

DPDZERO DATA REPORT

ASSIGNMENT

PRESENTED TO
DPDZero

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INTRODUCTION FOR UNDERSTANDING DATA



We are about to look at the data of customers who have borrowed loan and study their demography.

Also,

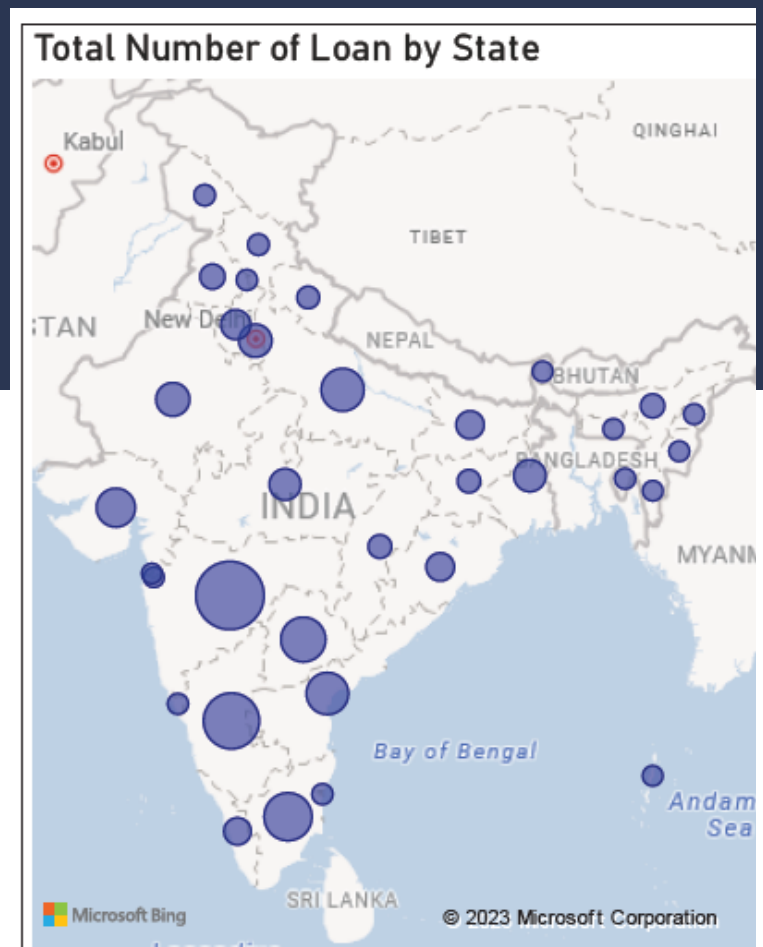
We will looking at the attempts made to reach out to these customers and the status of these calls.

DISTRIBUTIONS & DISCUSSION

LOANS GIVEN OUT BY STATE

Rs.11,75,17,989/-

Total Lended Loan Amount



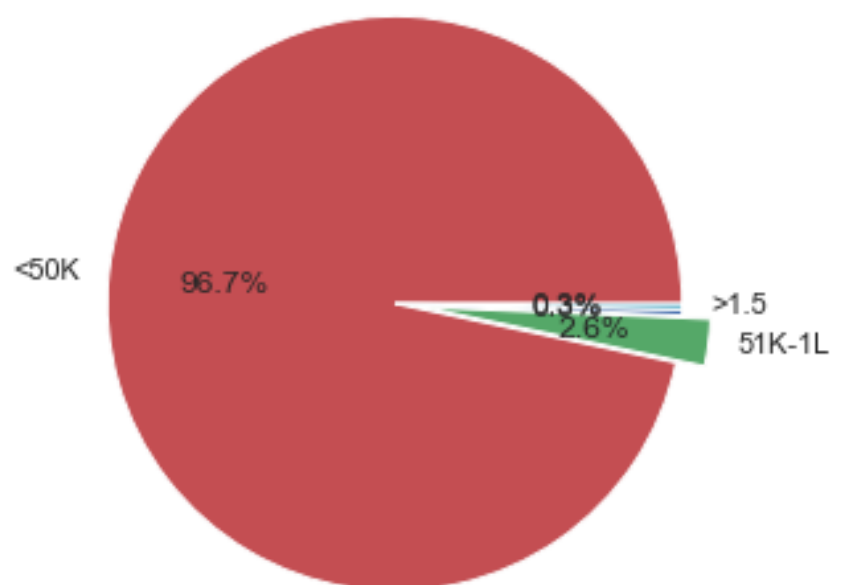
The Bubbles on the map indicate the Number of loans lended by each state in india.It's clear that there is huge variations between states and Maharashtra appears to be the leader in lending.

WHAT AMOUNT IS COMMONLY LENDED OUT?

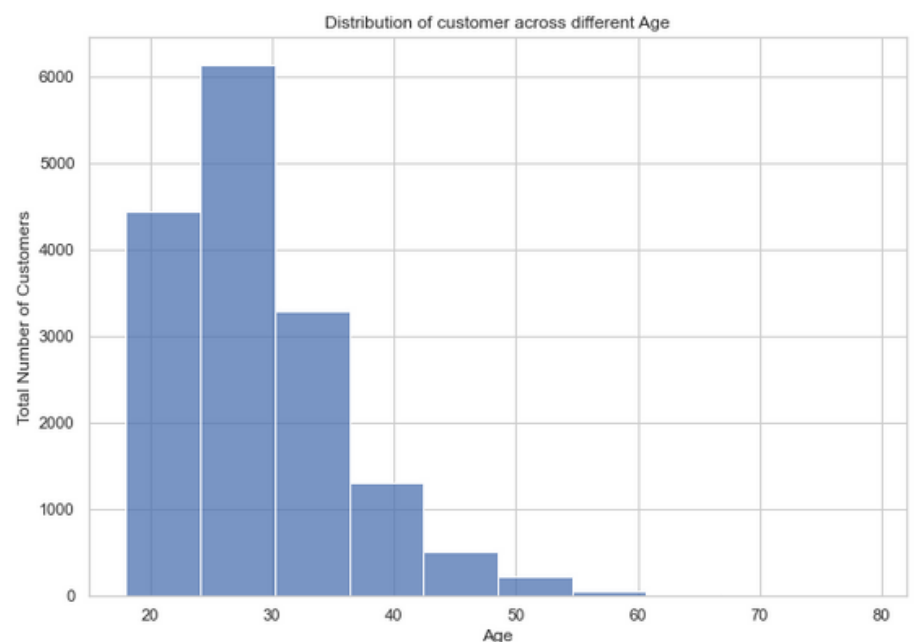
The plot show that most customers seek a loan of Rs.50,000/- or below.

And only 2.6% customers take a loan above 50K.

Distribution of loans across different amounts



WHAT AGED PEOPLE ARE MOST LIKELY TO SEEK LOAN?

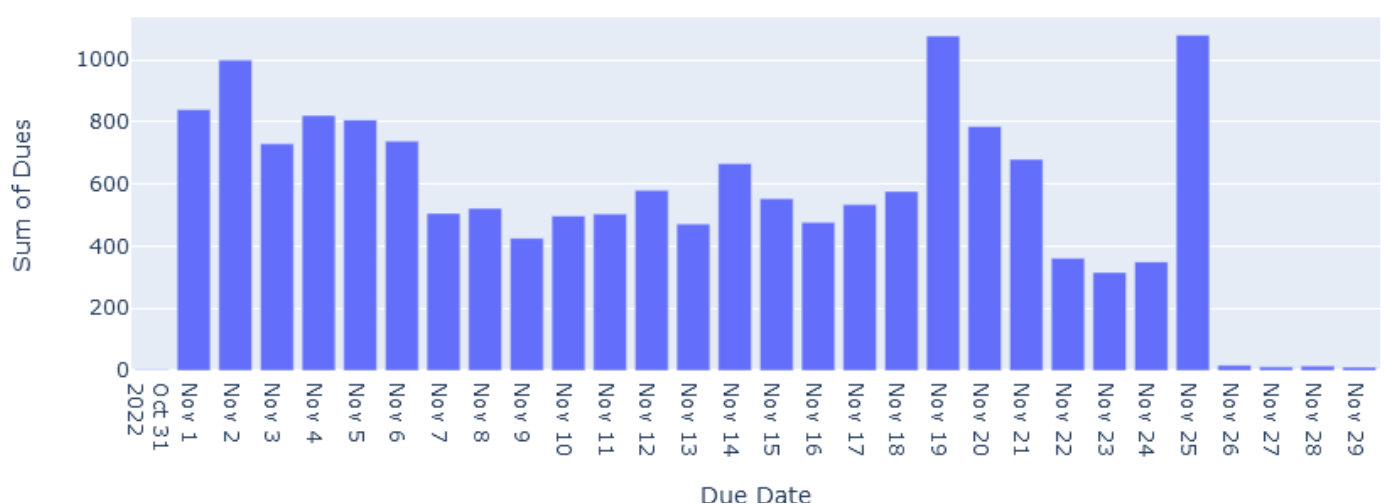


The plot shows distribution of customer across different age group. It is clear that people above 18 and below 30 are most likely to borrow a loan and our common customers.

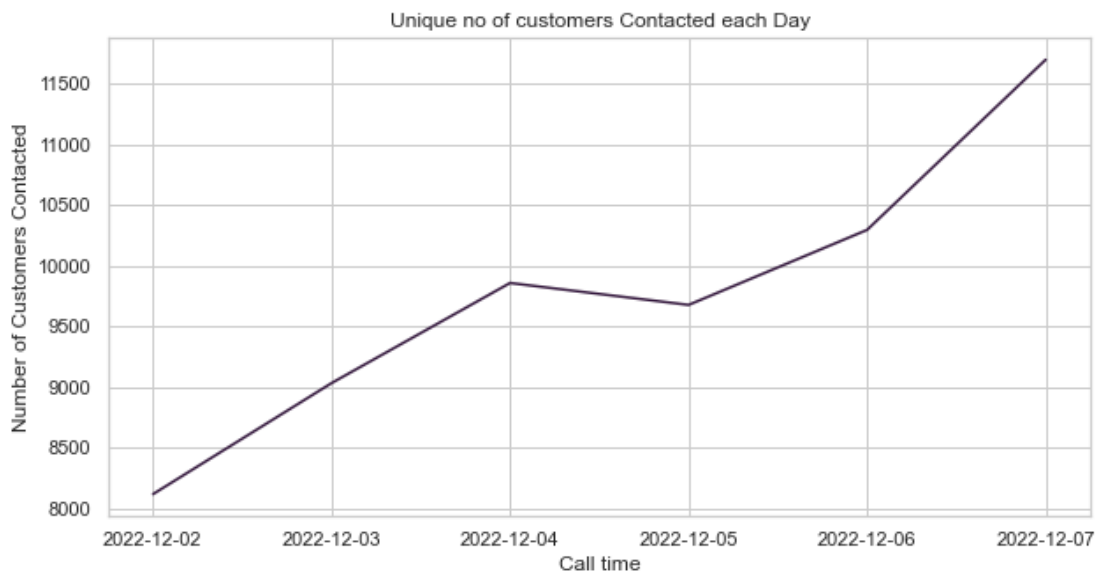
HOW MANY LOANS ARE GETTING DUE AND WHEN?

On an average around 400 loans are to be due each day. The maximum due per day is over 1000.

Count of Loan by Due Date

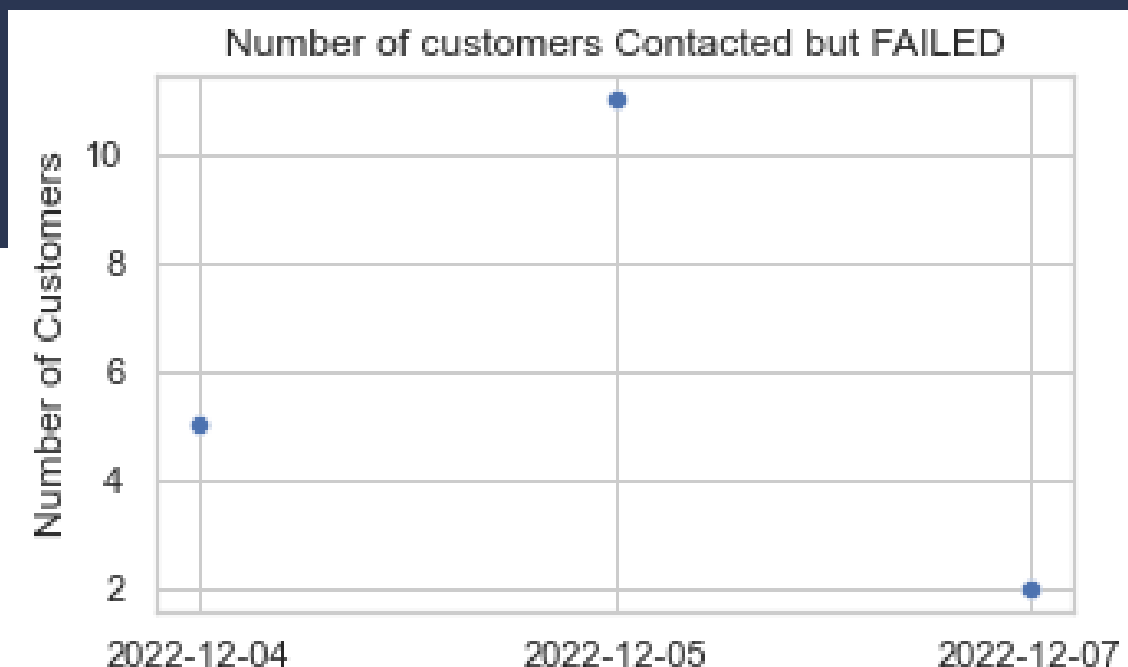


HOW MANY UNIQUE CUSTOMERS ARE CONTACTED EACH DAY SUCCESSFULLY?



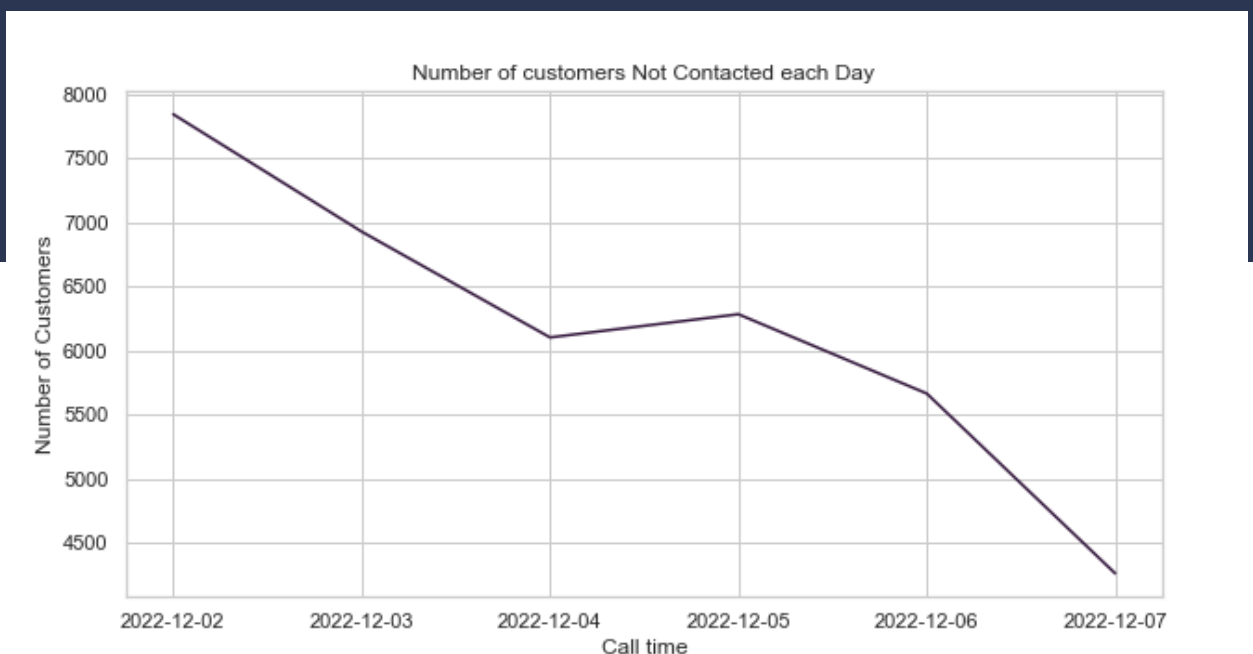
The plot indicates a growth on day-to-day basis which says that the team has consistently improved on the quality of work.

HOW MANY CUSTOMERS ARE CONTACTED EACH DAY BUT FAILED TO REACH?



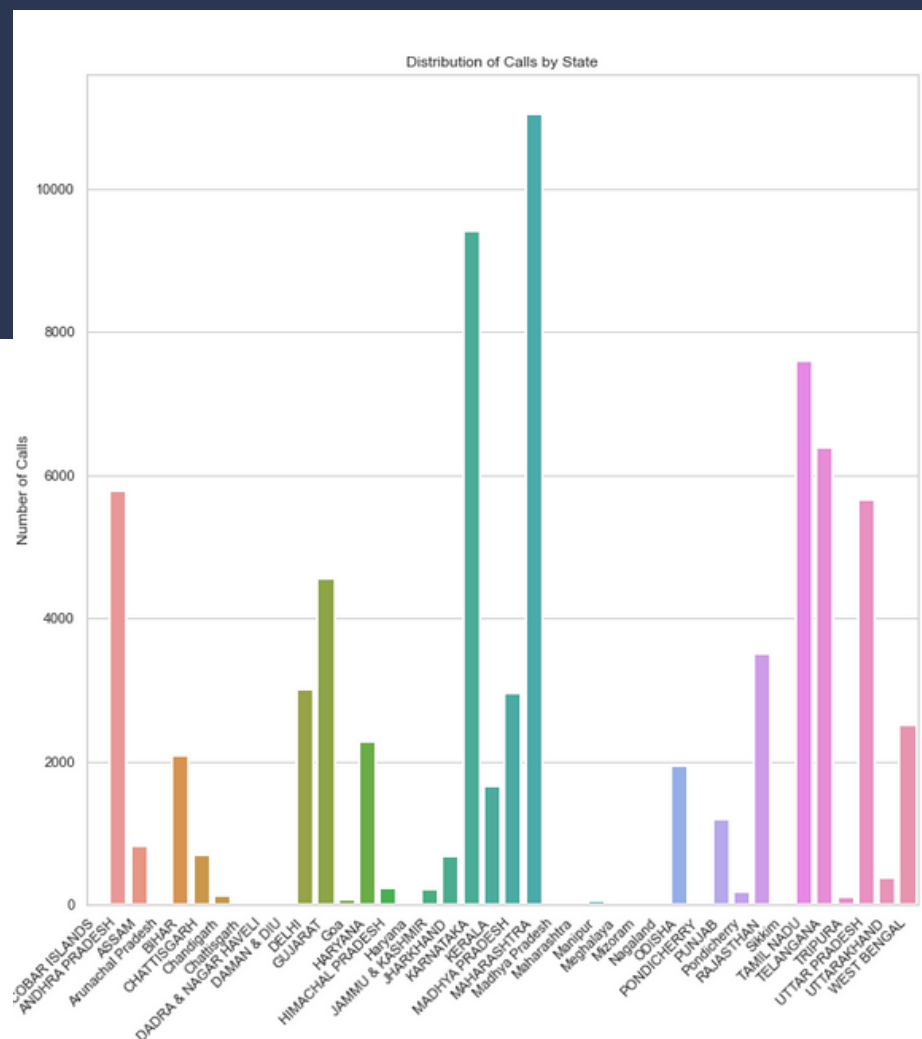
The plot shows that very few customers are contacted and not reached. Which shows that if an attempt is made to reach the customers then it is most likely to have a successful contact.

HOW MANY CUSTOMERS ARE NOT CONTACTED EACH DAY ?



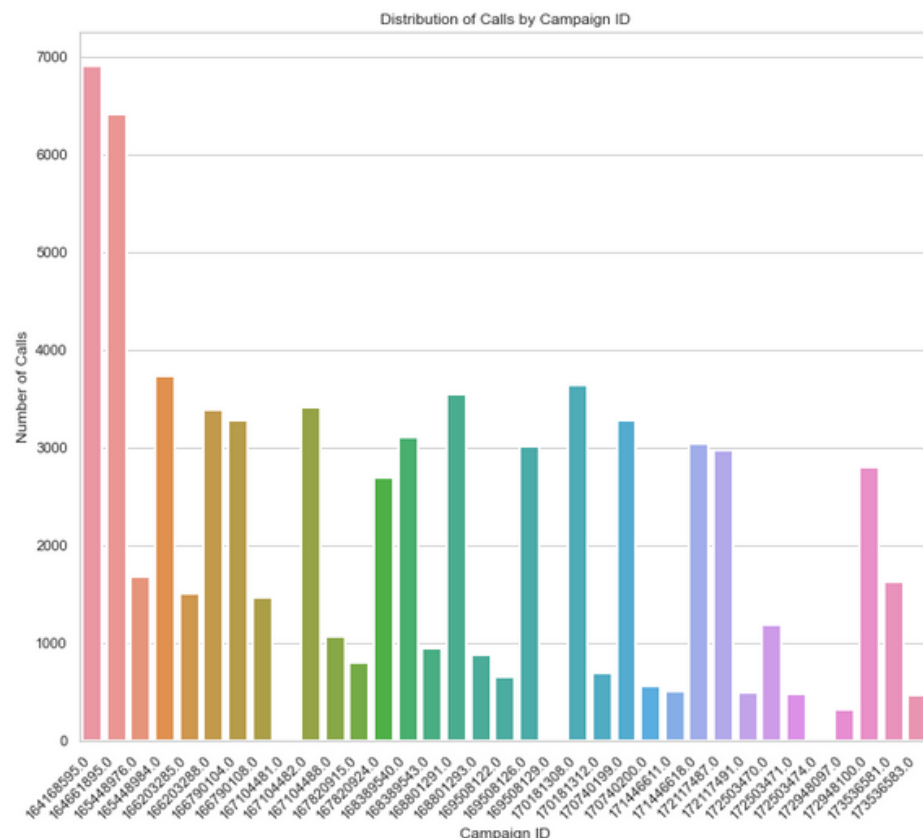
The plot shows customers that are not contacted each day out of all customers. It also shows and supports the earlier claim that our team is improving on daily basis.

WHICH STATE'S CUSTOMERS NEEDS TO BE REMINDED OF THEIR LOANS MOST ?



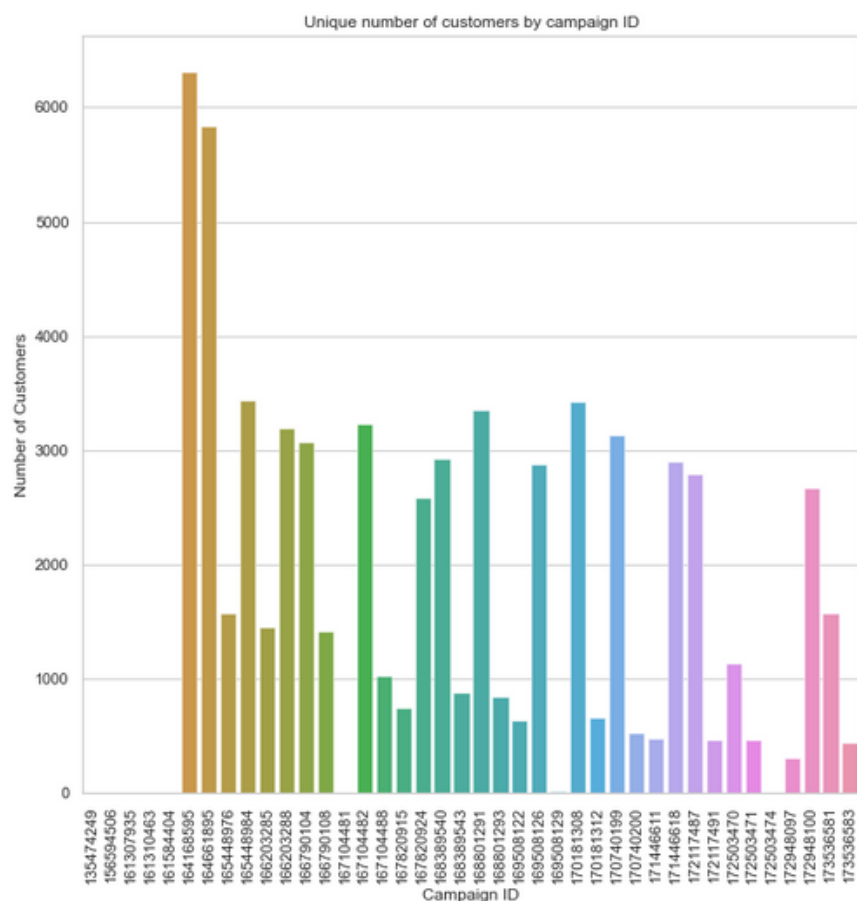
The plot shows number of calls done to reach out to the customers by each state. This information could be related to defaulters but needs further examination to confirm.

WHICH CAMPAIGN WAS MOST PRODUCTIVE ?



The plot shows number of calls done to reach out to the customers per campaign.

HOW MANY NEW CUSTOMERS ARE GAINED PER CAMPAIGN ?



The plot shows number of unique customers gained per campaign.

FEW MORE INSIGHTS

1. Who are the customers who have been contacted the most and how many times are they contacted ?

- These are the customers whose loan numbers and call counts are as follows:

-->1659081	38
-->1580447	30
-->1564892	28
-->1542440	28
-->1817574	27

2. Who are the customers who have been contacted the least?

- There are exactly 1858 customers who have been contacted just once.

3. How many customers have never been reached out?

--> A total of 4752 customers has never been reached out.

CONCLUSION!

It is clear that Maharashtra is lending most number of loans, majority of people seek seek a small amount as laon i.e <50,000.



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