

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:

1. New Customers - High rejects
2. Good Acceptance rate – More Returning customers
3. Lenders with more number of offers with variable interests-Good Acceptance rate
4. Lenders providing more offers - Major share of Revenue
5. Loan Amount - Estimated Property value
6. Veterans preferring less loan amount.