

# Business Summary Report: Predictive Insights for Collections Strategy

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## 1. Summary of Predictive Insights

Briefly restate your model's findings from Task 2. Focus on high-risk segments, key predictors of delinquency (e.g., missed payments, credit utilization), and any meaningful patterns the Collections team should be aware of.

Tip: Use 2–3 bullet points or short paragraphs. Refer to the dataset and insights you uncovered.

Optional: Include a Key Insights Summary Table (you may create this in Excel or insert manually).

Key Insight	Customer Segment	Influencing Variables	Potential Impact
[Insert key insight from your model]	[Describe the customer segment this insight applies to]	[List the variables that contributed to this insight]	[Describe what the business could do with this insight]

## 2. Recommendation Framework

Based on one of your model's insights, outline your recommended intervention. Your recommendation should follow a SMART approach (Specific, Measurable, Actionable, Relevant, Time-bound).

Use the following subheadings to guide your structure:

- Restated Insight: High credit utilization is a strong predictor of customer delinquency.
- Proposed Recommendation: Launch a proactive engagement program for customers with credit utilization above 50% to offer financial counseling or flexible payment options.
  - Specific: Identify customers with credit utilization >50% and 2+ missed payments.
  - Measurable: Aim to reduce delinquency in this group by 20% over the next 6 months.
  - Actionable: Use internal CRM and model scores to prioritize outreach.

- Relevant: Aligns with Geldium’s goal to reduce bad debt and improve repayment behavior.
- Time-bound: Implement campaign within 30 days and monitor outcomes quarterly.
- Justification and Business Rationale:
 

Targeting high-utilization customers early allows the collections team to intervene before default, improving repayment rates and reducing long-term risk.

Proposed Recommendation:

  - Specific: Identify customers with credit utilization >50% and 2+ missed payments.
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  - Relevant: Aligns with Geldium’s goal to reduce bad debt and improve repayment behavior.
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  - Justification and Business Rationale: Targeting high-utilization customers early allows the collections team to intervene before default, improving repayment rates and reducing long-term risk.

### **3. Ethical and Responsible AI Considerations**

Reflect on the fairness, transparency, and impact of your model and recommendation.

Include a brief discussion of any relevant ethical considerations, such as:

- Potential for bias or unfair treatment of certain customer groups (Provide specific examples related to your analysis).
- Explainability – how easy it is to communicate why the model makes its predictions.
- Whether the recommendation supports responsible financial decision-making.
- Other ethical principles considered (e.g., transparency, accountability, data privacy).

Keep your report under two pages. Write in plain, professional language. Use headings, bullet points, or short paragraphs to make it easy for the reader to follow.