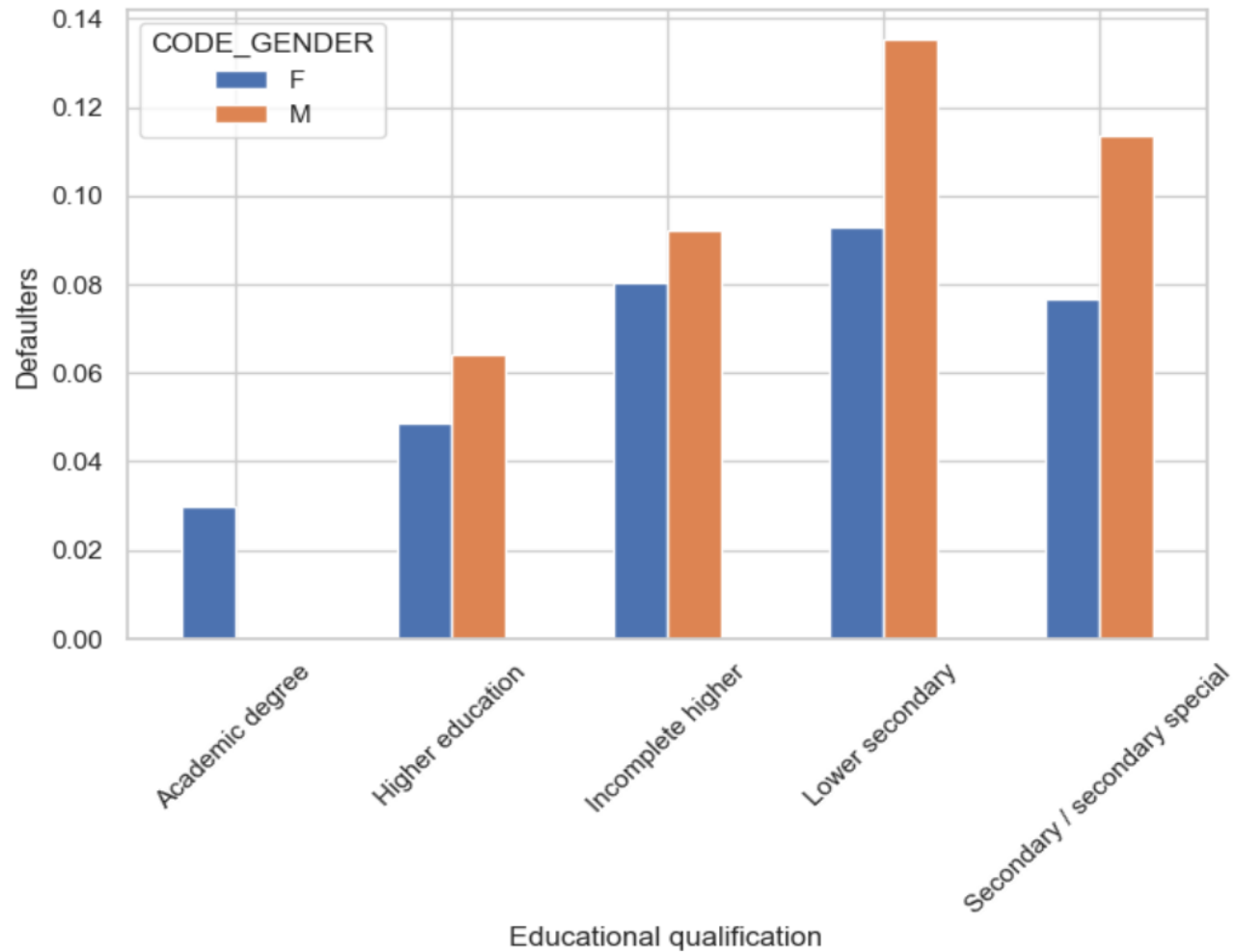


# Credit EDA Case Study

By Ayush Anand

# Current applications analysis

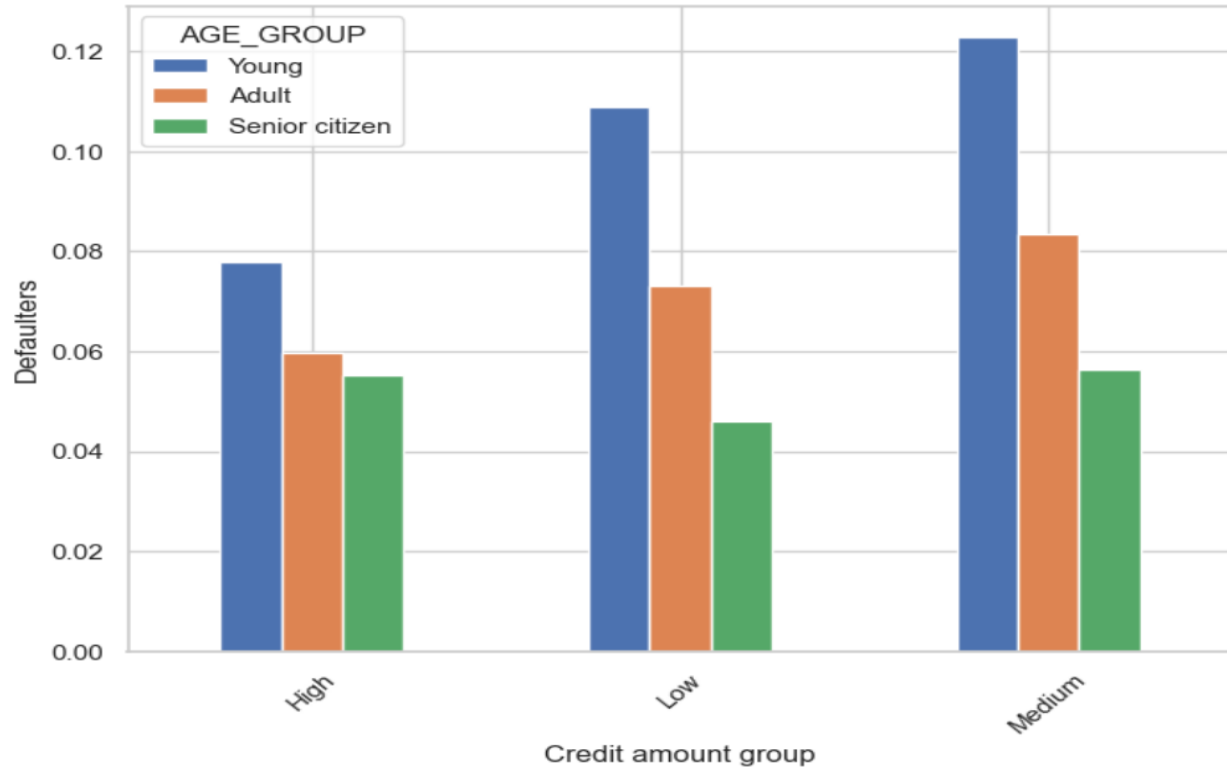


## Conclusion:

- Clients with Higher education are less defaulted and Lower secondary ones are likely to be more defaulters

## To target:

- It is safe to target higher educated clients across all other groups

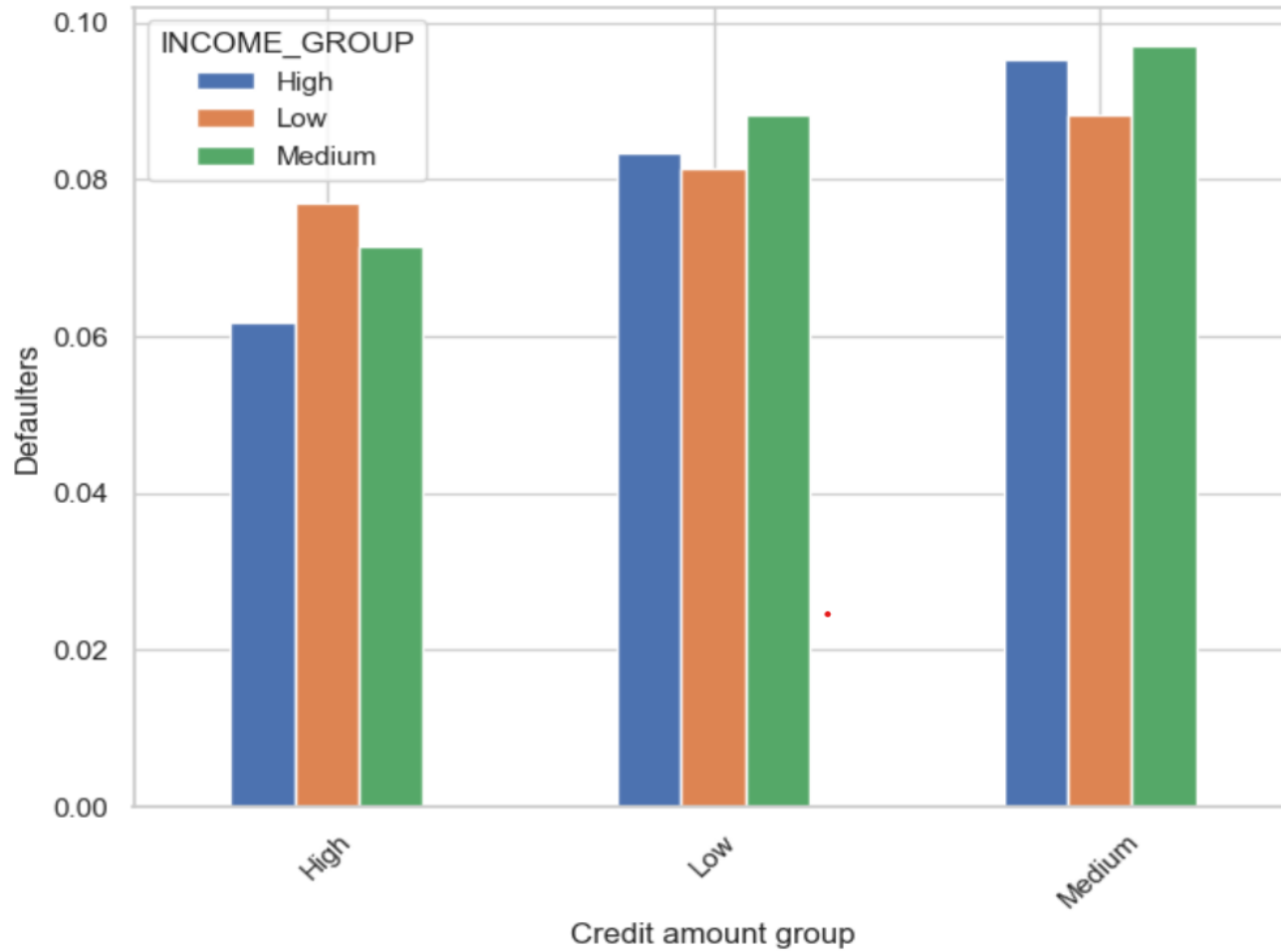


### Conclusion:

- Highly defaulted are Young clients with medium and low credit amount group
- Less likely defaulted are Senior citizens across all credit amount groups

### To target:

- Safe to target Senior citizens across all credit amount groups

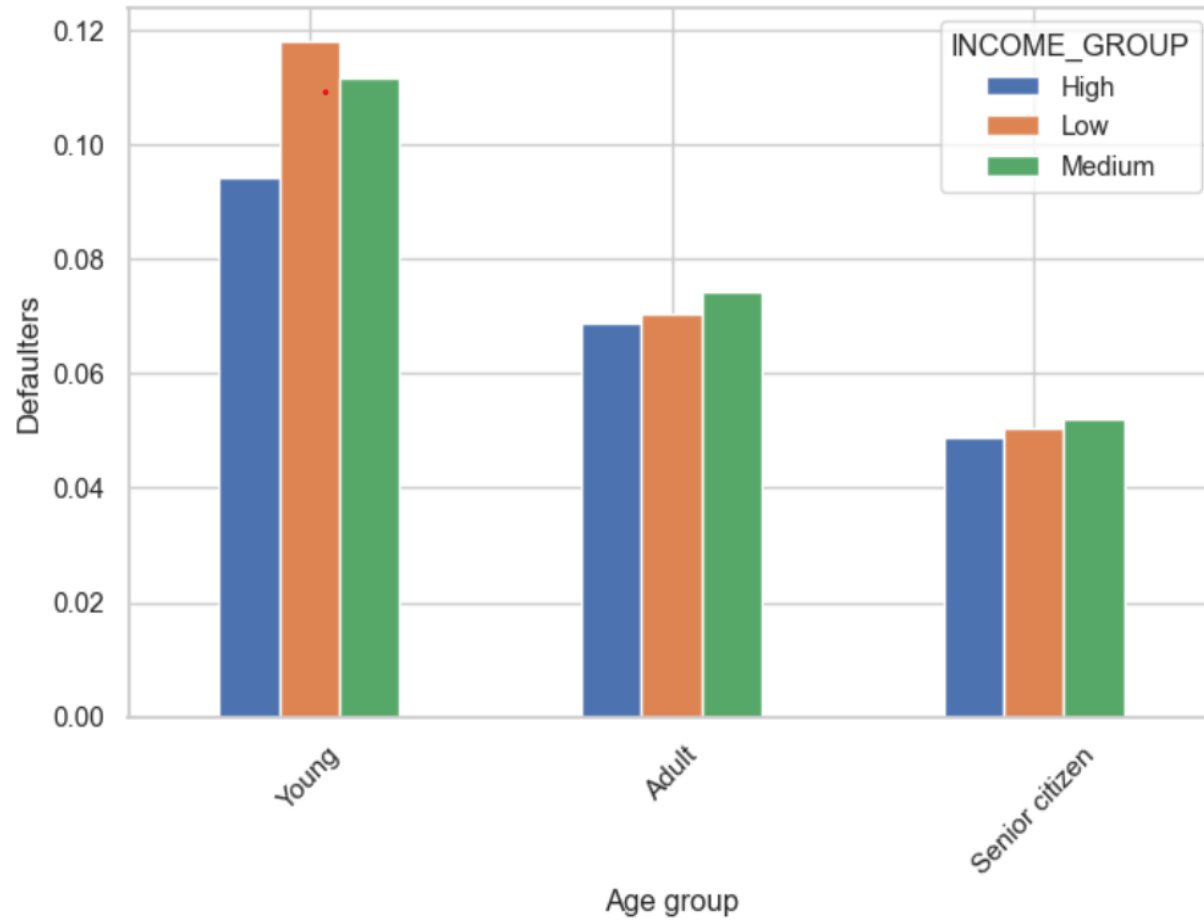


### Conclusion:

- Highly defaulted in all income groups are Medium credit amount group
- In all income groups High credit amount groups are less likely to default

### To target:

- Grant higher amount of loan to all income groups

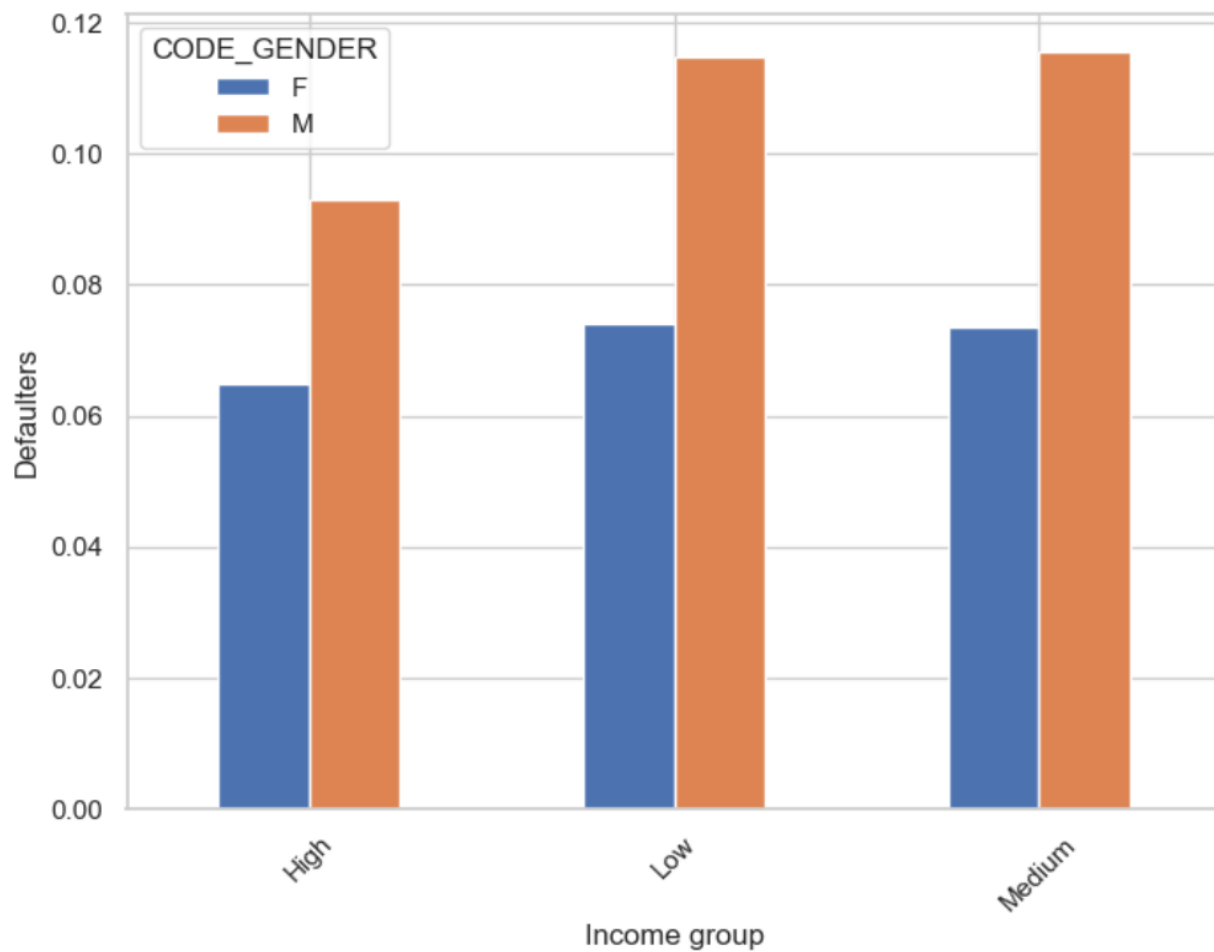


### Conclusion:

- Young clients are more defaulted than Mid age and senior
- Young low income people are more defaulted
- Default rate is almost same in all income group for Mid age and senior people

### To Target:

- Safe to grant loan to Senior citizen and Adult with higher income
- Risky to grant loan to Young ones with low income

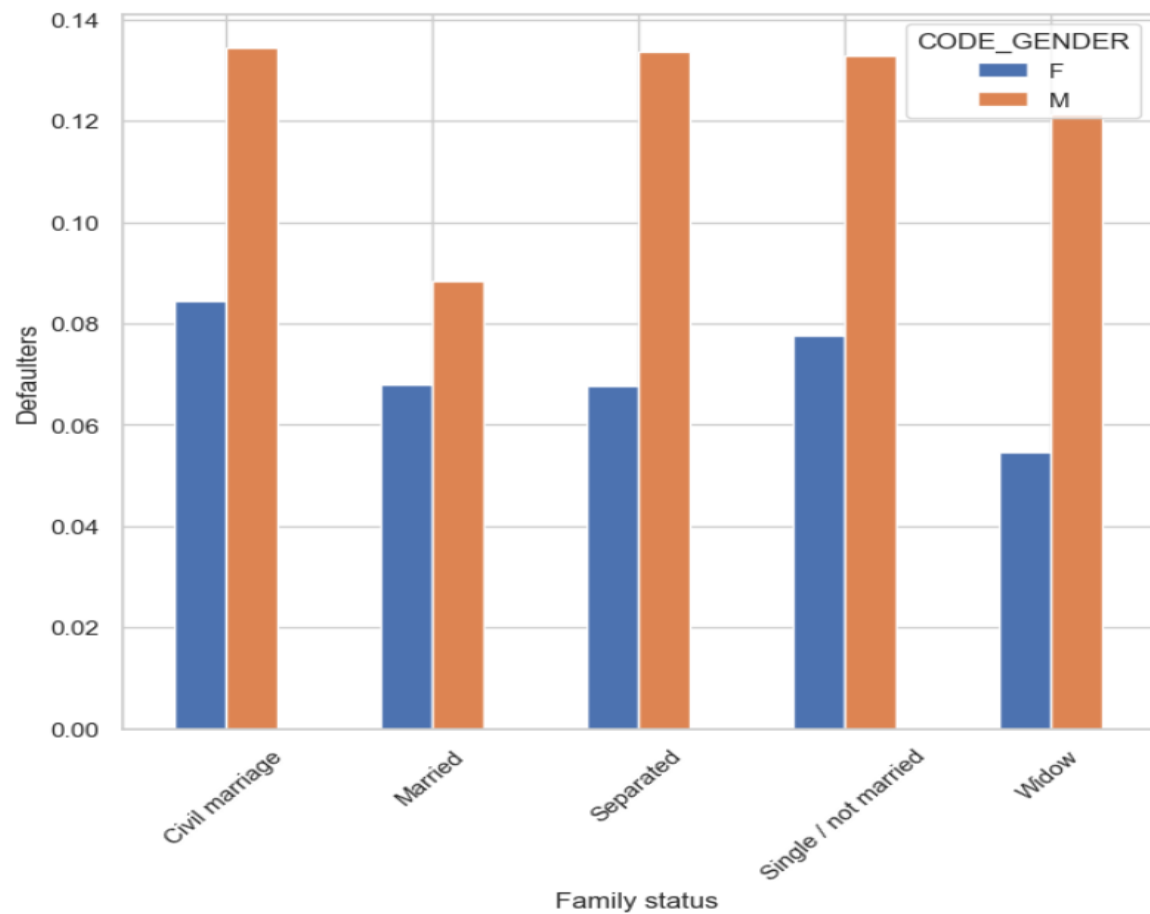


**Conclusion:**

- We can see that Males are more likely defaulted than Females accross all income groups

**To target:**

- Safer to target female for all income groups with higher income

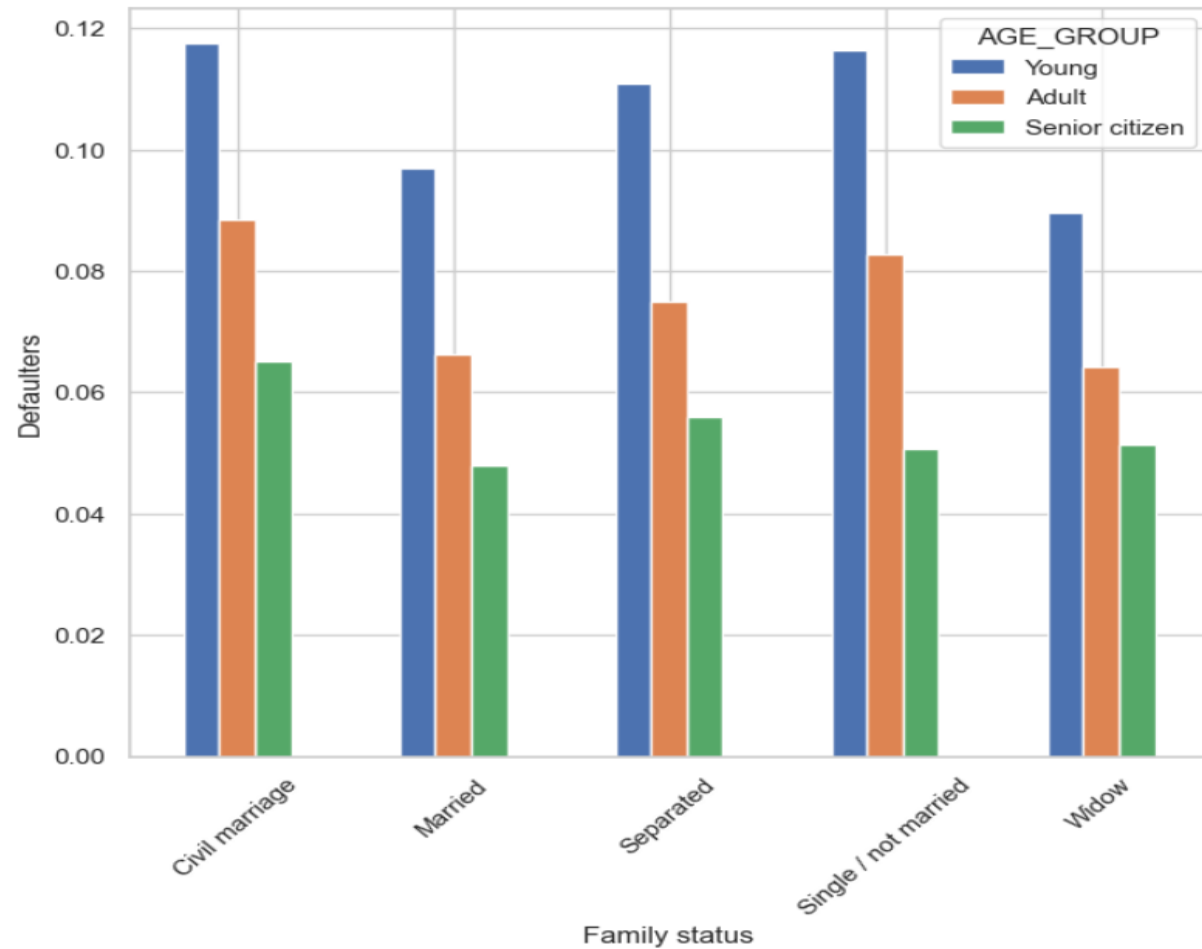


### Conclusion:

- Across all family status the Male clients are more defaulted than Female.

### To Target:

- Risky to grant loan for civil marriage, Single, Separated and Widow



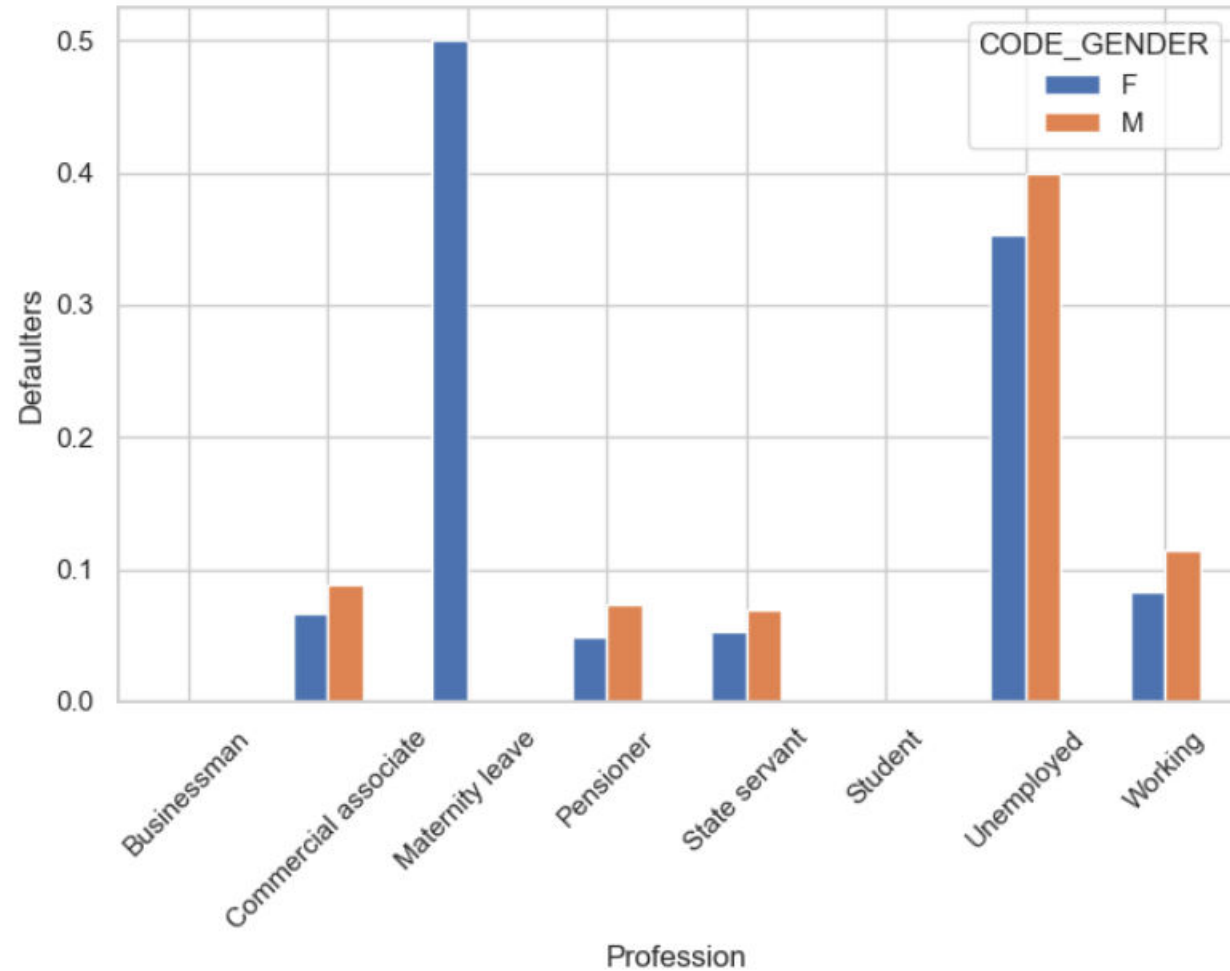
### Conclusion:

- Across all family status the Young clients are more defaulted and Senior citizen are less.

### To target:

- It is good to grant loan to Senior citizen of all family status





### Conclusion:

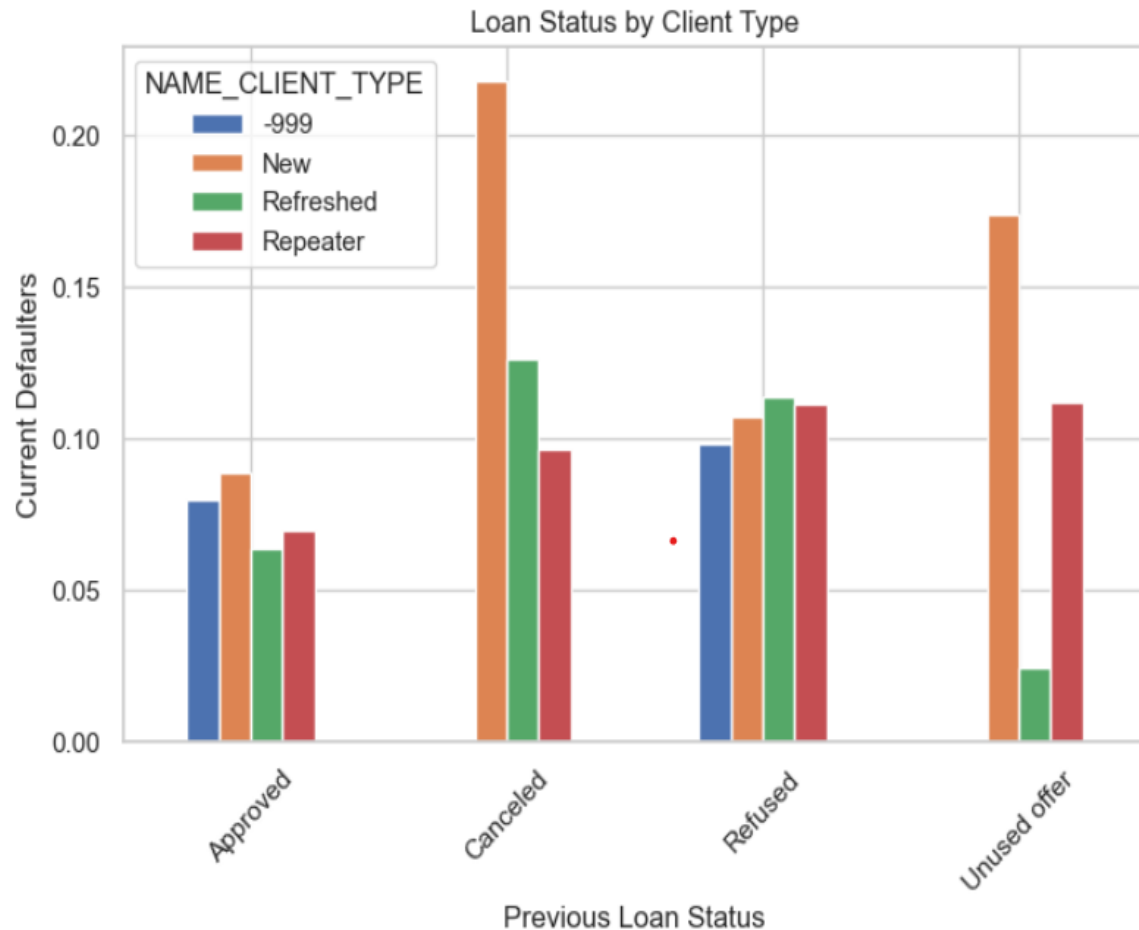
- Unemployed clients are more defaulted
- Clients with maternity leave are expected to be defaulted more
- In all other professions the default rate is lesser
- Males are more defaulted with their respective professions compared to females

### To target:

- Safe to grant loan to Pensioner and State servant

# Loan application status

## Current and Previous

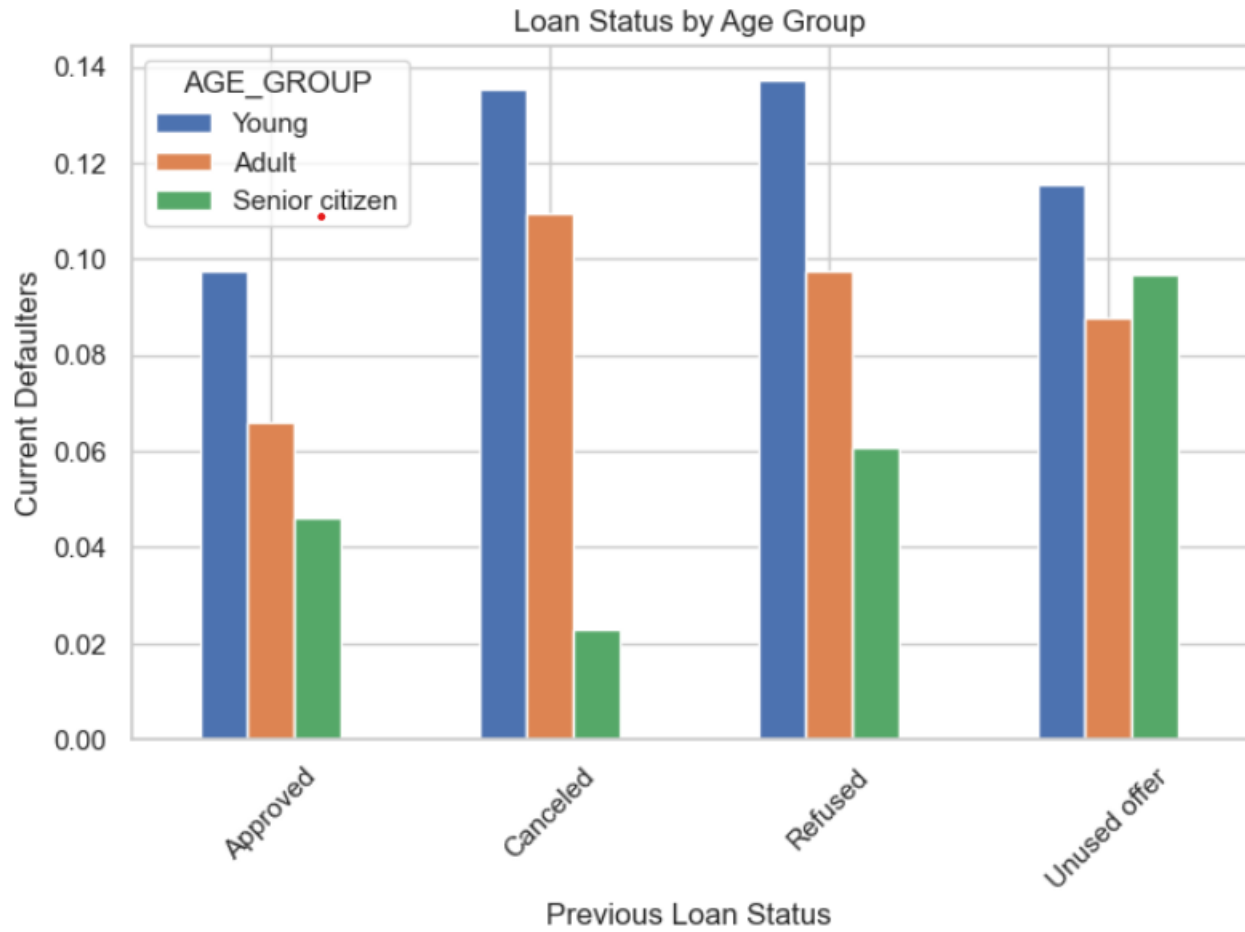


### Conclusion:

- The data indicates a higher default rate among clients who were new and had unused offers in their previous loan status.
- New clients with previously approved statuses had a higher default rate, followed by repeat clients.
- Among applicants who were previously refused, those who were refreshed clients had a higher default rate.
- Similarly, new clients among previously canceled applicants showed a higher rate of default.

### To target:

- It is not safe to grant loan for clients whose whose applications were Refused and Unused previously

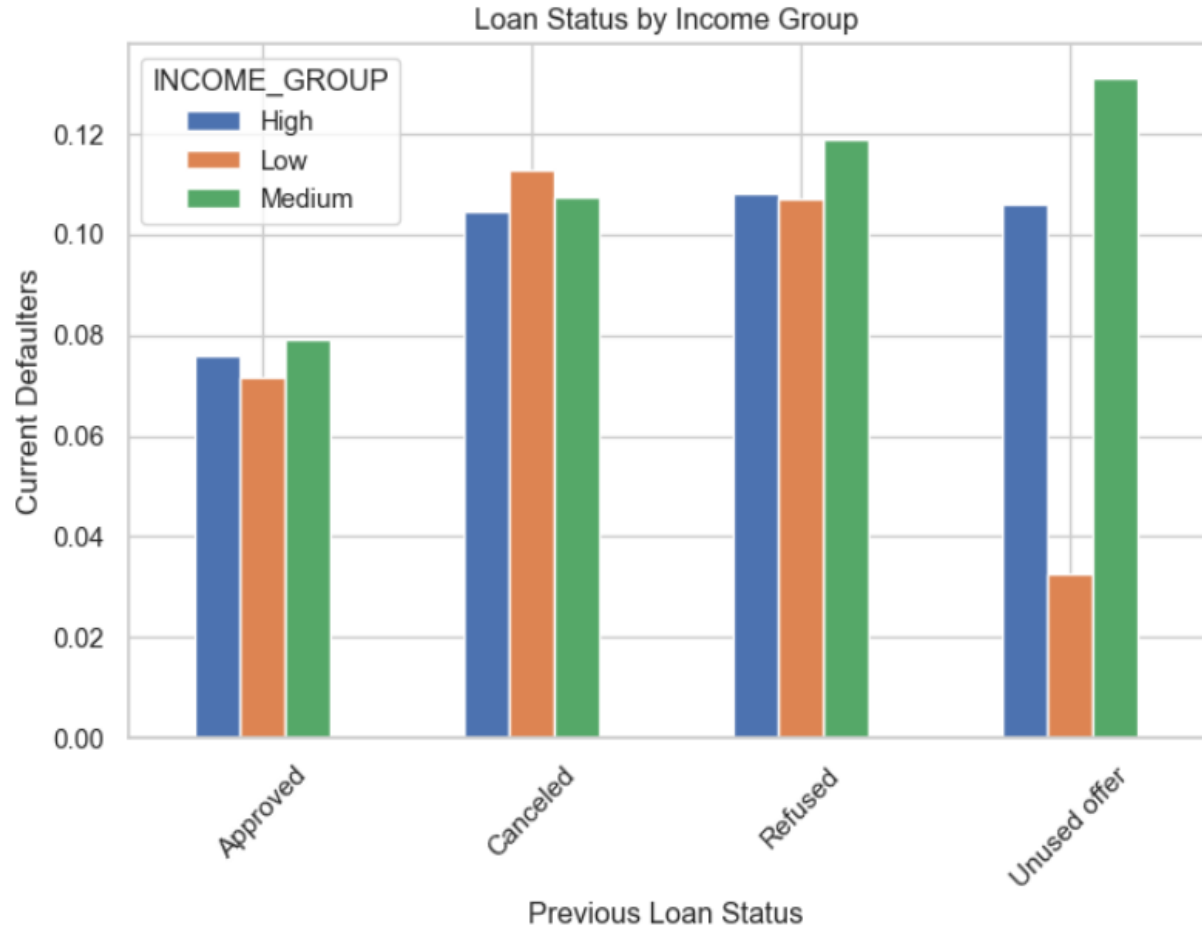


### Conclusion:

- Higher number of loans were refused to Young
- Among all types of age groups, Senior citizens are less defaulters

### To target:

- It is safe to grant loans to Senior citizens

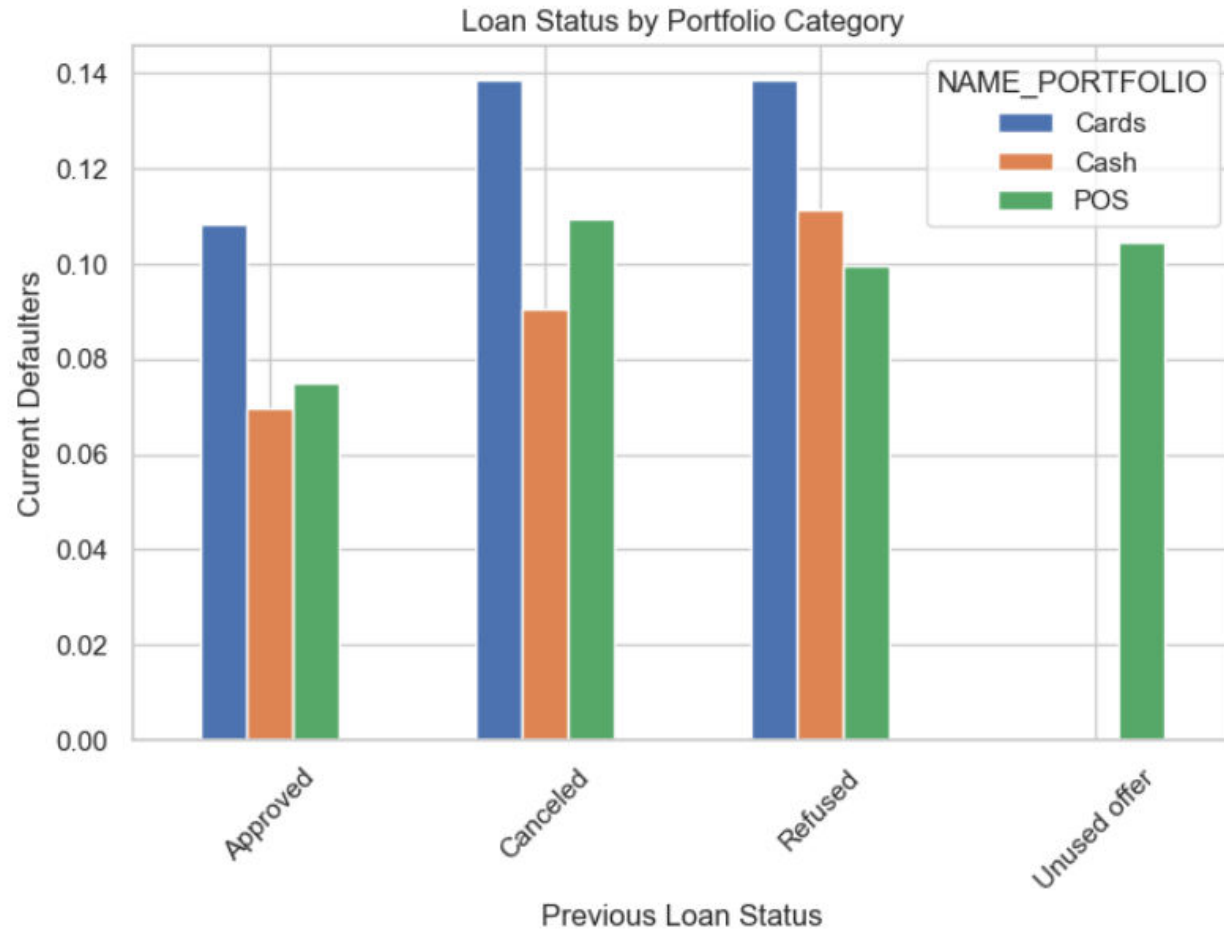


### Conclusion:

- For Unused offers, Medium income group were more defaulted and Low income group were least
- For Approved, Medium income group were least defaulted among all
- It is almost similar for all income type of groups for Canceled loan status

### To target:

- There is less risk to grant loan to Approved applicants to all groups



### Conclusion:

- Most of defaulters clients were the one whose previous loan were for Cards
- Clients who applied for Cash were less defaulted
- Clients who applied for POS were less defaulted

### To target:

- Safe to grant loan for any portfolio for previously approved applicants

# Summary

## **Clients who must be Targeted:**

- Clients who were accepted in their prior applications
- Individuals with advanced education and elevated income levels
- Customers with superior external source ratings
- Senior citizens across all groups
- Married applicants in contrast to those with different family statuses
- Females tend to be more favored compared to males.

## **Clients to whom Targeting is risky:**

- Clients who were denied, had canceled offers, or unused offers in the past
- Individuals belonging to the low-income bracket who were previously rejected
- Customers without employment
- Those with unfavorable external source ratings
- Young clients pose a higher risk compared to adult and senior citizen clients
- Clients with lower secondary and secondary education levels

THANK YOU!