Data Analysis: Sales Prospects from Home Mortgage Data

By: Erica Cuerbo - July 2022

JPMORGAN CHASE & CO.

Prime Buyers have been filtered out as borrowers who have:
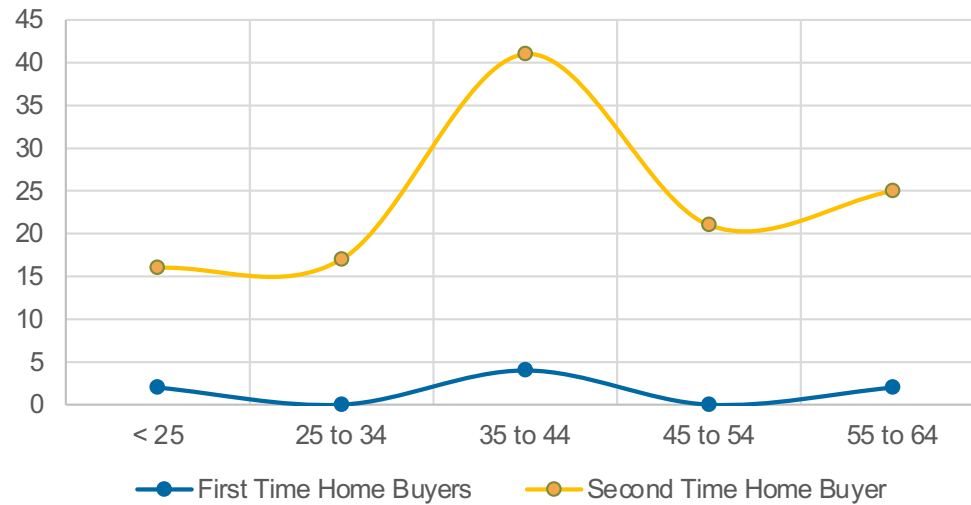Debt to Income Ratio <28%
Loan to Value Ratio <80%

This cuts our potential borrowers down to less than half of the original list but, we eliminate the majority of the pitfalls of bad loans.

We can provide these borrowers with the best interest rates and support.
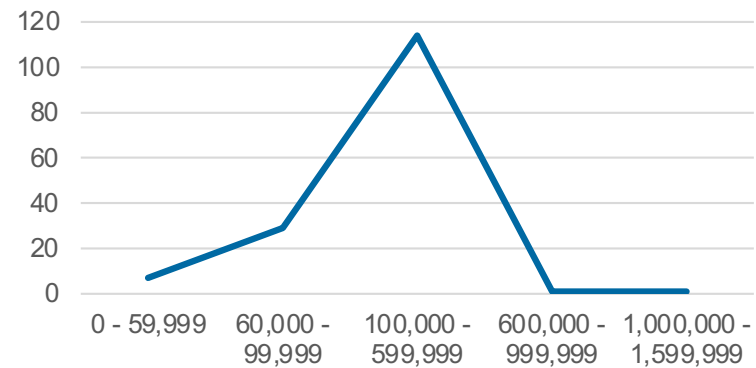
First and Multiple Home Buyers

Number of Mortgages by Age

Majority of Buyers are NOT First Time Home Buyers

Good Target Marketing Demographic is Age 30+

Prime Buyers Income

Majority of Prime Buyers have yearly income between $100,000 - $500,000

Most Popular Mortgage options are 180m and 360m

This trends for both first time and secondary home buyers

Number of Buyers by Mortgage Duration

■ First Time Home Buyers   ■ Second Time Home Buyer
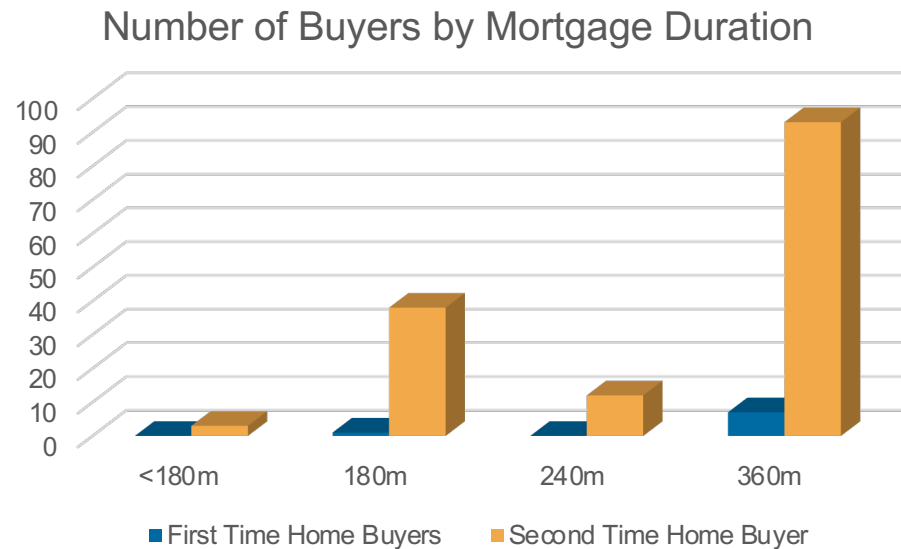
Highest Minority Areas

Average % of Minorities in Top Six Area Codes

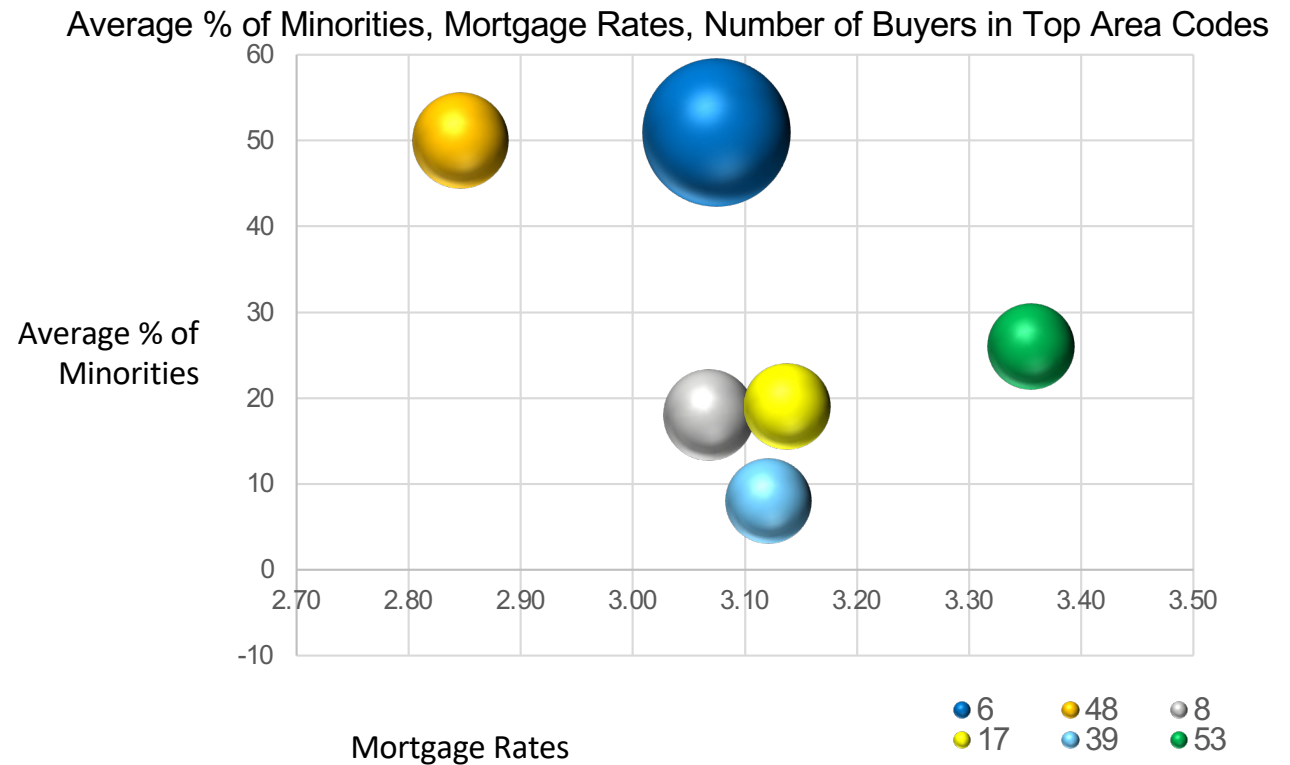Legend:
- ■ 6
- ■ 48
- ■ 8
- ■ 17
- ■ 39
- ■ 53
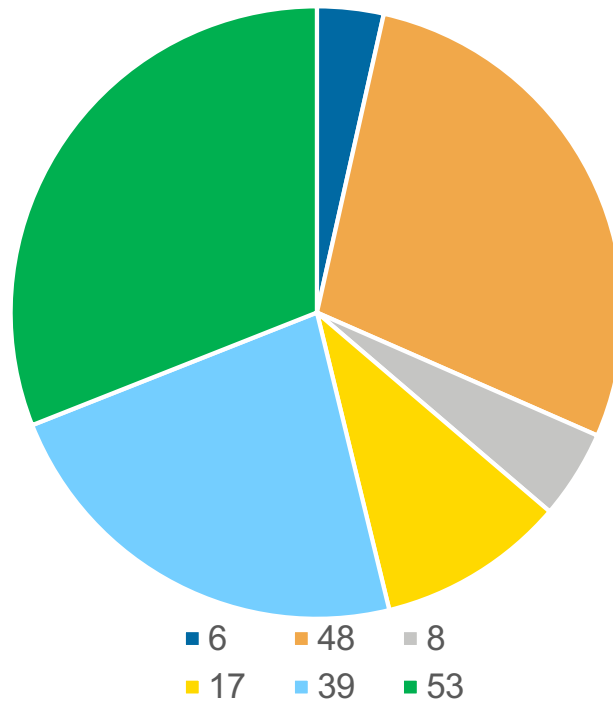
These six area codes have highest average % minority in the local area

Marketing in these areas we can:
- Increase support to those communities
- Hit regulatory and strategic requirements

Average % of Minorities, Mortgage Rates, Number of Buyers in Top Area Codes

Average % of Minorities

Mortgage Rates

Legend: 6, 48, 8, 17, 39, 53

This analysis shows we have the greatest opportunity in Area Code 6 to offer the most loans, with great market rates, and the greatest support to the highest minority communities.