

Borrowing and Lending Behavior

Team 15

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Motivation

Acceptance ratio of offers

- ❑ Month over month
- ❑ Types of Customers (Veteran/Non-Veteran)
- ❑ Based on estimated property value
- ❑ Observe the trends of accepted offers from various lenders for each month

Identify the region wise highest and lowest adoption rates

- ❑ Visualize the region wise target audience to learn which regions need proactive marketing treatments

Conclusion:

New Customers - High rejects

Good Acceptance rate – More Returning customers

**Lenders with more number of offers with variable interests-
Good Acceptance rate**

Lenders providing more offers - Major share of Revenue

Loan Amount - Estimated Property value

Veterans preferring less loan amount