



BFS CAPSTONE PROJECT

Final - Submission

Ravi Shekhar Rai Pavan ML Subhanshu Rathi Archana Mishra





Capstone Project Overview

Following is the bird eye view of this presentation

- > Abstract
- > Data Understanding
- Data Cleansing & Preparation
- > Exploratory Data Analysis
- > WOE & Information Value
- Model Building & Evaluation
- Conclusion





Abstract

> BUSINESS UNDERSTANDING

- CredX is a leading credit card provider receiving huge volume of applications every year.
- In recent times unfortunately CredX is experiencing an increase in credit loss due to not reaching the right customers during acquisition.

> PROBLEM STATEMENT

- For a provider like CredX it becomes very important to acquire right customers in order to increase their profitability by keeping their business costs in control.
- In this Project, We help CredX in exactly doing the same. We using our various predictive models help CredX acquire the right customers there by increasing their profits.
- In this process we also use our predictive models in determining the factors affecting the credit risk and creating the strategies to mitigate the acquisition risks.





Data Understanding

Data Source

Our data is mainly divided into two categories

- Demographic Data
- Credit Bureau Data

<u>Demographic Data:</u>

This is basically customer-level information on age, gender, income, marital status etc. given by customer himself via the credit card application

Credit Bureau Data:

Source of this data is via credit bureau and contains variables such as 'number of times 30 DPD or worse in last 3/6/12 months', 'outstanding balance', 'number of trades', etc.





Data Understanding

Common Variable between the data sources

"performance tag" variable is common in both the demographic and credit bureau data files which basically represents whether the applicant has gone 90 days past due or worse in the past 12-months after getting a credit card. In this case the customer will be treated as defaulted customer.

Special Cases

Case 1: All the fields in credit bureau data file are '0' and credit card utilization field is missing will be the case that says there is no hit in the credit bureau.

Case 2: Cases where the credit card utilization is simply missing says that the particular applicant doesn't hold any credit card.





Data Cleansing & Preparation

Data Observation

- Demographic Data 71, 295 Records of 12 Variables
 Credit Bureau Data 71, 295 Records of 19 Variables
- "Application ID" has been identified as a primary key in both the data sources
- No Duplicate Records found in Demographic data and Credit bureau data.
- 3 Discrepancy Records found for the same user in both data sources hence the discrepancy records are removed.
- 1577 Records has been observed with NA values in demographic data source.
- 3028 Records has been observed with NA values in credit bureau data source.
- 1425 Records from Demographic data and credit bureau data has been taken as rejected population as performance tag is NA (separate handling has been done for these rejected population)





NA value treatment of demographic data

Columns Name	Replaced column
Age	Age_Woe
Gender	Gender_Woe
Marital Status at the time of application	Marital Status at the time of application_Woe
No of dependents	No of dependents Woe
Income	Income_Woe
Education	Education_Woe
Profession	Profession_Woe
Type of residence	Type of residence_Woe
No of months in current residence	No of months in current residence_Woe
No of months in current company	No of months in current company_Woe

NA values have been replaced with WOE values





NA value treatment of credit bureau data

Columns Name	Replaced column	
No.of.times.90.DPD.or.worse.in.last.6.month s	No.of.times.90.DPD.or.worse.in.last.6. months_Woe	
No.of.times.60.DPD.or.worse.in.last.6.month s	No.of.times.60.DPD.or.worse.in.last.6. months_Woe	
No.of.times.30.DPD.or.worse.in.last.6.month s	No.of.times.30.DPD.or.worse.in.last.6. months_Woe	
No.of.times.90.DPD.or.worse.in.last.12.mont hs_Woe	No.of.times.90.DPD.or.worse.in.last.12. months_Woe	
No.of.times.60.DPD.or.worse.in.last.12.mont hs	No.of.times.60.DPD.or.worse.in.last.12. months_Woe	
No.of.times.30.DPD.or.worse.in.last.12.mont hs	No.of.times.30.DPD.or.worse.in.last.12. months_Woe	
Avgas.CC.Utilization.in.last.12.months	Avgas.CC.Utilization.in.last.12.months_ Woe	
No.of.trades.opened.in.last.6.months	No.of.trades.opened.in.last.6.months_ Woe	
No.of.trades.opened.in.last.12.months	No.of.trades.opened.in.last.12.months _Woe	

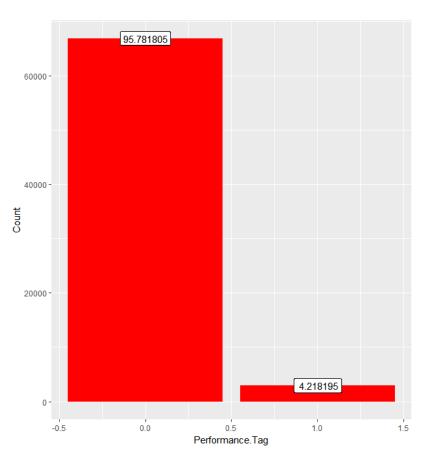
Columns Name	Replaced column
No.of.PL.trades.opened.in.last.6.months	No.of.PL.trades.opened.in.last.6.mont hs_Woe
No.of.PL.trades.opened.in.last.12.months	No.of.PL.trades.opened.in.last.12.mon ths_Woe
No.of.Inquiries.in.last.6.monthsexcluding.h omeauto.loans	No.of.Inquiries.in.last.6.monthsexclu ding.homeauto.loansWoe
No.of.Inquiries.in.last.12.monthsexcluding. homeauto.loans	No.of.Inquiries.in.last.12.monthsexclu ding.homeauto.loansWoe
Presence.of.open.home.loan	Presence.of.open.home.loan_Woe
Outstanding.Balance	Outstanding.Balance_Woe
Presence.of.open.auto.loan	Presence.of.open.auto.loan_Woe
Total.No.of.Trades	Total.No.of.Trades_Woe

NA values have been replaced with WOE values





Demographic Data - Performance Tag

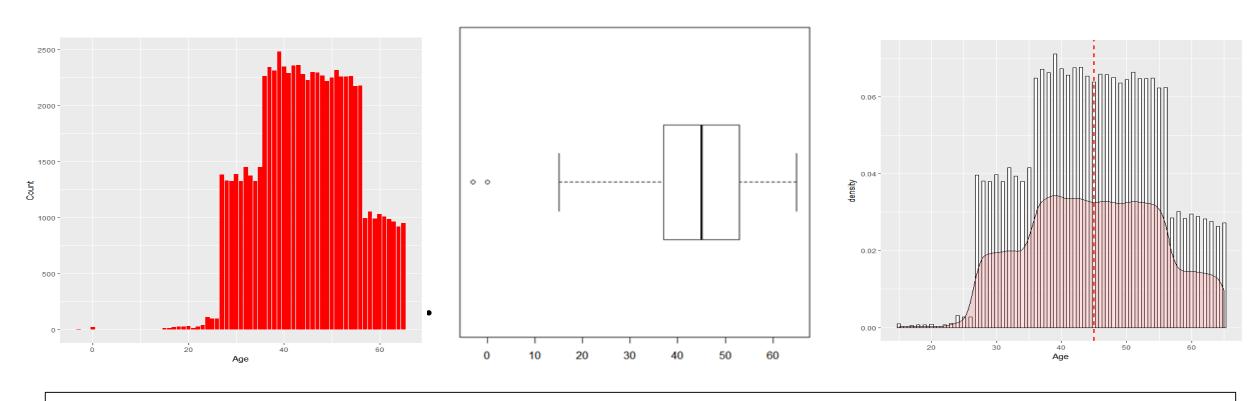


Observation :: Distribution of Performance Tag is Imbalanced where 1 represents Defaults and has share only 4.21 in the data.





Demographic Data - Age

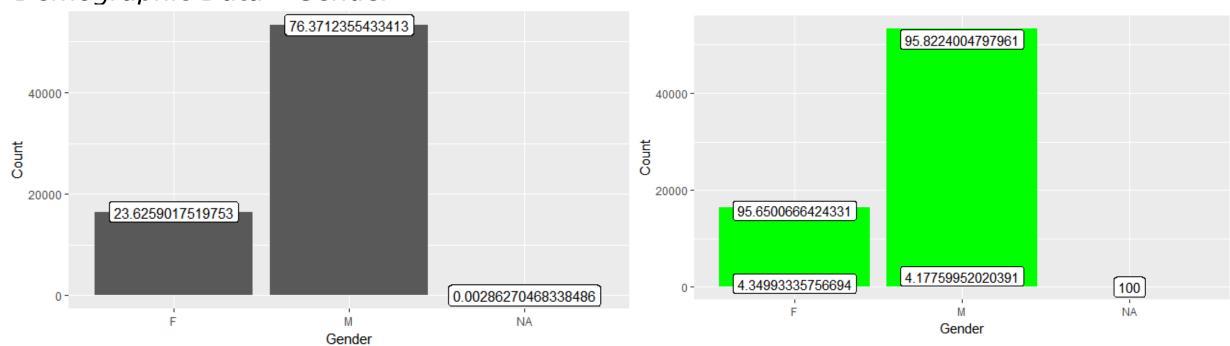


Replacing any ages less then 18 to 18 because 18 is the legal age to get credit card Most of the users are in 30 to early 50 years age range Some outliers (invalid age i.e. -3) values are present





Demographic Data - Gender

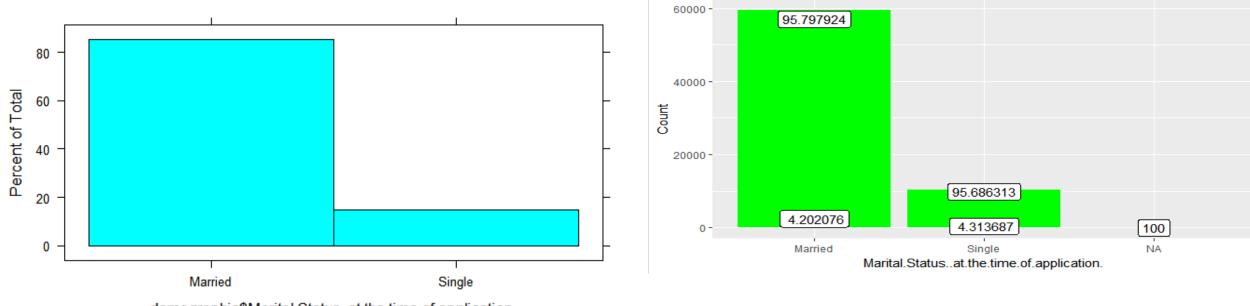


76.38 percentage of male constitutes the total population and remaining 23.63 percentage female constitutes the total population





Demographic Data - Marital Status



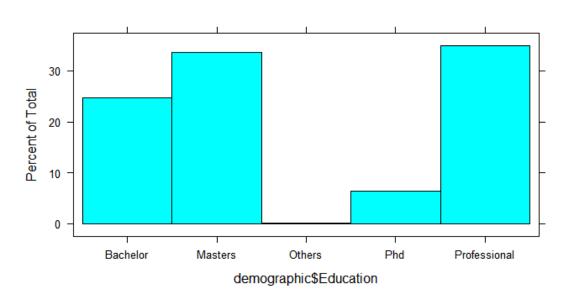
demographic\$Marital.Status..at.the.time.of.application.

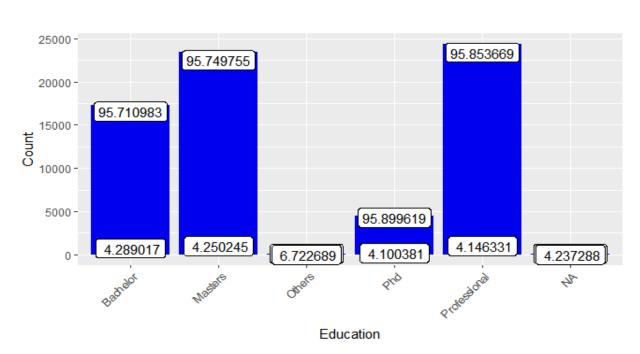
80 percentage of the total population constitutes of married people and remaining 20 percent single at time of applications





Demographic Data - Education



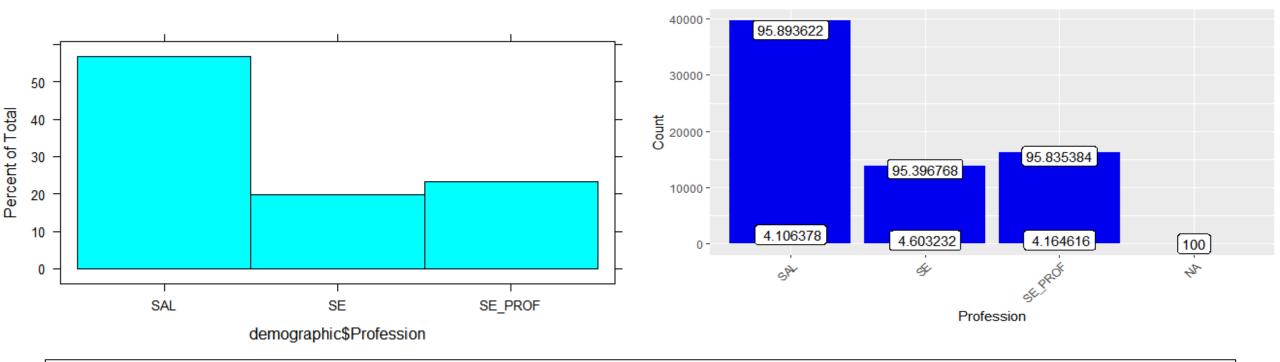


People who have done masters and belongs to professional background constitutes the majority of applications





Demographic Data - Profession

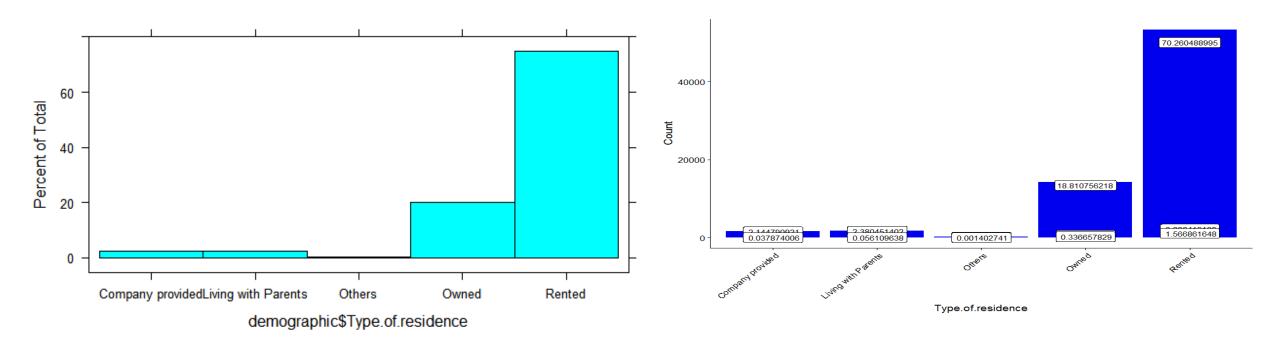


Salaried people constitutes the majority of applications





Demographic Data - Type of Residence

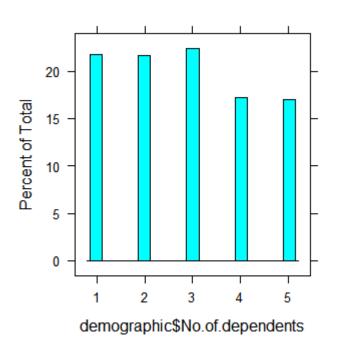


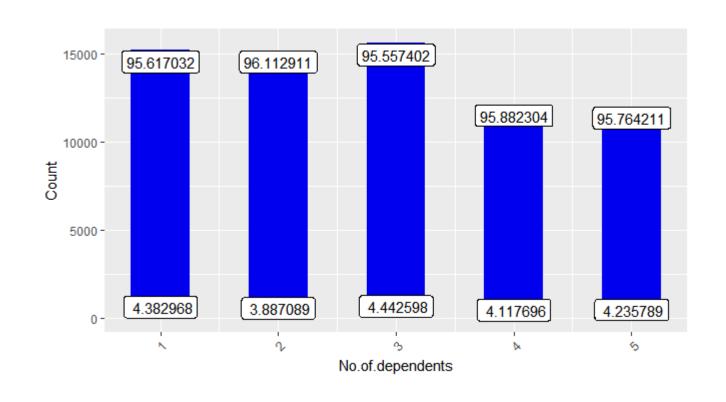
70.3 percentage of applicants stay in the rented home and around 18.9 stay in their own home





Demographic Data - Dependents

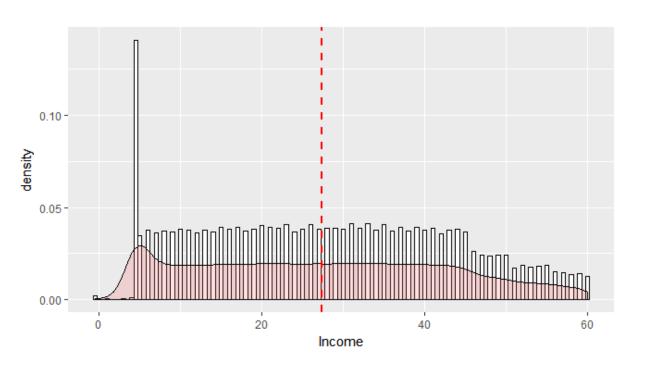




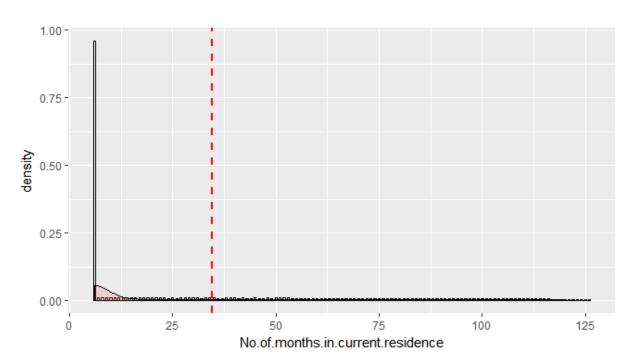




Demographic Data - Income



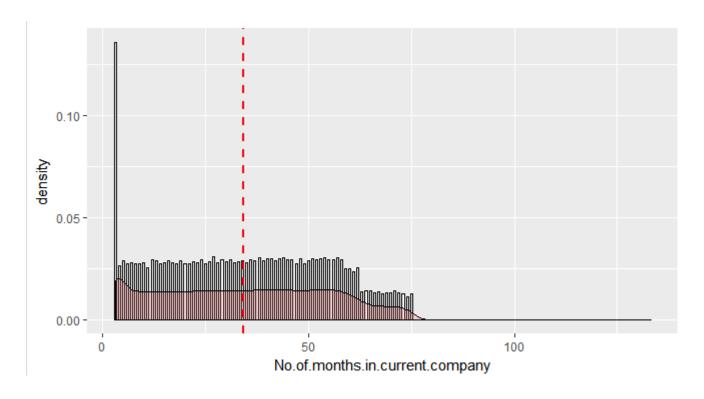
Demographic Data - Residence Duration







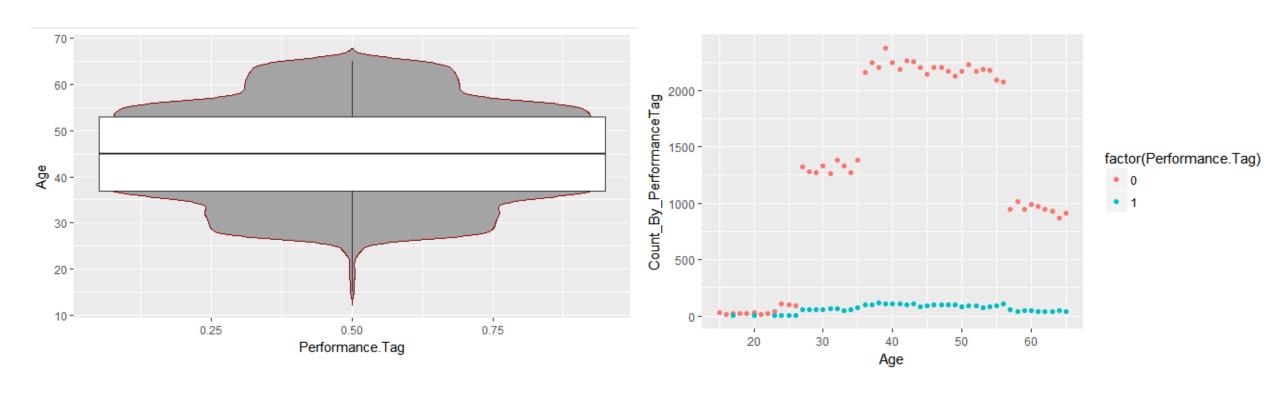
Demographic Data - Current Company







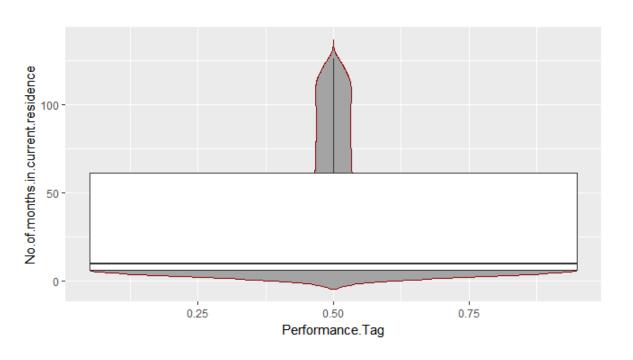
Demographic Data - Performance Tag Vs Age

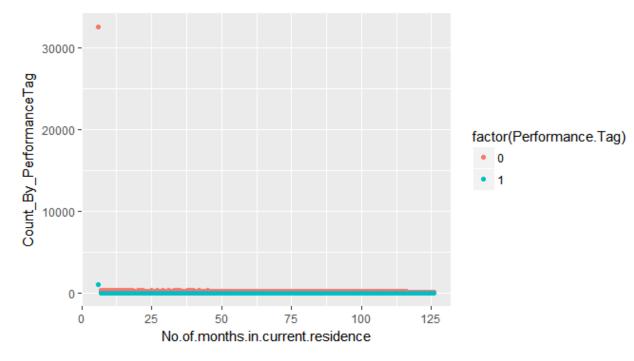






Demographic Data - Performance Tag Vs Current Residence

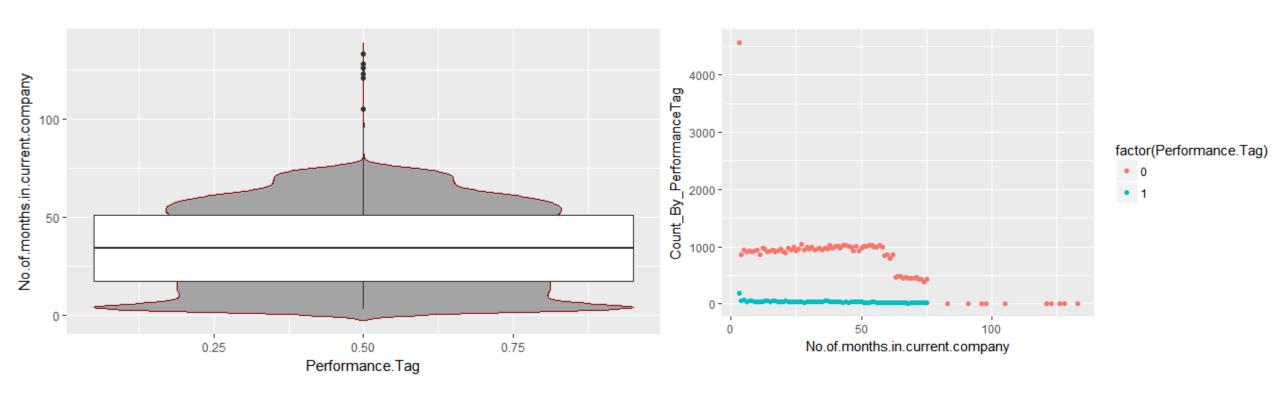








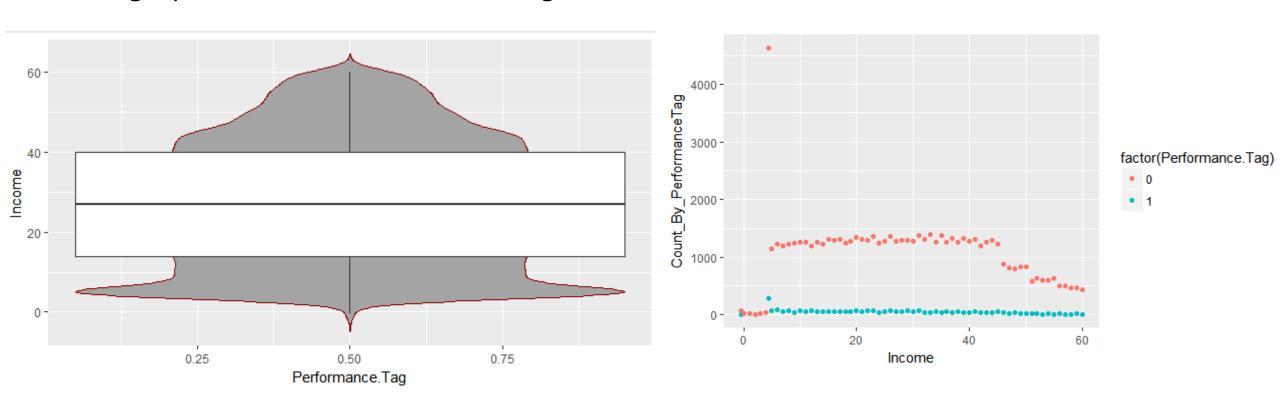
Demographic Data - Performance Tag Vs Current Company







Demographic Data - Performance Tag Vs Income

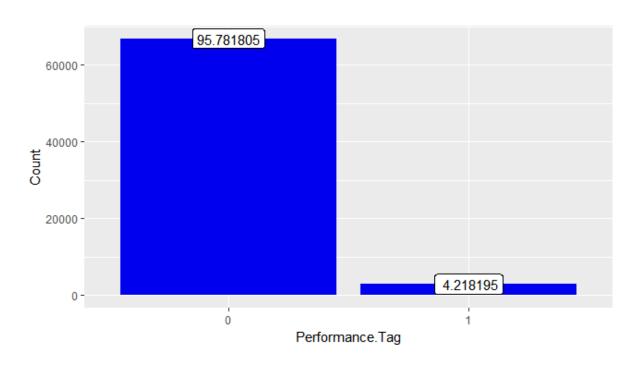


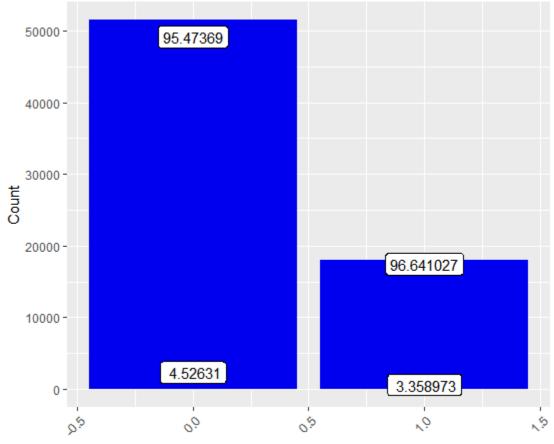




Credit Bureau Data - Performance Tag

Credit Bureau Data - Presence of Open Home Loan



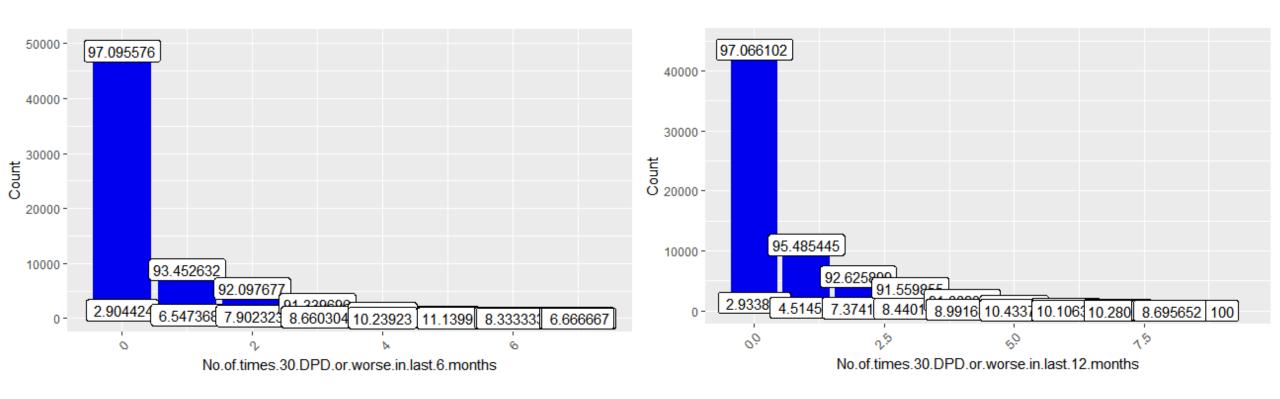


Presence.of.open.home.loan





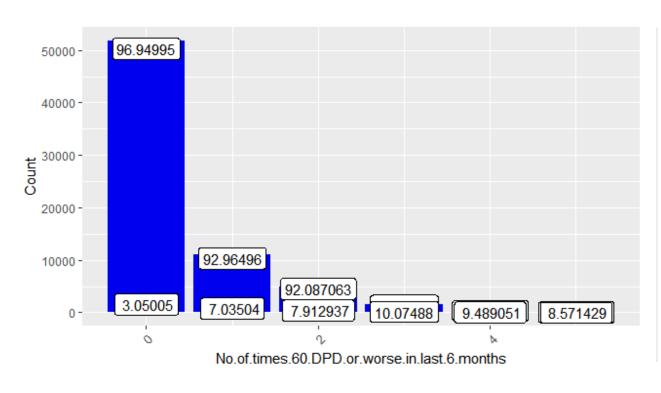
Credit Bureau Data - No of times 30 DPD or worse in last 6 Months & 12 Months

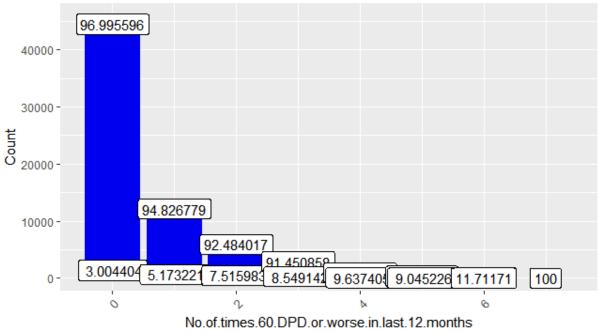






Credit Bureau Data - No of times 60 DPD or worse in last 6 Months & 12 Months

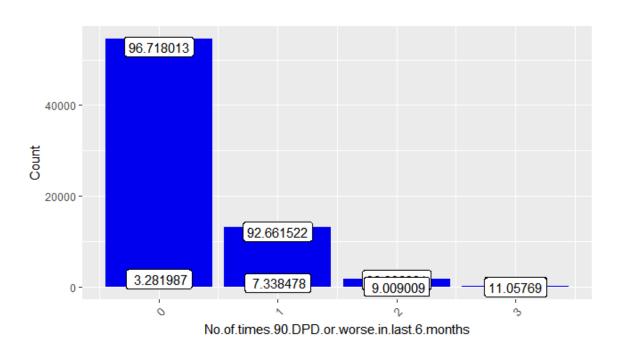


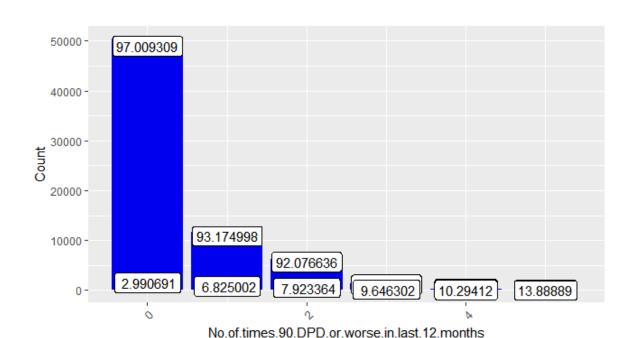






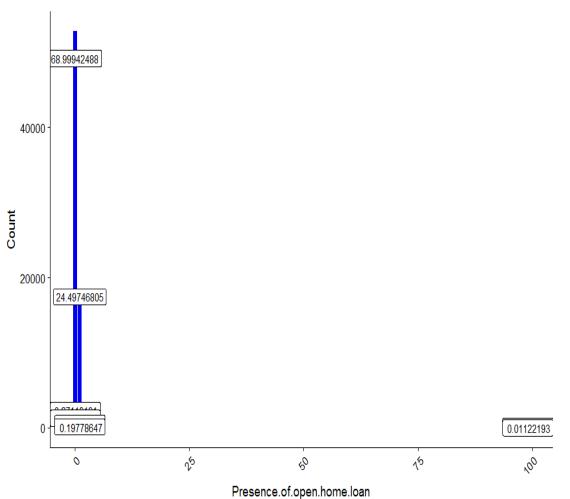
Credit Bureau Data - No of times 90 DPD or worse in last 6 Months & 12 Months

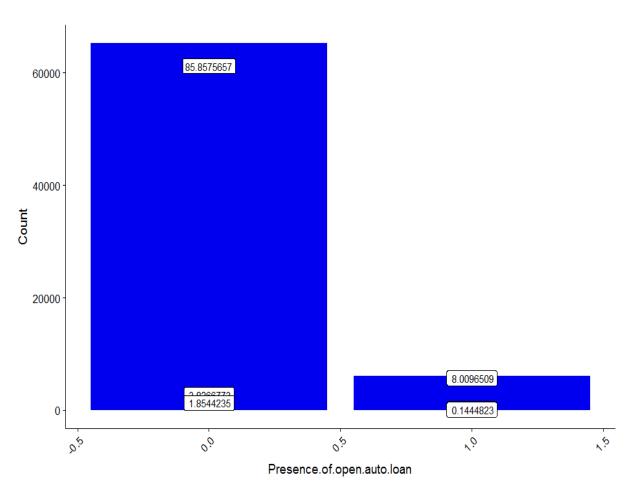








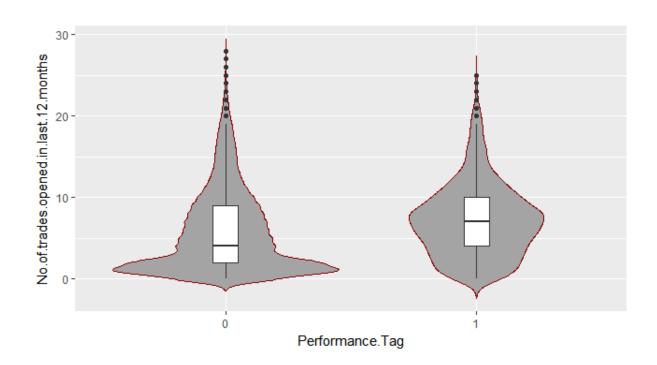








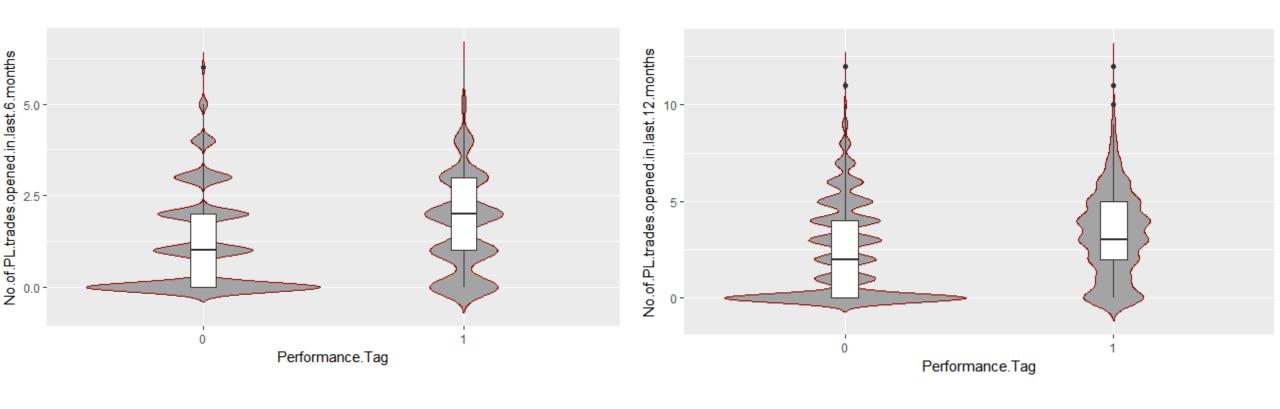
Credit Bureau Data - Performance Tag Vs No of trade opened in last 12 Months







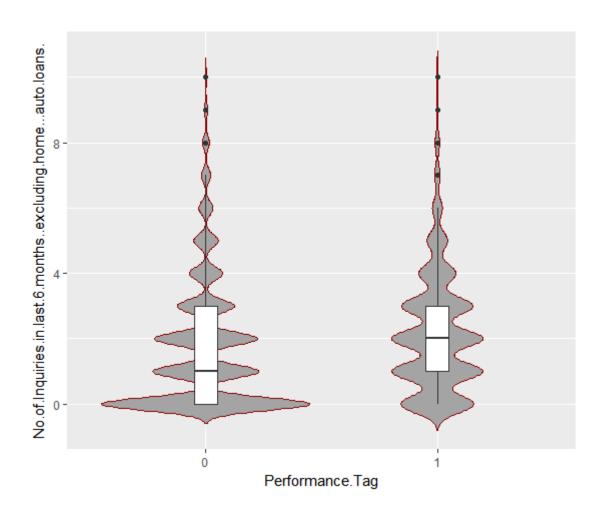
Credit Bureau Data - Performance Tag Vs No of PL trades opened in last 6 & 12 Months

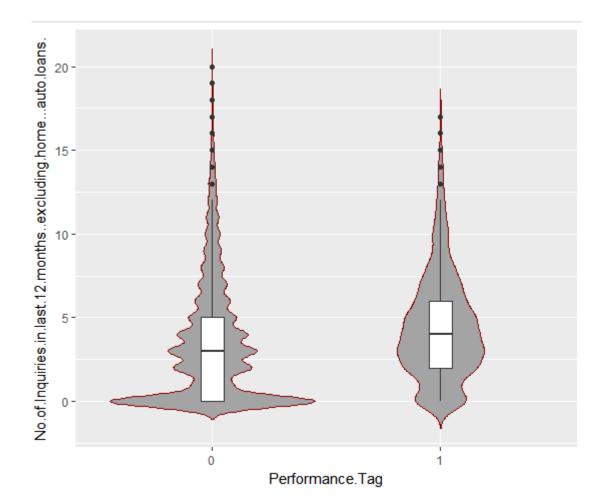






Credit Bureau Data - Performance Tag Vs No of Inquiries in last 6 & 12 months excluding home & auto loans

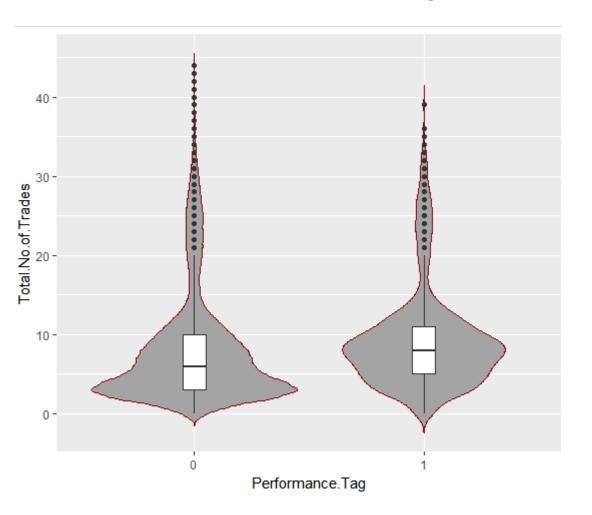


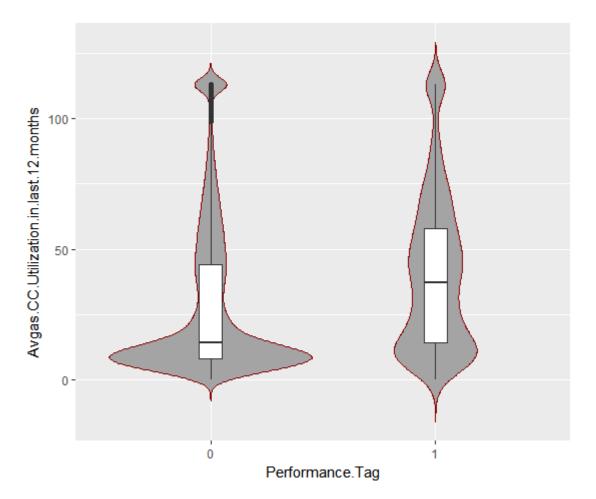






Credit Bureau Data - Performance Tag Vs Total No of Trades & Average Credit Card Utilization in last 12 months

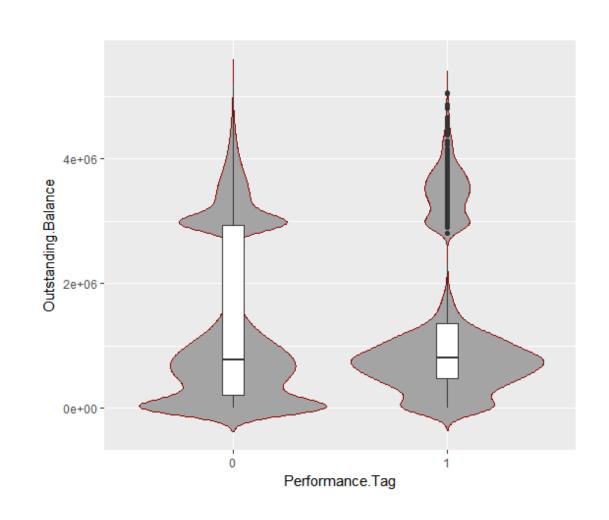


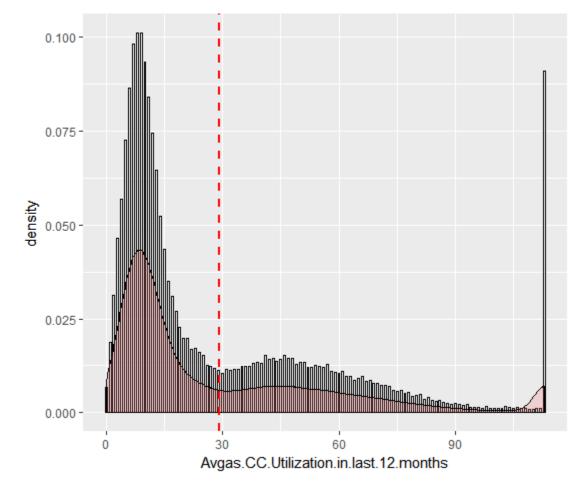






Credit Bureau Data - Performance Tag Vs Outstanding Balance & Average Credit Card Utilization in last 12 months Vs Density

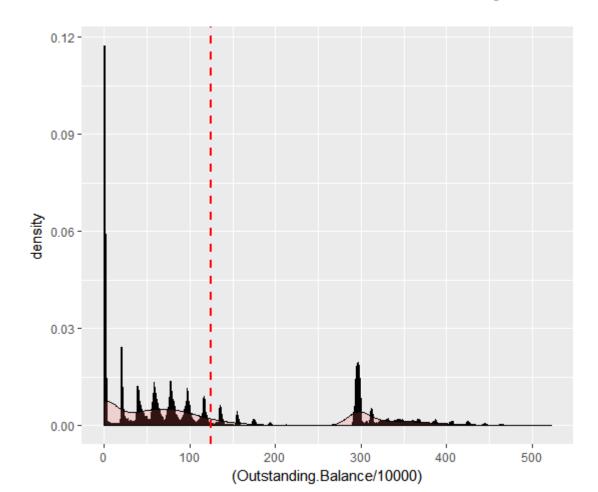








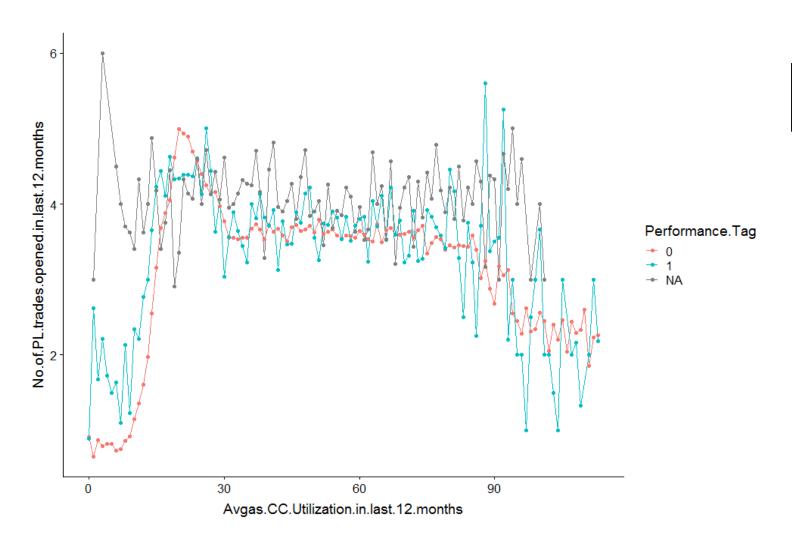
Credit Bureau Data - Outstanding Balance/ 10000 Vs Density







Exploratory Data Analysis – Analysis on merged data

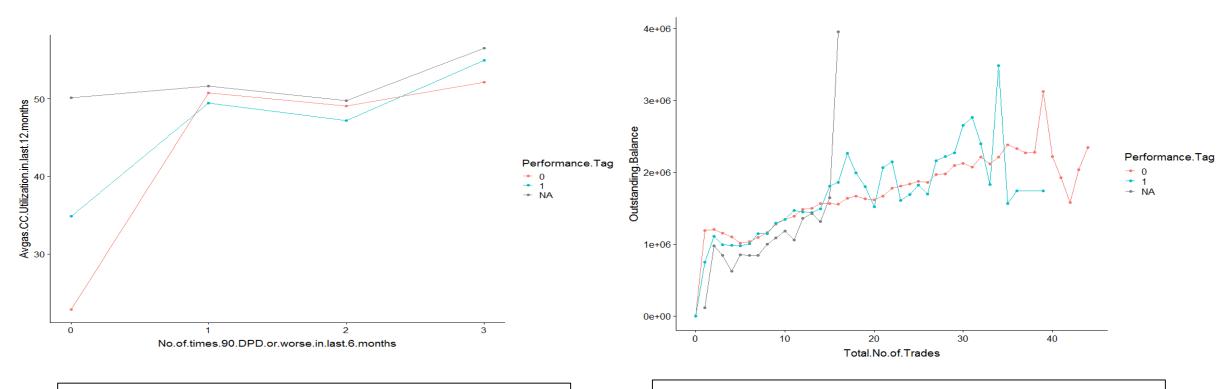


Number of PL-trades opened is relatively higher for default users





Exploratory Data Analysis – Analysis on merged data



For default users Average-CC-utilization is overall higher, Also CC-usage is going high with increasing DPD values.

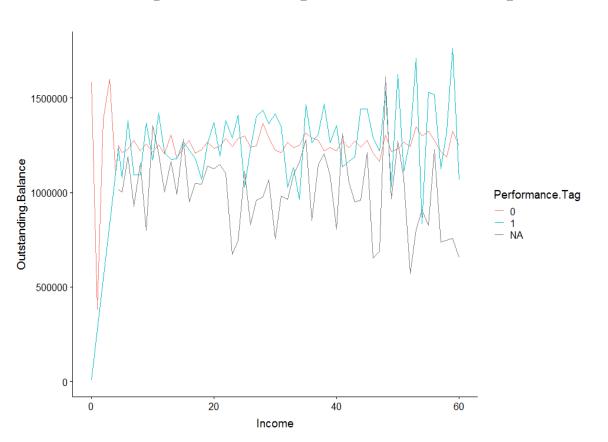
Total no of trades is overall in higher numbers for default users.

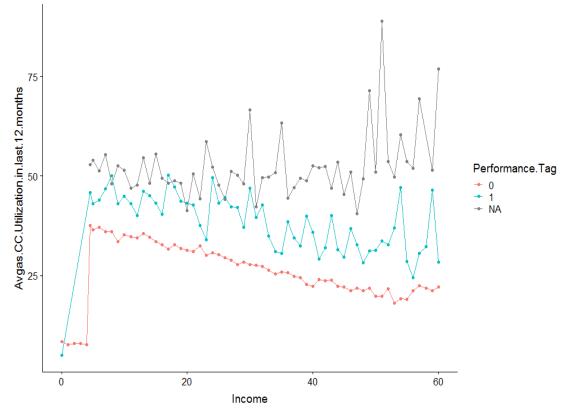
Outstanding balance is relatively higher for most of default users.





Exploratory Data Analysis - Analysis on merged data





For defaulters Outstanding balance is higher.

No upward/downward trend for outstanding balance with increasing income.

If outstanding is more than 12.5lakh its a matter of concern.

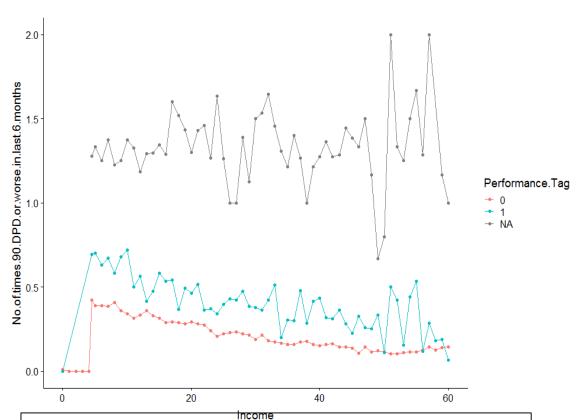
With increasing income average-cc-usage decreases for whole population.

If average cc usage is >40 for a low income, >30 for middle income, >25 for higher income, they should be looked at.

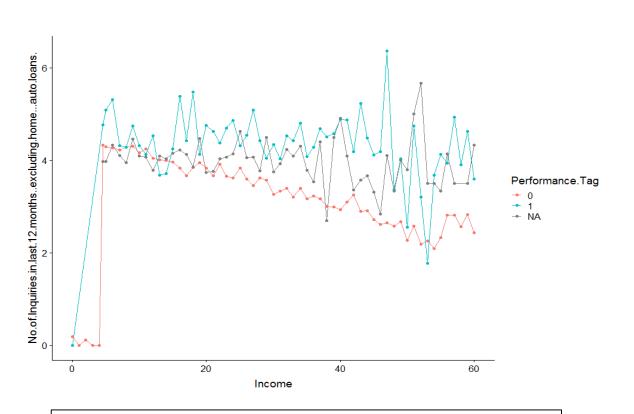




Exploratory Data Analysis – Analysis on merged data



With increasing Income, DPD no's are decreasing.
Also for defaulting users DPD no's are way higher.
High no of defaulters are in lower to medium income range.



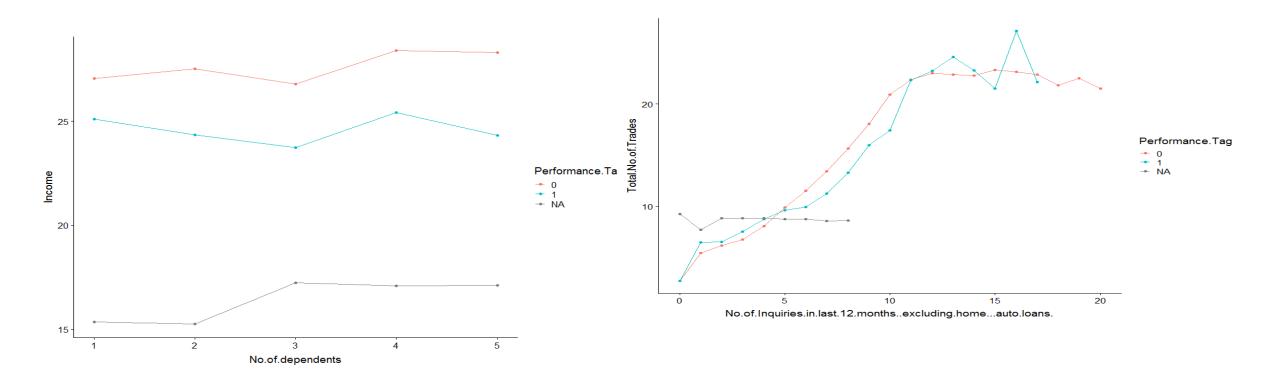
With increase in income no of inquiries are decreasing for non defaulters.

With increase in income no of inquiries relatively higher for defaulters.





Exploratory Data Analysis - Analysis on merged data



Income per no of dependants is very low for defaulters compared to non-defaulters.

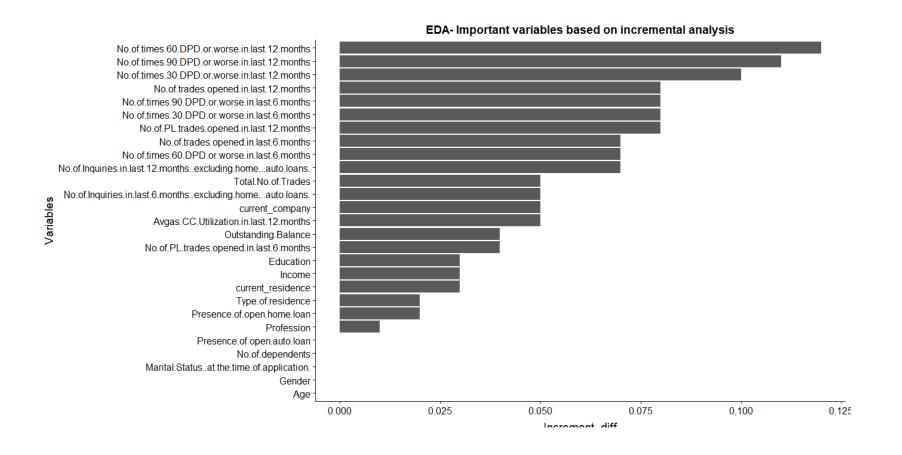
With increasing no of inquiries in last 12months, Total no of trades increases, then gradually it becomes constant.

For default users total no of trades is higher.





EDA based on Incremental Analysis







Information value of variables

```
variable
                                                                                    IV feedback
                              Avgas.CC.Utilization.in.last.12.months 3.118158e-01
                                                                                         Strong
9
                               No. of.trades.opened.in.last.12.months 2.992422e-01
                                                                                         Medium
                            No. of. PL. trades. opened. in. last. 12. months 2.976330e-01
                                                                                         Medium
13 No. of . Inquiries . in . last . 12 . months . . excluding . home . . . auto . loans . 2 . 965392e-01
                                                                                         Medium
15
                                                   Outstanding.Balance 2.469674e-01
                                                                                         Medium
3
                        No. of.times. 30. DPD. or. worse.in. last. 6. months 2.420549e-01
                                                                                         Medium
16
                                                    Total.No.of.Trades 2.378859e-01
                                                                                         Medium
10
                             No. of. PL. trades. opened. in. last. 6. months 2.203559e-01
                                                                                         Medium
                       No. of.times. 90. DPD. or. worse. in. last. 12. months 2.142245e-01
                                                                                         Medium
                        No. of.times.60.DPD.or.worse.in.last.6.months 2.062044e-01
                                                                                         Medium
    No. of. Inquiries. in. last. 6. months.. excluding. home... auto. loans. 2.052807e-01
                                                                                         Medium
                      No. of.times. 30. DPD. or. worse. in. last. 12. months 1.987550e-01
                                                                                         Medium
8
                                No. of.trades.opened.in.last.6.months 1.864486e-01
                                                                                         Medium
                       No. of.times. 60. DPD. or. worse. in. last. 12. months 1.858931e-01
                                                                                         Medium
                        No. of. times. 90. DPD. or. worse. in. last. 6. months 1.603274e-01
                                                                                         Medium
26
                                    No. of. months.in. current.residence 7.889157e-02
                                                                                           Weak
22
                                                                 Income 4.281923e-02
                                                                                           Weak
27
                                      No. of. months.in.current.company 2.213321e-02
                                                                                           Weak
14
                                           Presence.of.open.home.loan 1.732251e-02 Useless
18
                                                                                       Useless
                                                                    Age 3.427162e-03
21
                                                      No. of. dependents 2.779641e-03
                                                                                       Useless
24
                                                             Profession 2.007310e-03 Useless
17
                                           Presence. of. open. auto. loan 1.685850e-03
                                                                                        Useless
25
                                                     Type.of.residence 9.800132e-04
                                                                                        Useless
23
                                                              Education 7.581767e-04
                                                                                       Useless
19
                                                                 Gender 3.572072e-04 Useless
20
                        Marital.Status..at.the.time.of.application. 7.551032e-05 Useless
>
```





EDA Observations

- Age group between 40-55 tend to default most
- Males proportion of default is more than female
- Married applicants are more defaulters
- Applicants having Professional/ Masters degree has higher risk of defaulting
- Salaried default most of the times as they have higher frequency
- Rented one have high default chances
- High default rate between 3 to 7 inquiries
- 1 to 2 times passed the 90 days or worse have higher chances of default.
- For WOE and IV generation we would change the performance values from 0 to 1 and 1 to 0. because 1 in our dataset is a bad customer and 0 is a good customer.
- No demographic variables seem to be important for predicting default.
- These is no high correlation between features as maximum is 27 percent between number of months in current residence and avg credit utilization.





What we got to know from EDA?

- The most important variables seem to be: as per this thumb rule
- # Useless if IV is < 0.02
- # Weak if IV is [0.02, 0.1)
- # Medium if IV is [0.1, 0.3)
- # Strong if IV is[0.3, 0.5) and suspicious thereafter
- Avgas.CC.Utilization.in.last.12.months
- No.of.trades.opened.in.last.12.months
- No.of.PL.trades.opened.in.last.12.months
- No.of.Inquiries.in.last.12.months..excluding.home...auto. Loans.
- Outstanding. Balance
- No.of.times.30.DPD.or.worse.in.last.6.months
- Total.No.of.Trades





Insights of EDA, Model Selection with its Evaluation

- Before Information value generation for variables, We would update the Performance Tag variable from 1 to 0 and 0 to 1.
- It is because, Information value treats 0 as wrong classification, but in our case 0 shown the good candidate.
- In the observation, the Information value of the Demographic variables is less than Credit Bureau Variables.
- For missing values treatment, Mean, median or mode is not required.
- Weight of evidence approach would replace the missing values by WOE values.
- Scaling or outlier treatment would also be handled by WOE values.
- We would be running the final model on all the columns replaced by WOE values along with the performance tag.
- ApplicationId would be removed from dataset while creating the model, since it is a primary key.
- We would split the data frame into two data frames Train and Test.
- With the final equation of logistic regression model, we would be able to determine the factors affecting the risk involved in customer acquisition.
- There is class imbalance in the data as default have only 4% share in the whole data.
- We would use the SMOTE package to simulate/generate random data to remove the class imbalance issue.





Data modeling

The two types of models We need to build are as follows:

- Demographic data model: Build a model to predict the likelihood of default using only the demographic data
- This will give you a good idea of the predictive power of the application data. Obviously, the final model will use the credit bureau data as well, though this model is an important part of understanding the predictive power of application data.





Logistic regression model

> confusionMatrix(y_pred,test\$Performance.Tag)
Confusion Matrix and Statistics

Reference Prediction 0 1 0 20059 902 1 0 0

> Accuracy : 0.957 95% CI : (0.9541, 0.9597) No Information Rate : 0.957

P-Value [Acc > NIR] : 0.5089

Kappa : 0 Mcnemar's Test P-Value : <2e-16

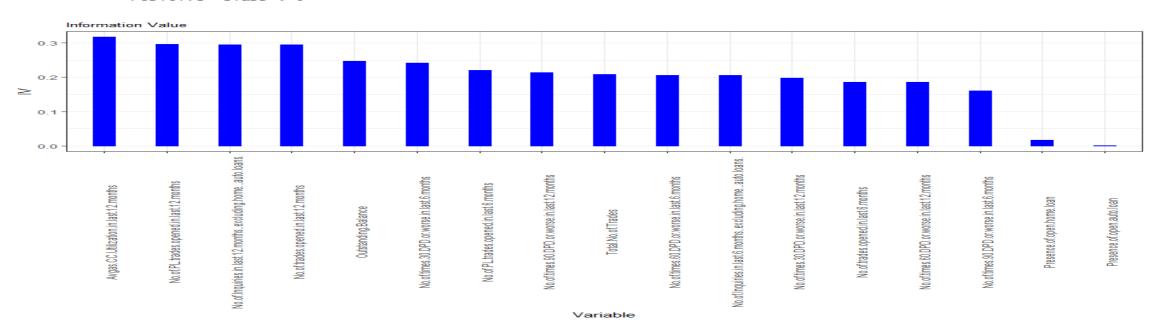
Sensitivity: 1.000
Specificity: 0.000
Pos Pred Value: 0.957
Neg Pred Value: NaN
Prevalence: 0.957
Detection Rate: 0.957
Detection Prevalence: 1.000
Balanced Accuracy: 0.500

'Positive' Class : 0

OBSERVATION

Accuracy: 0.9595 Sensitivity: 1.0000 Specificity: 0.0000

Very Bad model AS sensitivity is 1 and Specificity is 0.







Logistic regression model using both demographic and credit bureau with unbalanced data

```
> conf_mtr_50_cutoff
Confusion Matrix and Statistics
         Reference
Prediction
         0 20078
                  884
              Accuracy: 0.9578
                95% CI: (0.955, 0.9605)
    No Information Rate: 0.9578
    P-Value [Acc > NIR] : 0.5089
                 Kappa: 0
Mcnemar's Test P-Value : <2e-16
            Sensitivity: 1.0000
            Specificity: 0.0000
         Pos Pred Value: 0.9578
         Neg Pred Value :
             Prevalence: 0.9578
         Detection Rate: 0.9578
   Detection Prevalence: 1.0000
      Balanced Accuracy : 0.5000
       'Positive' Class: 0
```

OBSERVATION

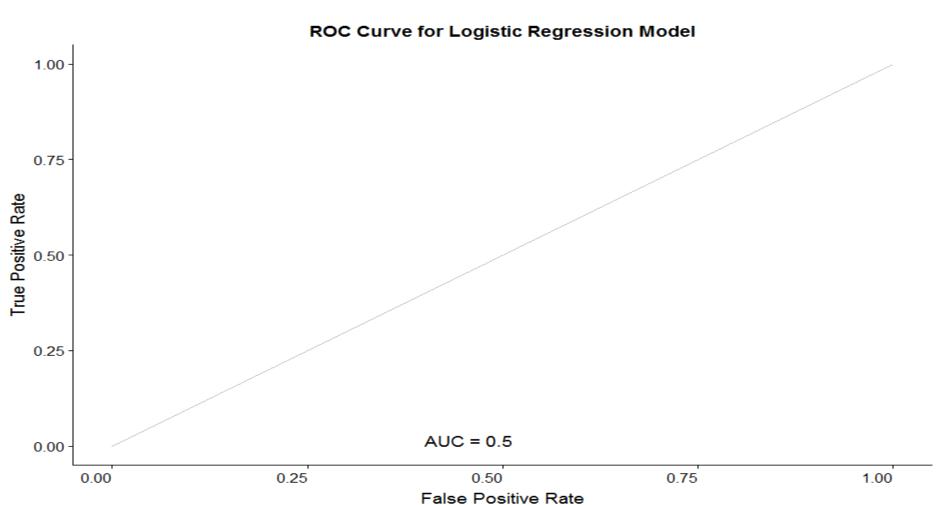
Accuracy: 0.9578 Sensitivity: 1.0000 Specificity: 0.0000

Logistic model is not good





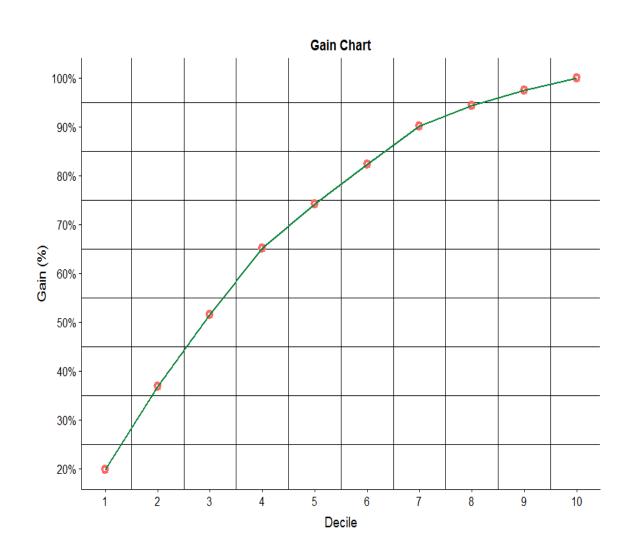
ROC curve for logistic regression model

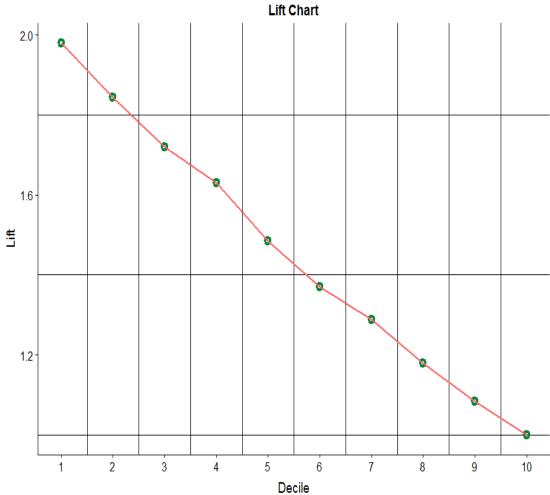






Plotting gain and lift chart









Building model for decision tree

Confusion Matrix and Statistics

Reference Prediction 0 1 0 20064 883 1 14 1

Accuracy: 0.9572

95% CI : (0.9544, 0.9599)

No Information Rate: 0.9578 P-Value [Acc > NIR]: 0.6801

Kappa: 8e-04 Mcnemar's Test P-Value: <2e-16

Sensitivity: 1.131e-03 Specificity: 9.993e-01 Pos Pred Value: 6.667e-02 Neg Pred Value: 9.578e-01 Prevalence: 4.217e-02 Detection Rate: 4.771e-05 Detection Prevalence: 7.156e-04 Balanced Accuracy: 5.002e-01

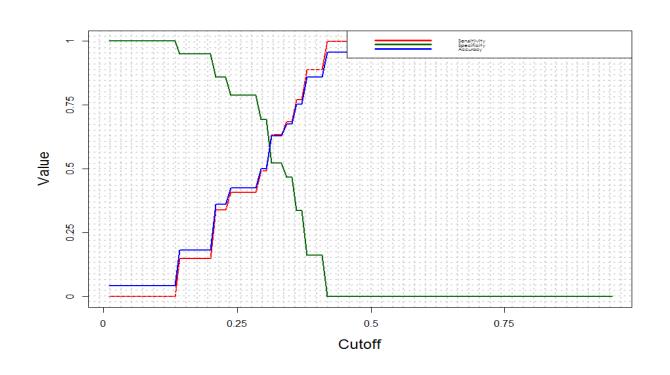
'Positive' Class: 1

OBSERVATION

Accuracy : 0.9572

Sensitivity: 0.044118

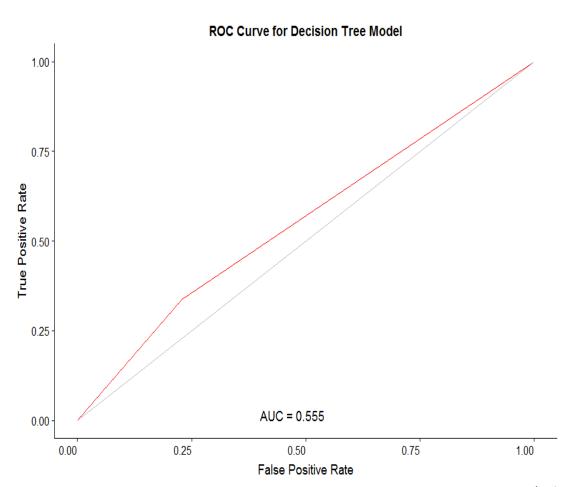
Specificity: 0.975890







KS -statistic - Decision Tree - Test Data



Ks-Statistics is 0% Area under curve is :0.63 Gini:0.255077

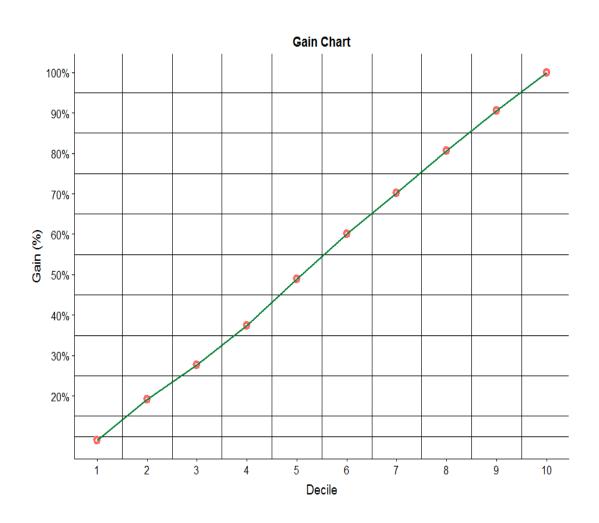
au eleet	+-+-1	+++-1	Cumposp	code	c13f+
		totalresp			
< <i>int></i>	<int></int>	<db1></db1>	<db1></db1>	<db1></db1>	<db1></db1>
1	<u>2</u> 097	80	80	9.05	0.905
2	<u>2</u> 096	89	169	19.1	0.956
3	<u>2</u> 096	76	245	27.7	0.924
4	<u>2</u> 096	85	330	37.3	0.933
5	<u>2</u> 096	103	433	49.0	0.980
6	<u>2</u> 097	98	531	60.1	1.00
7	<u>2</u> 096	89	620	70.1	1.00
8	<u>2</u> 096	93	713	80.7	1.01
9	<u>2</u> 096	87	800	90.5	1.01
10	2096	84	884	100	1

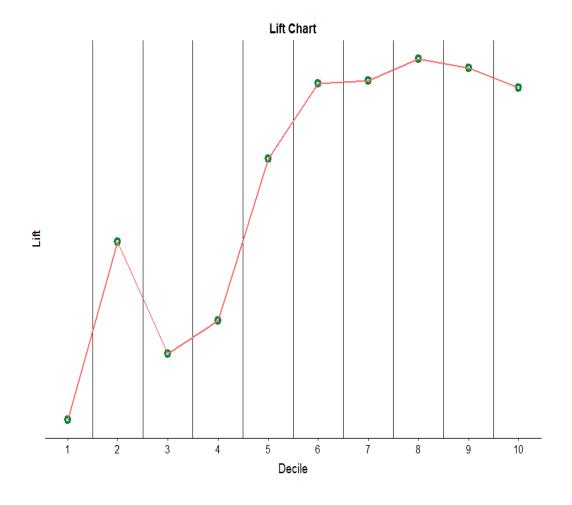
xaboost





Plotting gain chart and lift chart for decision tree









Random forest model

```
> summary(rf_FinalData)
               Length Class Mode
call
                   7 -none- call
type
                   1 -none- character
predicted
               17552 factor numeric
                3000 -none- numeric
err.rate
confusion
                   6 -none- numeric
               35104 matrix numeric
votes
               17552 -none- numeric
oob.times
classes
                   2 -none- character
                  27 -none- numeric
importance
importanceSD
                   0 -none- NULL
localImportance
                   0 -none- NULL
proximity
                   0 -none- NULL
ntree
                   1 -none- numeric
mtry
                   1 -none- numeric
forest
                  14 -none- list
               17552 factor numeric
v
test
                   0 -none- NULL
inbag
                   0 -none- NULL
                   3 terms call
terms
```

```
Confusion Matrix and Statistics
          Reference
Prediction
               0
                     1
                   868
         0 19872
             206
                    16
               Accuracy: 0.9488
                 95% CI: (0.9457, 0.9517)
    No Information Rate: 0.9578
    P-Value [Acc > NIR] : 1
                  Kappa : 0.0122
Mcnemar's Test P-Value : <2e-16
            Sensitivity: 0.0180995
            Specificity: 0.9897400
         Pos Pred Value : 0.0720721
         Neg Pred Value : 0.9581485
             Prevalence : 0.0421715
         Detection Rate: 0.0007633
   Detection Prevalence : 0.0105906
      Balanced Accuracy: 0.5039198
       'Positive' Class : 1
```

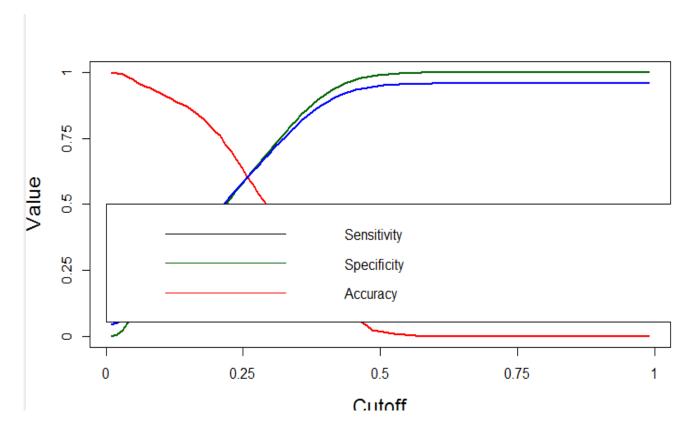
Accuracy: 0.9479
This is at a standard cut-off Reference Prediction no 19851 868
yes 224 16
Sensitivity: 0.0180995

Specificity: 0.9888418





Random forest model cut offs



The plot shows that cut off value of around 17.8% optimises sensitivity and accuracy
The cut off is too low.

Confusion Matrix and Statistics

Reference Prediction 0 1 0 12589 373 1 7489 511

> Accuracy: 0.6249 95% CI: (0.6183, 0.6315)

No Information Rate: 0.9578 P-Value [Acc > NIR]: 1

Kappa: 0.0423 Mcnemar's Test P-Value: <2e-16

> Sensitivity: 0.57805 Specificity: 0.62700 Pos Pred Value: 0.06387 Neg Pred Value: 0.97122 Prevalence: 0.04217 Detection Rate: 0.02438

Detection Prevalence: 0.38164 Balanced Accuracy: 0.60253

'Positive' Class : 1

Accuracy : 0.6276

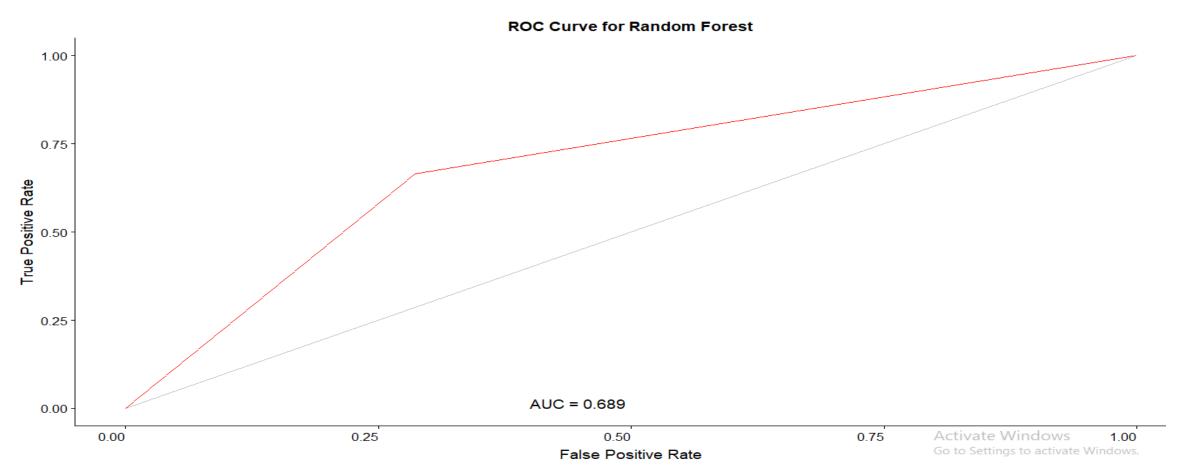
Sensitivity: 0.62330

Specificity: 0.62780





Roc curve for random forest



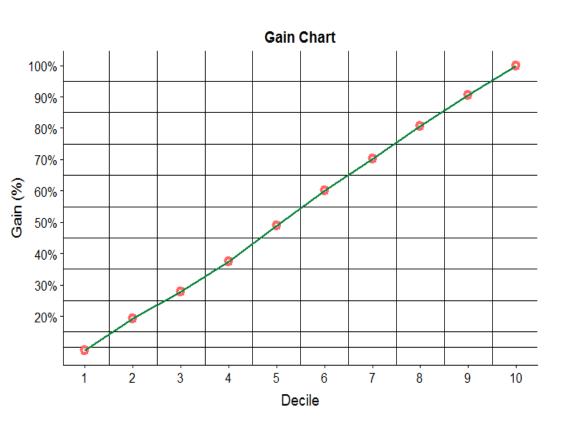
Area under curve is:0.6255495

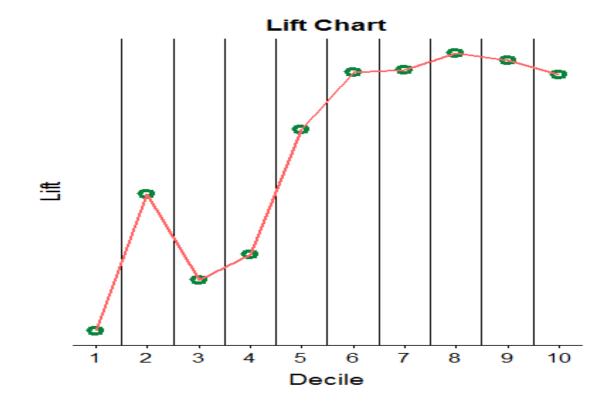
Gini: 0.251





Plotting gain chart and lift chart for random forest









Confusion matrix and statistics

```
Confusion Matrix and Statistics
         Reference
Prediction no yes
      yes 51 1374
              Accuracy: 0.9642
                95% CI: (0.9532, 0.9732)
    No Information Rate: 0.9642
    P-Value [Acc > NIR] : 0.5372
                 Kappa: 0
Mcnemar's Test P-Value : 2.534e-12
           Sensitivity: 1.0000
           Specificity: 0.0000
        Pos Pred Value: 0.9642
        Neg Pred Value :
            Prevalence: 0.9642
        Detection Rate: 0.9642
  Detection Prevalence: 1.0000
     Balanced Accuracy: 0.5000
       'Positive' Class : yes
> summary(as.factor(test_pred_optimal))
  no yes
  51 1374
```

95.23 percent of the Defaulters detected very well which is very good





Assessing the financial benefit of project

- •2.5 %(36/1425) of rejected candidates rejected by the bank are accepted by the model
- •15.37 %(10689/69864) of candidates accepted by the bank are rejected by the model.
- •Our model has rejected 15.37% of selected candidates.
- •We need to find out how many candidates rejected by the model have defaulted.
- •2947/69864 = 4.21%

Credit loss saved

- •Total number of candidates selected by the bank but defaulted 10689/69864 = 15.29%
- •No of candidates selected by the model and who defaulted 548
- •No of candidates selected by the model 56228
- •% of candidates selected by the model and defaulted 548/69864 = 0.78%
- •% of employees selected and defaulting before model= 4.21%
- •% of employees selected and defaulting after model=0.78%.
- •Credit loss saved = 3.43%

Revenue loss

- Count of candidates rejected by the model who didn't default 10689
- •Total count of candidates who didn't default 66917
- •Percentage of good candidates rejected by our model 15.97%.
- •So 15.97% percent is the revenue loss where we have identified good customers as bad .





Conclusion

Important variables that can be used to identify good customers from Random Forest Model:

Avgas.CC.Utilization.in.last.12.months Outstanding. Balance

No.of.times.30.DPD.or.worse.in.last.6.months

No.of.times.90.DPD.or.worse.in.last.12.months

No.of.times.60.DPD.or.worse.in.last.6.months

No.of.Inquiries.in.last.6.months..excluding.home...auto. Loans.

These variables are used while inquiring about customer before giving them loan.

Thus We can conclude that the model has accurately predicted approximately 84% of the performance Tag in the dataset.

After tuning the model we have achieved the required accuracy of the model and now model can be used to predict whether who will default and who will not default.

This could save a lot of resources of bank at the same time increasing efficiency.

With the help of this model we found out that credit loss % was decreased when we used this model from 4 to less than 1.

Model has performed accurately in rejecting the candidate who may default in future.

This can save a lot of hours, money of the bank and at the same time increase the efficiency and resources of the bank.