Insight and Suggestions

1. Based on Age

Insight:

Older customers (ages 50–69) have a higher loan acceptance rate, while younger groups (ages 20–39) are less likely to accept loans.

Suggestions:

1. Introduce targeted loan products for younger individuals, such as entry-level or educational loans with smaller amounts and flexible terms.
2. Increase awareness among younger age groups through digital marketing or outreach programs in schools and universities.

2. Based on Income

Insight:

Customers with higher income levels are more willing to accept loans, while lower-income customers tend to be more cautious.

Suggestions:

1. Provide longer repayment plans for low-income groups to reduce monthly payments and improve affordability.
2. Clearly communicate eligibility and approval likelihood in advance to reduce hesitation and build trust.

3. Combined Age and Income Strategy

Insight:

Individuals with both high income and older age have the highest acceptance rate. However, other groups still have growth potential.

Suggestions:

1. Design personalized loan packages for young, low-income clients—such as loans tied to employment status or financial goals.
2. Simplify the application process through user-friendly online tools to attract more applicants across all demographics.