

Home Loan Dashboard Report

1. Purpose of the Dashboard

The Home Loan Dashboard was created to provide insights into the loan application process, tracking loan amounts at different stages—from application to recovery. It addresses the business question: "How effectively is the loan application and disbursement process performing across different channels, branches, and customer segments?"

2. Audience Identification

This report is tailored for financial managers, loan officers, and executive teams in the home loan sector. The goal is to support strategic decision-making related to loan product offerings, customer targeting, and process efficiency improvements.

3. Overview of the Data

- **Data Source:** The data used comes from the internal loan management system, capturing information from various channels and branches.
- **Time Period:** The dashboard includes loan data for the year 2024 and provides insights across months, branches, and loan products.

4. Metrics and KPIs Tracked

- **Total Applied Loan Amount:** 245K.
- **Total Sanction Amount:** 213K.
- **Total Disbursed Amount:** 196K.
- **Total Recovered Loan Amount:** 104K.

The Loan Funnel visualizes the progress of loan applications through each stage, showing the efficiency of the process (e.g., 42.5% of loans were recovered).

5. Segment the Dashboard Insights into Sections

The dashboard is segmented into the following key areas:

1. **Loan Funnel:** Tracks loans from application to recovery.
2. **Monthly Loan Performance:** Displays applied loan amounts month by month.
3. **Channels Breakdown:** Analyzes loan applications across different channels (Online, Direct Sales, Walk-Ins, Tie-Ups).
4. **Products Breakdown:** Shows loan application volume by product type (e.g., Loans + Group Insurance, Loans + Top-up, etc.).
5. **Customer Segmentation:** Insights on age, salary, and gender influencing loan applications.

6. Patterns & Trends

- **Monthly Trends:** The total applied loan amount shows a steady increase from January to May, with amounts varying between 19K and 22K per month.
- **Channel Breakdown:**

- Online applications contributed the most to the total applied loan amount (89K, or 36.46%).
- Other significant channels include Direct Sales Agencies (24.91%) and Walk-Ins (24.81%).
- **Customer Segmentation:**
 - Age significantly influences loan applications, with those aged 26-32 having the highest likelihood of applying for loans (2.15 times higher).
 - Salary Range: People earning between 15 LPA - 25 LPA are 1.07 times more likely to apply for loans.

7. Outliers or Anomalies

- Low Recovery Rate: Despite the total disbursed amount being 196K, only 104K has been recovered, indicating a potential issue in the recovery process.
- Channel Variance: There is a notable difference in loan applications across channels, with Tie-Ups contributing only 13.82%, which may need further exploration to improve performance.

8. Provide Visual Evidence

- The Loan Funnel shows a significant drop-off between the total applied amount and the recovered loan amount, with only 42.5% of loans being recovered.
- The Total Applied Loan Amount by Channels chart highlights the dominance of online channels, contributing 36.46% of the total applied loans.

9. Actionable Insights

- Increase Focus on Online Channels: As online channels are the highest contributors to loan applications, increasing resources (e.g., marketing, customer support) for this channel could further improve performance.
- Improve Loan Recovery Processes: Given that only 42.5% of disbursed loans have been recovered, implementing more efficient recovery strategies could reduce losses.
- Explore Underperforming Channels: Channels like Tie-Ups have lower contribution rates, indicating a need to either re-evaluate their effectiveness or increase efforts to improve their performance.

10. Future Recommendations

- Further Segmentation of Loan Products: Analyzing how different loan products perform across customer segments could provide insights for better-targeted marketing.
- Improve Recovery Rates: Investigating reasons behind the low recovery rate (42.5%) and identifying solutions—whether through customer support, legal actions, or improved communication—could improve cash flow.
- Branch-Level Analysis: A deeper analysis of branch-specific performance, including why certain branches like Mumbai or Bengaluru perform better than others, could help replicate success strategies across regions.

11. Summarize Key Insights

- Online channels lead in loan applications, contributing 36.46% of the total.
- Loans are more likely to be applied for by customers aged 26-32 with higher salaries.
- The loan recovery process needs immediate attention as only 42.5% of loans have been recovered, pointing to inefficiencies in the collection process.