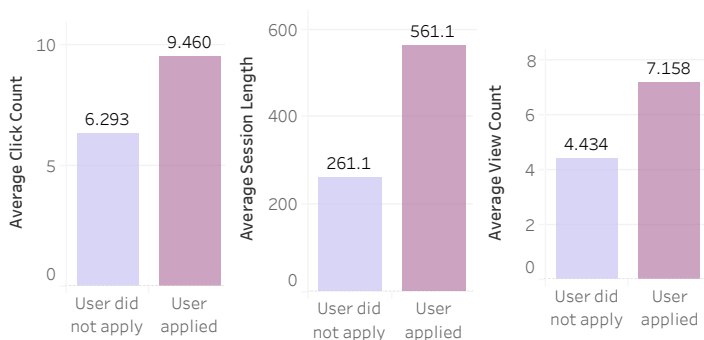


Predicting Prospective Credit Sesame Users

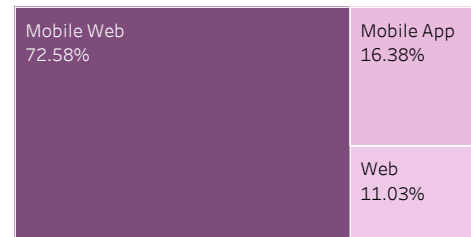
Credit Sesame is a free personal finance tool that allows users to access financial information and assists in services such as credit score monitoring, home loans, and identity theft protection. When users visit the Credit Sesame website or use the mobile application, they are able to apply for certain services.

What characteristics define users that apply for services on Credit Sesame?

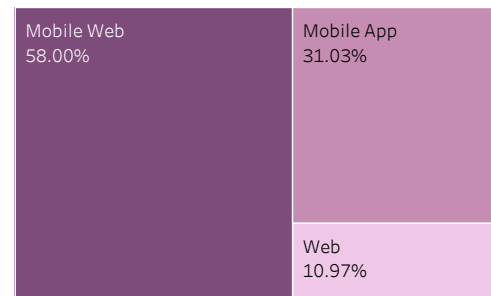


On average, users who apply for a service on Credit Sesame tend to have higher click counts, view more pages, and spend more time on the CreditSesame application than users who do not apply for a service.

Platform Use of Users who Applied for a Service



Platform Choice of Users who Did Not Apply for a Service



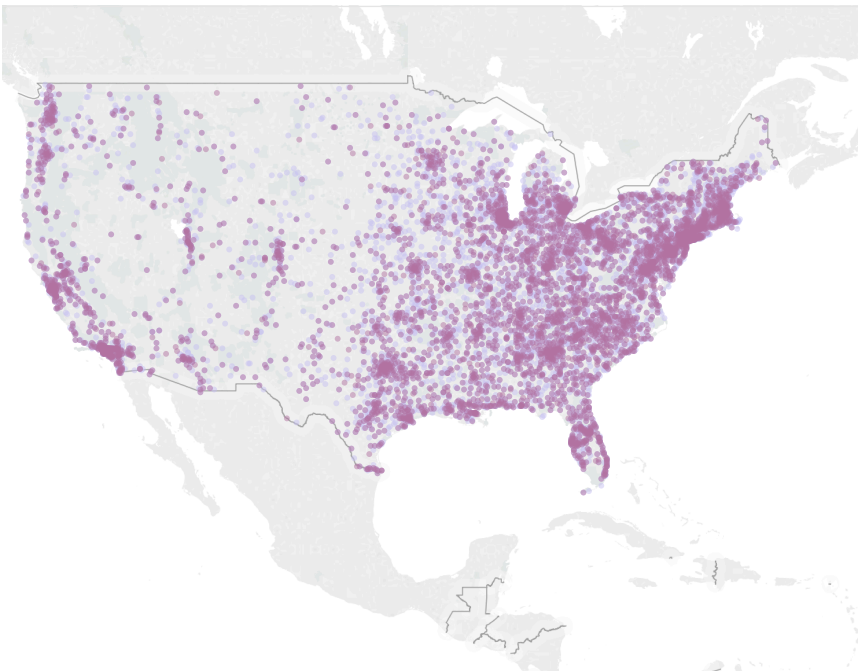
All users generally access CreditSesame from the Mobile Web platform. Users who apply for a service on Credit Sesame are even more likely to prefer the Mobile Web application over the Mobile App and Website.

Understanding what drives users to apply for services

Visualizing geographic data

Predicting Prospective Credit Sesame Users

Though location wasn't a strong indicator of whether or not a user applied for a service on Credit Sesame, it is an interesting variable to visually examine to better understand the general user profile of Credit Sesame users. Use the interactive graphic below to better understand the distribution of Credit Sesame users. You can zoom in and out on areas of interest and explore using different filters.



Gender

- ☒ Null
- ☒ Female
- ☒ Male
- ☒ Unisex

Applied for Services:

- ☒ User applied
- ☒ User did not apply

Age Bucket

- ☐ Null
- ☐ (15.0, 20.0]
- ☐ (20.0, 25.0]
- ☐ (25.0, 30.0]
- ☐ (30.0, 35.0]
- ☒ (35.0, 40.0]
- ☒ (40.0, 45.0]
- ☐ (45.0, 50.0]
- ☐ (50.0, 55.0]
- ☐ (55.0, 60.0]
- ☐ (60.0, 65.0]
- ☐ (65.0, 70.0]
- ☐ (70.0, 75.0]
- ☐ (75.0, 80.0]
- ☐ (80.0, 85.0]
- ☐ (85.0, 90.0]
- ☐ (90.0, 95.0]
- ☐ (95.0, 100.0]

Credit Score Bucket

- ☒ (495.0, 500.0]
- ☒ (500.0, 505.0]
- ☒ (505.0, 510.0]
- ☐ (510.0, 515.0]
- ☒ (515.0, 520.0]
- ☒ (520.0, 525.0]
- ☒ (525.0, 530.0]
- ☐ (530.0, 535.0]
- ☒ (535.0, 540.0]
- ☒ (540.0, 545.0]
- ☒ (545.0, 550.0]
- ☐ (550.0, 555.0]
- ☒ (555.0, 560.0]
- ☒ (560.0, 565.0]
- ☒ (565.0, 570.0]
- ☒ (570.0, 575.0]
- ☒ (575.0, 580.0]
- ☒ (580.0, 585.0]
- ☒ (585.0, 590.0]
- ☒ (590.0, 595.0]
- ☒ (595.0, 600.0]
- ☒ (600.0, 605.0]
- ☒ (605.0, 610.0]
- ☒ (610.0, 615.0]
- ☒ (615.0, 620.0]
- ☒ (620.0, 625.0]
- ☒ (625.0, 630.0]
- ☒ (630.0, 635.0]
- ☒ (635.0, 640.0]
- ☒ (640.0, 645.0]
- ☒ (645.0, 650.0]