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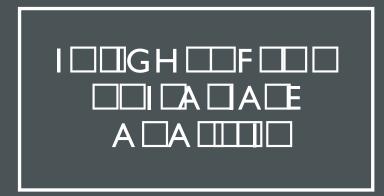
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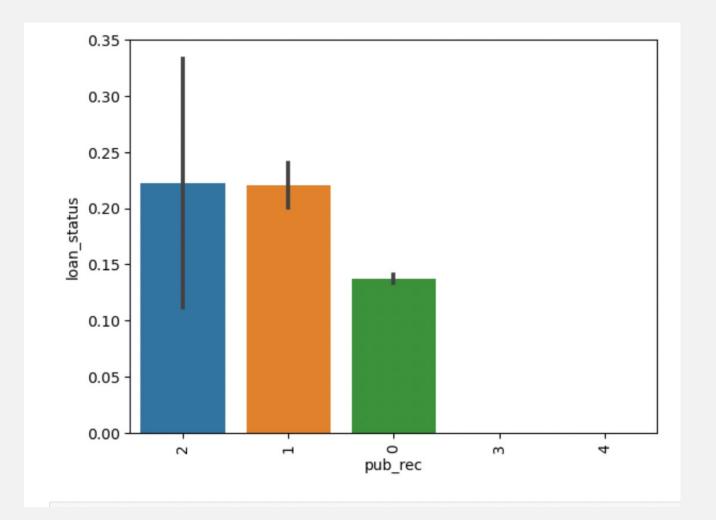


- Understand the **driving factors (or driver variables)** behind loan default, i.e. the variables which are strong indicators of default
- Borrowers who **default** cause the largest amount of loss to the lenders. In this case, the customers labelled as 'charged-off' are the 'defaulters'
- Reduce financial loss of the organization

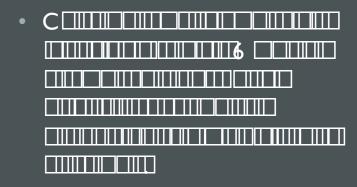




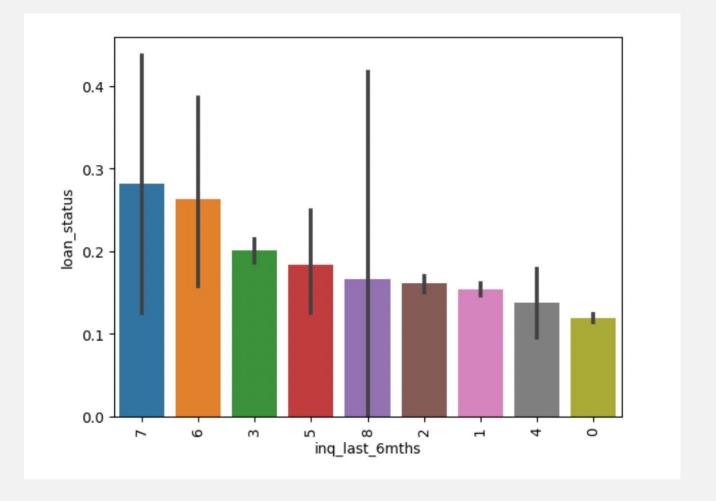




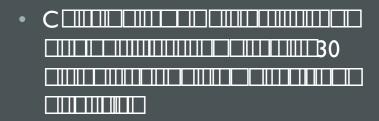




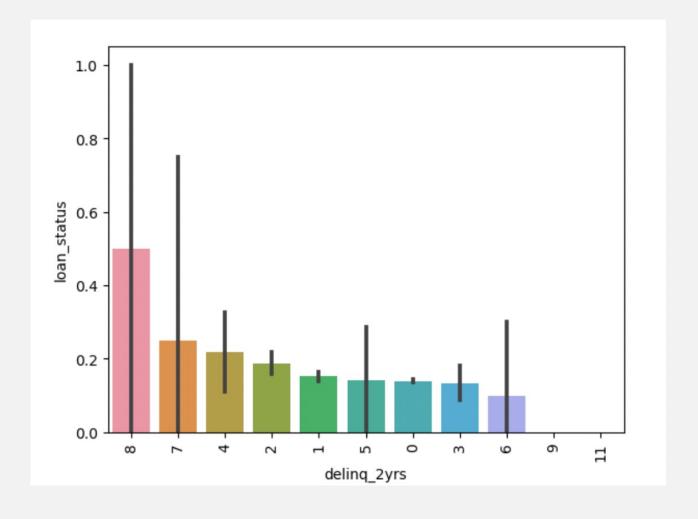




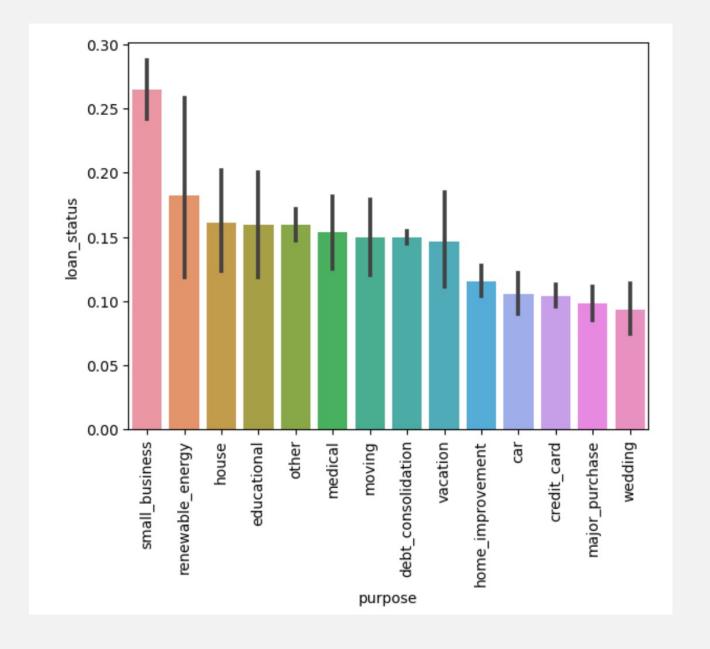




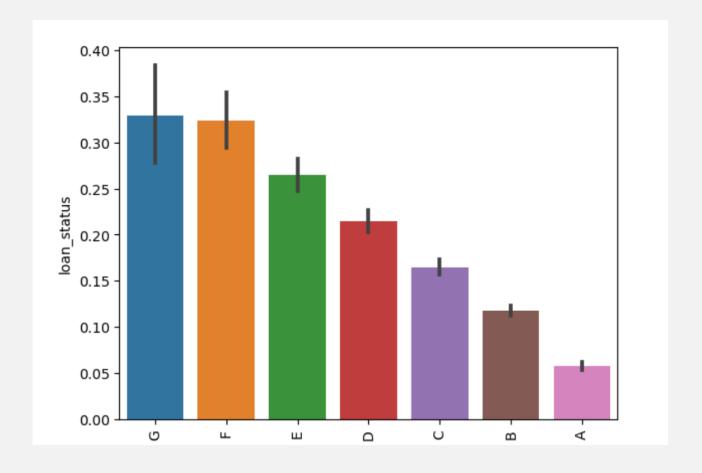


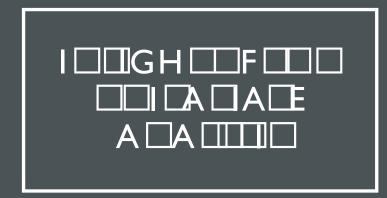




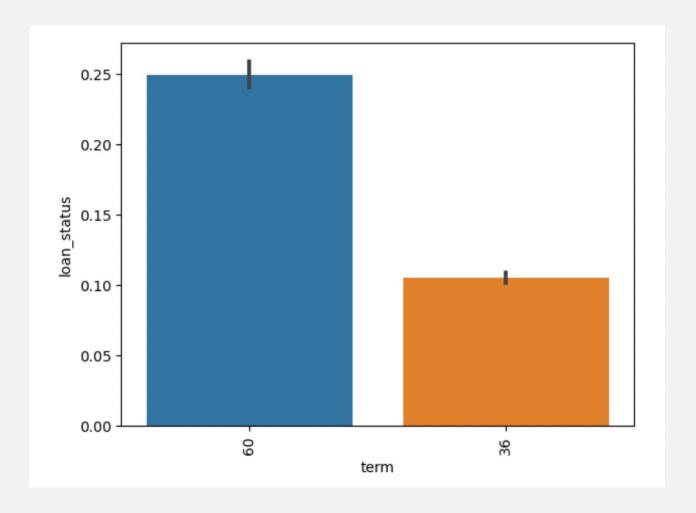




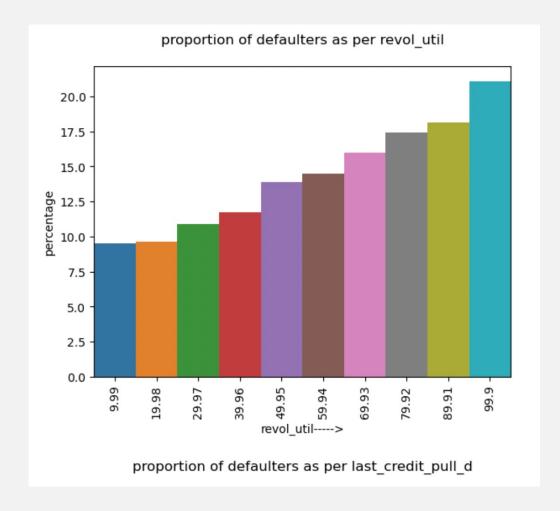




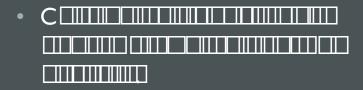


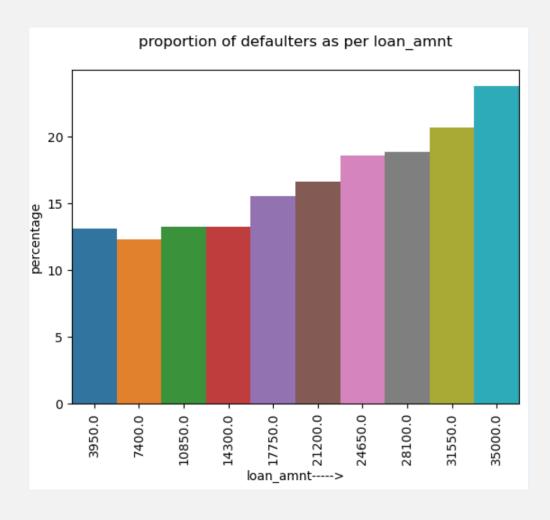






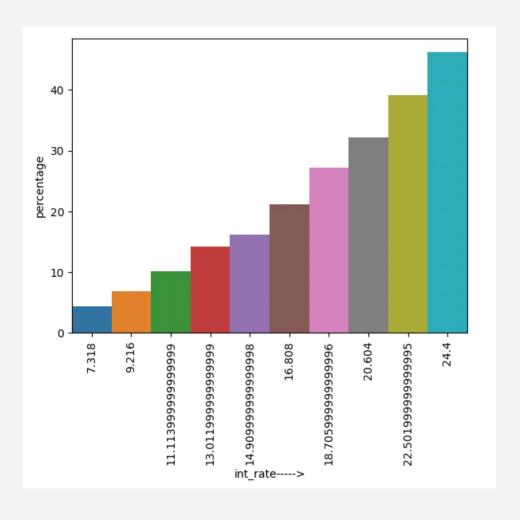






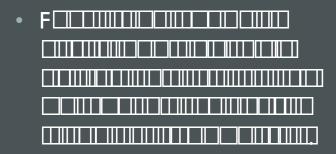




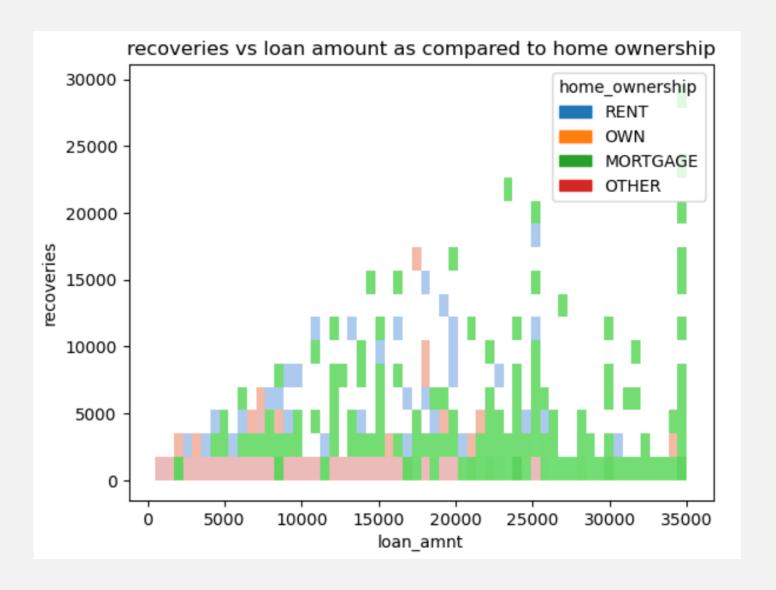


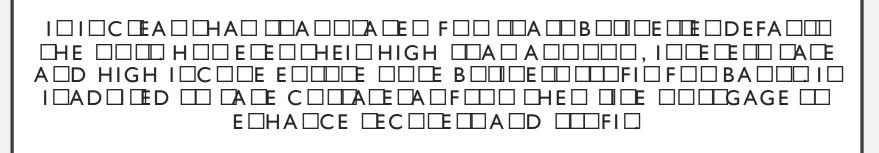


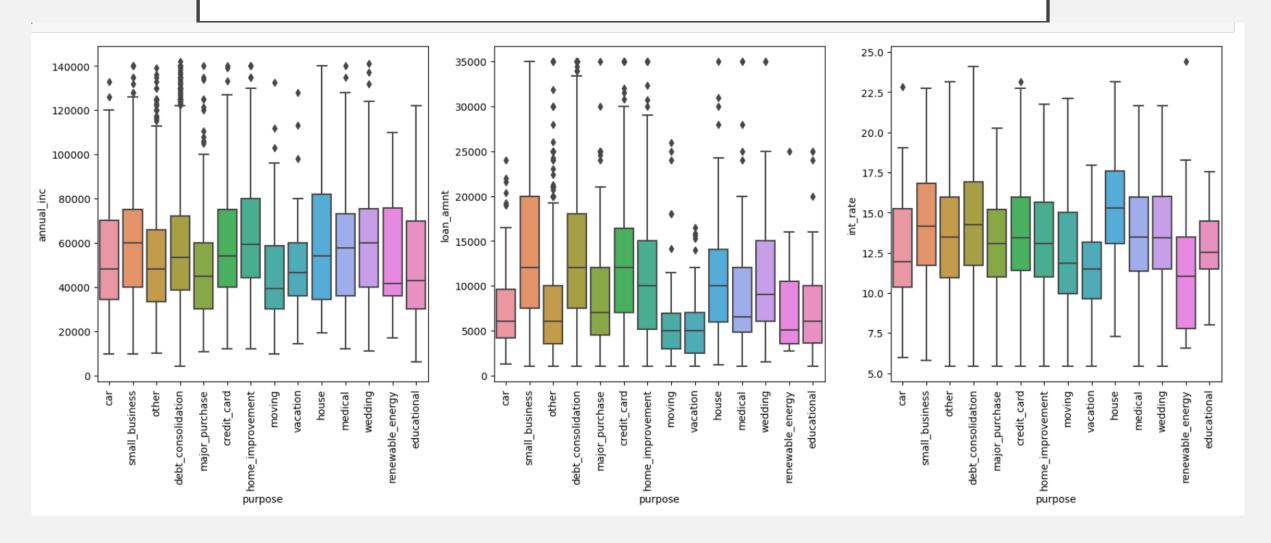




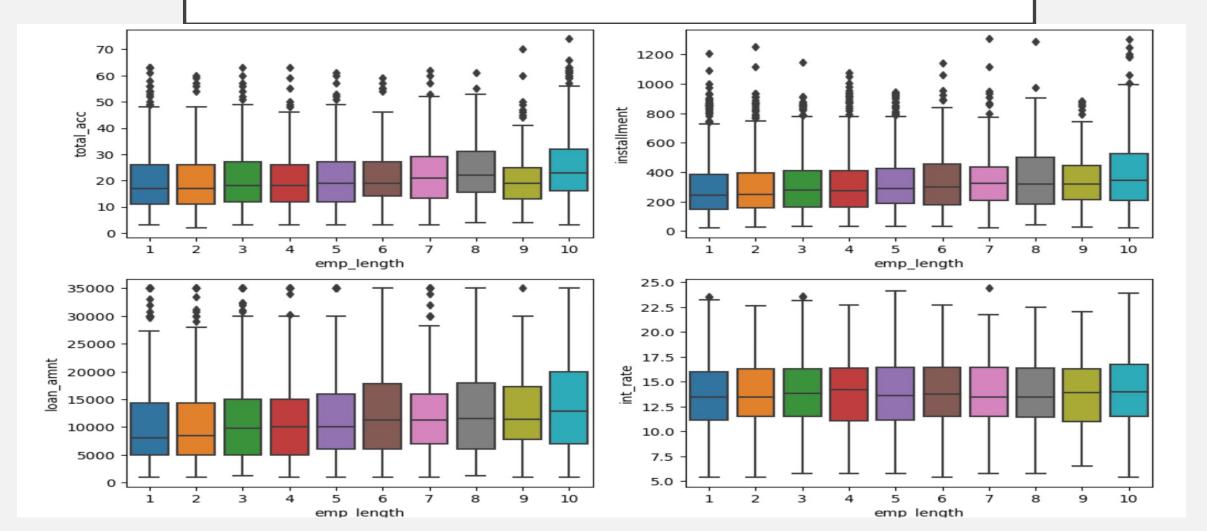








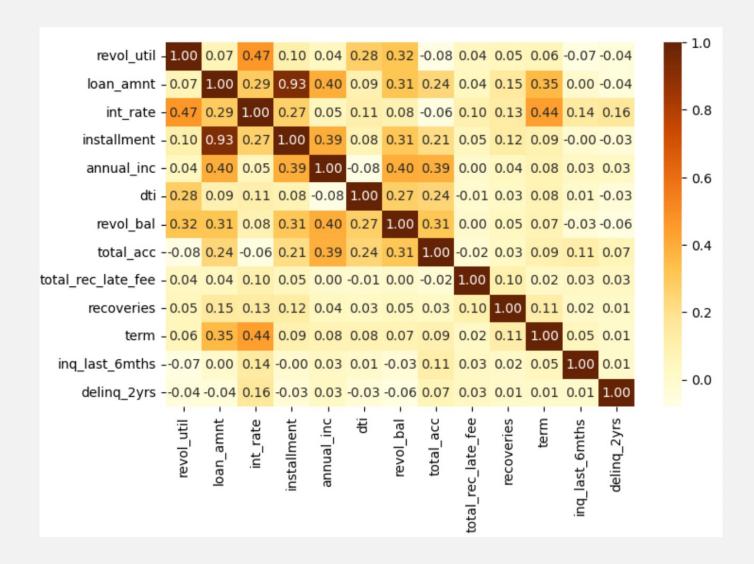
CUSTOMERS WHO HAVE HIGHER EMPLOYMENT LENGTH TEND TO TAKE HIGHER LOAN AMOUNT AT HIGHER INTEREST RATE. ALSO THEY HAVE MORE NUMBER OF OPEN CREDIT ACCOUNTS AND INSTALMENT AS A RESULT THEY ARE OFTEN BURDENED AND TEND TO DEFAULT MORE. TO HAVE A GOOD PROFIT BY GIVING LOAN TO THIS CUSTOMERS, ONE OPTION IS TO KEEP THEIR PROPERTIES AS MORTGAGE TO EVEN OUT ON RECOVERIES.





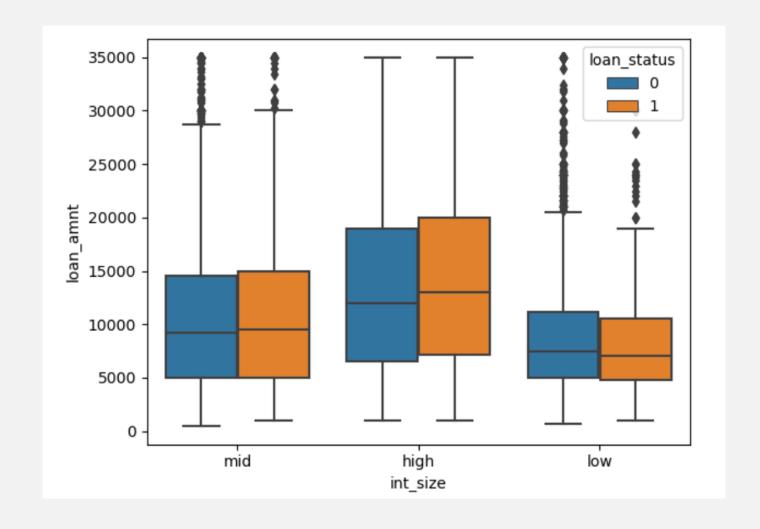
 The heat map does show that we have a clear positive correlation between a few variables like:







 Clearly from the graph we can see that higher loan amount with higher interest rate is a very strong indicator of defaulters. We can calculate the risk factor of a customer by taking the product of loan amount and interest rate

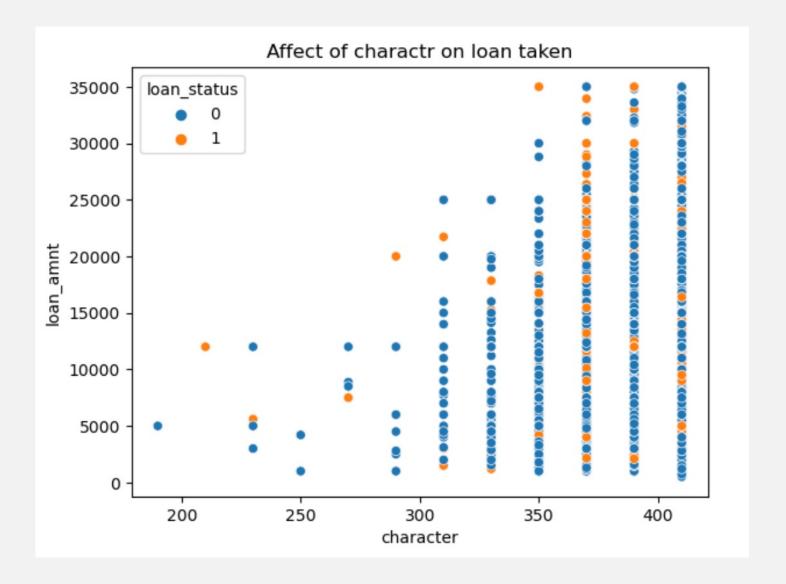




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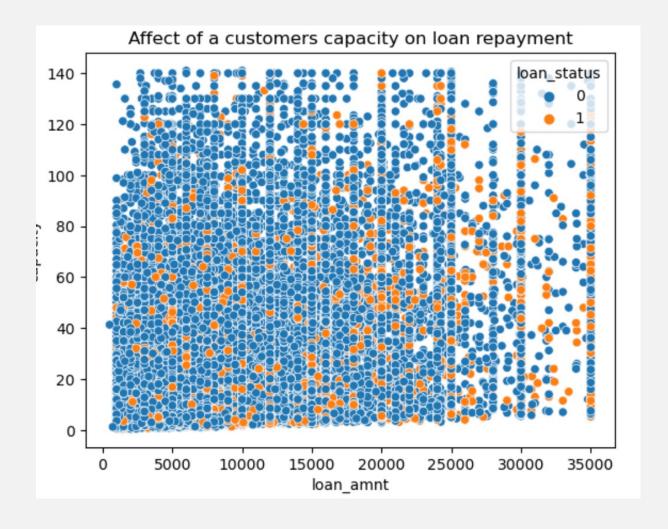


 The graph above clearly shows that most defaulters lie below the 375 score and the density of such defaulters increase with increase of loan amount





 It is evident from the graph that customers who have taken high loan amounts and have capacity below 100 are major defaulters.





 The graph clearly shows that customers who have taken higher loan amount at higher risk are more prone to being defaulters

