

# Peer-to-peer (P2P) lending snapshot

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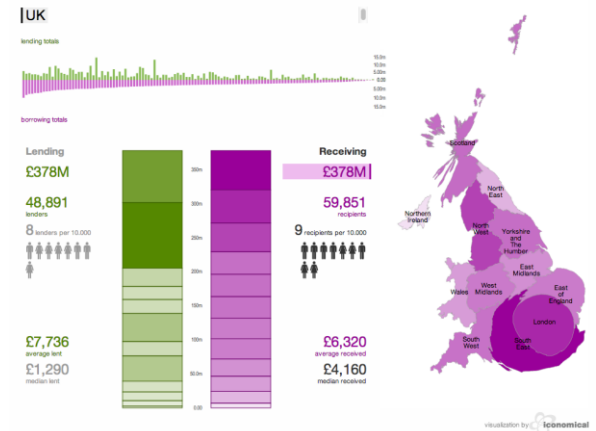
The application provides regional snapshot of peer-to-peer lending market in UK, highlighting the regional differences in P2P lending, thereby offering a transparent map of P2P financial systems

## Situation

- **About:** Show me the money provides the most comprehensive snapshot of the UK peer-to-peer lending market to date. In collaboration with banking professionals, visualisation and media experts, we highlight the regional geography of lending in the UK. The data was published with an ODI Open Data Certificate.
- To protect individuals we conducted a privacy impact assessment and aggregated postcodes to “outcode level” (8,600 households on average). The project is available as a report and online as an interactive visualisation.
- **Developed by:** The Open Data Institute Labs
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UK



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## Challenge/Opportunity

- The financial sector is not famed for its transparency. Moreover, P2P lending is often misconceived. For example, we were able to show that, although regions in the South lend more, the UK is surprisingly balanced when it comes to recipients of loans.

## Data sets used

- The three biggest P2P platforms in the UK, Zopa, RateSetter, and Funding Circle, released almost 14 million loan parts as open data (that is, all transactions since October 2010). We added some additional information such as ONS population estimates.

## Approach/Solution/Business model

- Free
- One motivation behind this project is increased transparency for customers and a pro-active stance towards new regulation. Further projects aim to produce a real-time map of the market.
- **Type:** App based reuse

## Benefits

- This project is a step toward a more publicly transparent and comprehensive mapping of the financial system. Beyond the increased transparency, a data-intensive approach may reduce the need for regulation.
- With transparency, consumer trust is also enhanced