

# GetMoney.com MVP

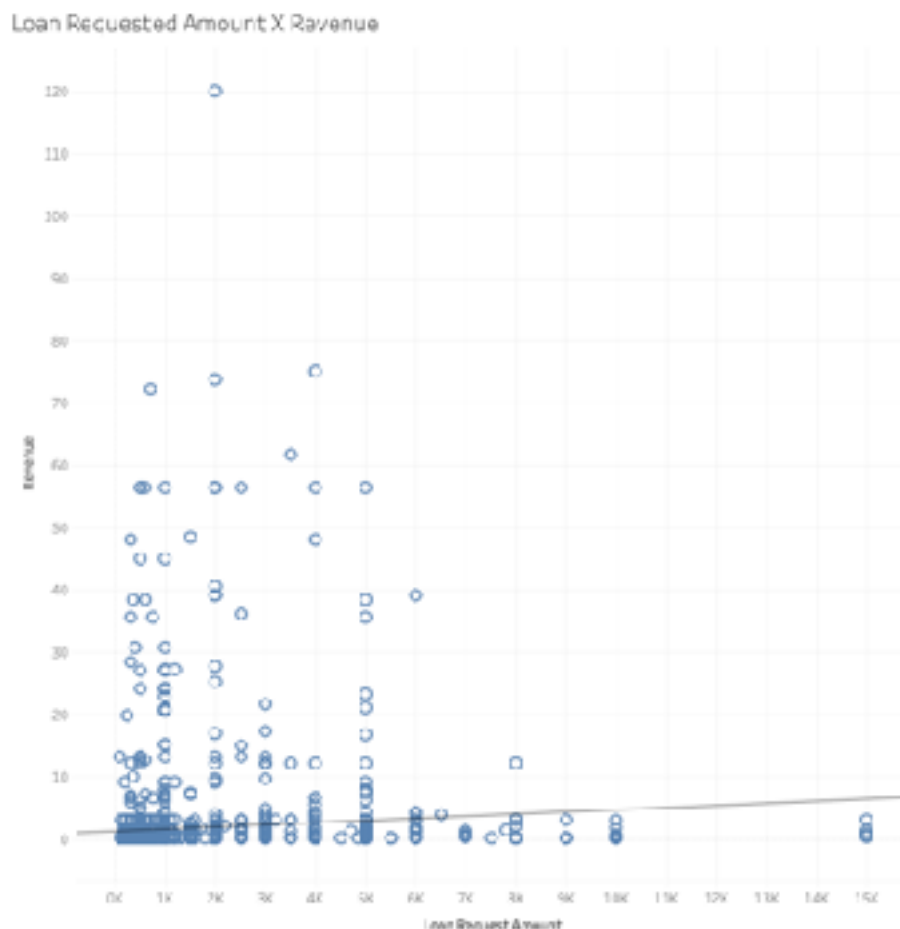


The Goal of this project is to provide the client with the requested insight towards his data.  
Mainly :

- In what states / cities / zip codes the website is getting more leads
  - The Goal would be to provide the client the top 10 zip codes in order to increase his leads by investing in marketing

Extra:

- Provide the client with the information of revenue from each zip code / city and
  - The goal would be to predict revenue for him with respect to LR



I have met 3 times with the client in order to understand his request and having a good understanding of his requests.

After receiving the data from him, I have used Google Sheets to clean up the data and use only the data (columns) that are useful for our data.

I have used graphs from both Google sheets and Tableau to understand data and also plot some charts regarding relationships in between the columns that would be useful for the client.

Zip Codes ( min 5 requests, AVR Age, AVR Loan Req Amount, AVR Monthly Income )

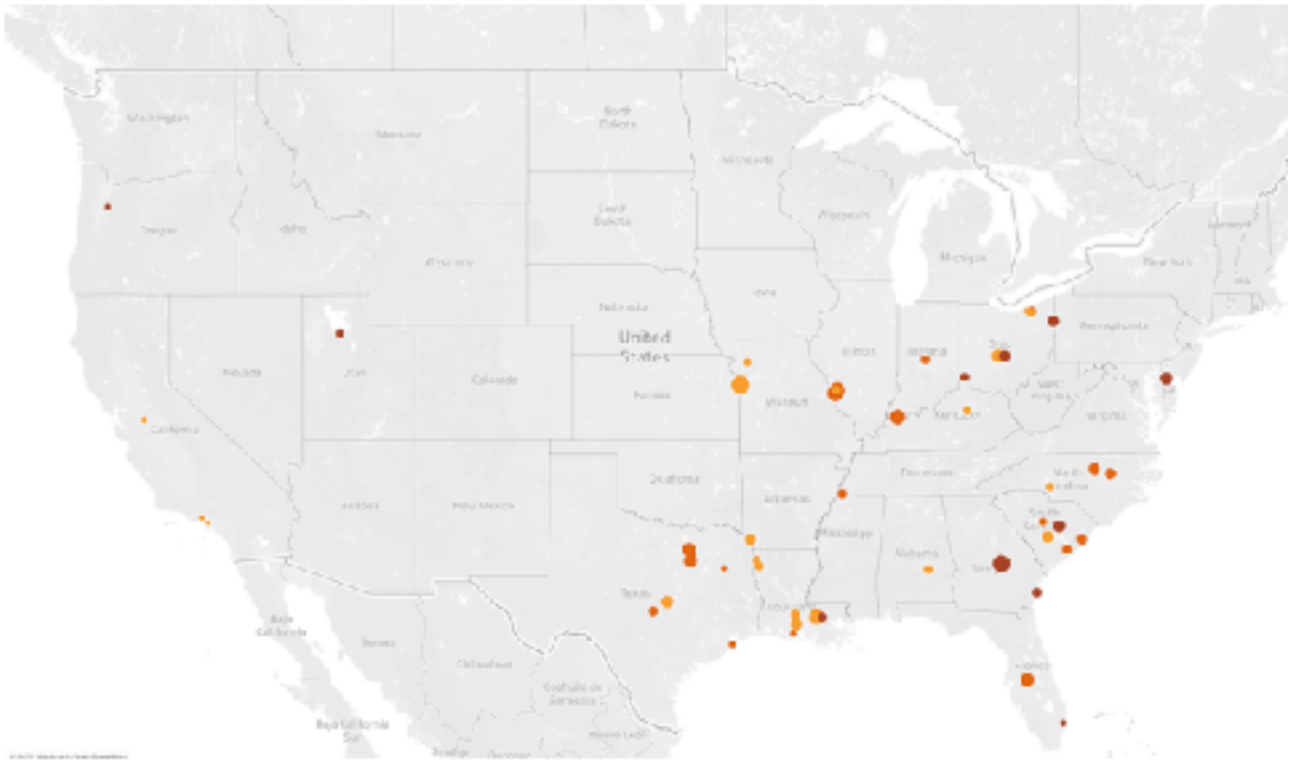


Figure 1 shows a scatter plot of relationship between “ Revenue - Loan Requested amount “ which from that a basic LR equation has been collected.

Figure 2 represents all the zip-codes with at least 5 loan requests with also providing the average loan requested amount and average monthly income of appliers.

These results helps the client identify which zip codes in the USA are requested most leads on his website which eventually helps the client market better in those areas.