

Comprehensive DAX Questions for Analysis

1. Loan Approval Insights

- Create a DAX measure to calculate the loan approval rate: What percentage of applicants were approved for a loan?
- Create a calculated column to categorize applicants as 'High-Risk' or 'Low-Risk' based on their income, existing EMI, and loan amount.

2. Income & EMI Relationship

- Write a DAX formula to calculate the Debt-to-Income Ratio (DTI) for each applicant: How does DTI impact loan approval rates?

3. Time-Based Analysis

- Use DAX Time Intelligence to track monthly trends in loan applications: Which month had the highest number of loan approvals?
- Create a measure to calculate the average time from lead creation to approval.

4. Lead Source Effectiveness

- Use DAX to determine which Source Category generates the highest approval rates.
- Which marketing source is the most effective in securing loan approvals?

5. City & Employer Analysis

- Create a measure to compare loan approval rates across different city categories (A, B, C).
- Are applicants from metropolitan areas (Category A) more likely to get approved?
- Identify the top 5 employers with the highest loan approval rates.

6. Loan Repayment & Risk Analysis

- Calculate the Total EMI Burden: Create a measure that sums the applicant's existing EMI and new loan EMI.
- Find the High-Risk Borrowers: Create a DAX column that flags applicants as 'High Risk' if their Debt-to-Income Ratio (DTI) is above a threshold.
- Compute the Weighted Interest Rate: Create a measure that calculates the average interest rate weighted by loan amount.

7. Customer Segmentation & Trends

- Segment Applicants by Income Group: Classify applicants into Low, Medium, and High-income

groups.

- Identify Frequent Loan Applicants: Find individuals who have applied multiple times.
- Analyze Loan Trends by Age Group: Categorize applicants into age groups (e.g., 18-25, 26-35, etc.).

8. Employer & Banking Insights

- Top 5 Employers with Highest Approval Rate.
- Impact of Primary Bank on Loan Approval.
- Find the Most Trusted Employer based on loan approvals.

9. Lead Conversion Efficiency

- Lead Response Time Analysis: Calculate the average time taken from lead creation to contact.
- Most Effective Lead Source: Which source category leads to the most approved loans?
- Calculate the Lead-to-Approval Ratio: How many leads are converted into approved loans per source?

10. Forecasting & Predictive Insights

- Loan Approval Rate Over Time: Use DAX time intelligence to calculate moving averages for loan approvals.
- Predict Future Loan Demand using trends.
- Seasonality in Loan Applications: Are there specific months where loan applications increase?