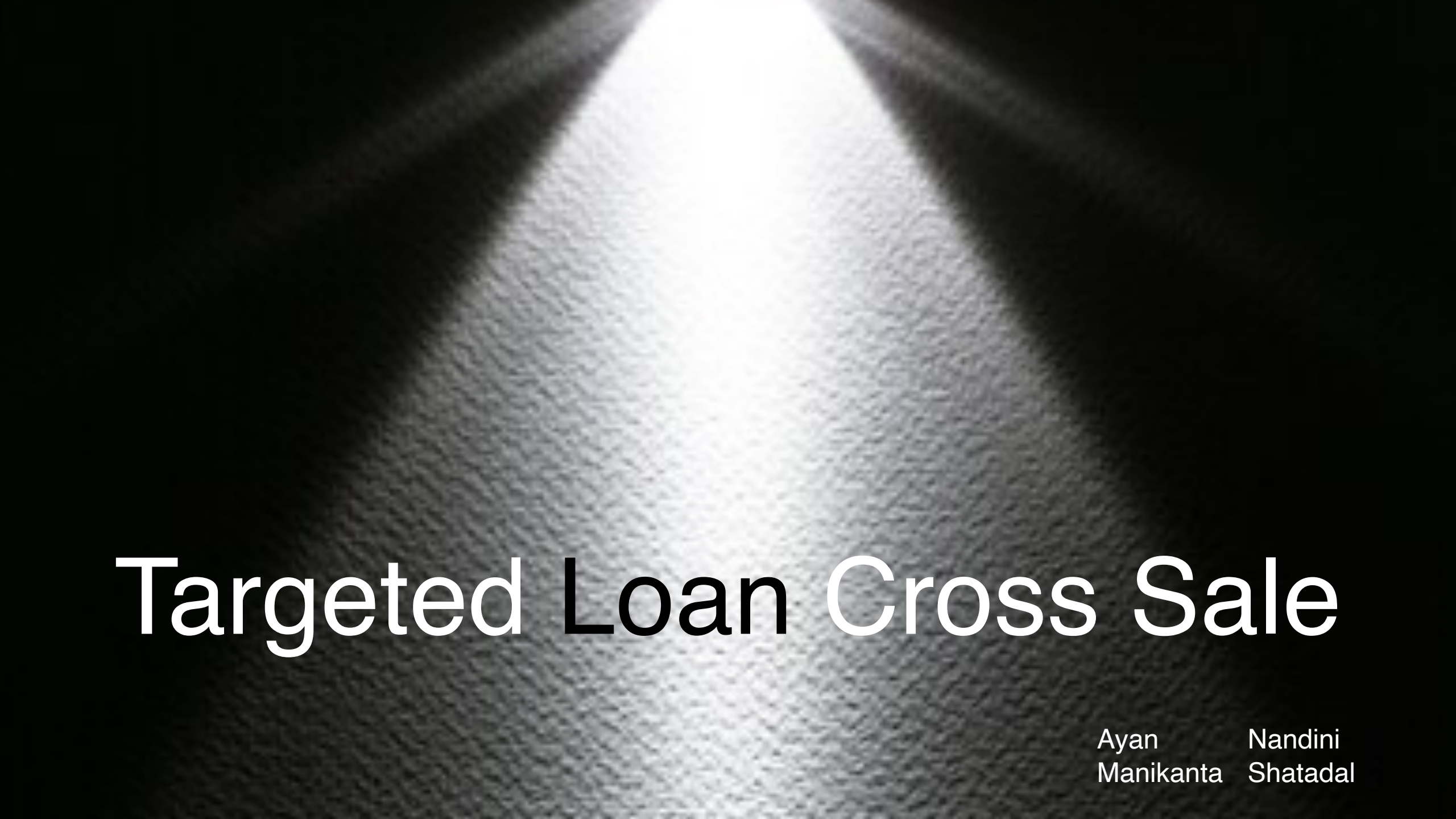


Targeted Loan Cross Sale

Ayan Manikanta
Nandini Shatadal

Objective

Loan Cross Sale while outbound call

Develop a frontend tool for the customer care representatives

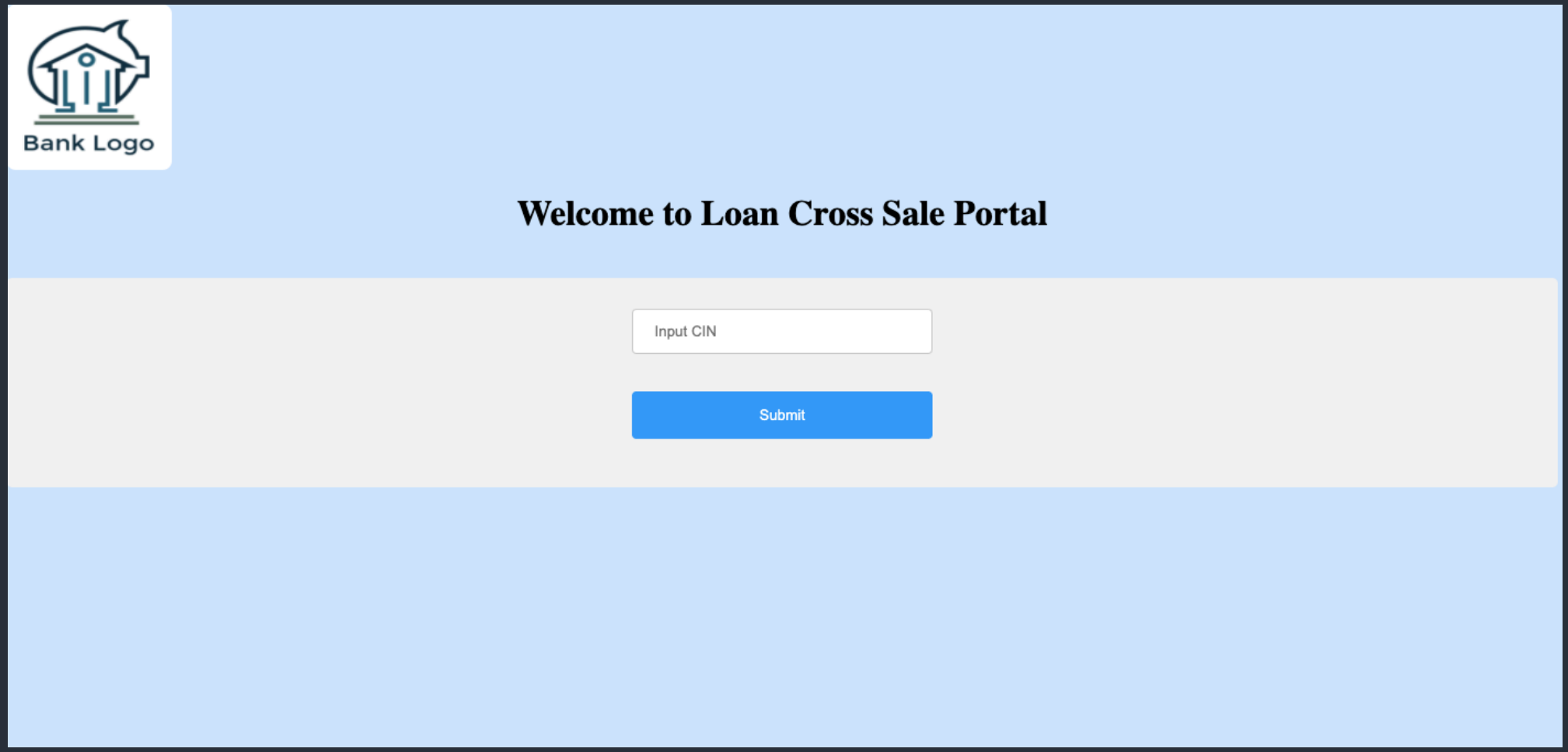
1) Agents should be able to see demographic details about the customer

2) Agents can see the product holding and product usage details

3) The likelihood of loan take-up should appear

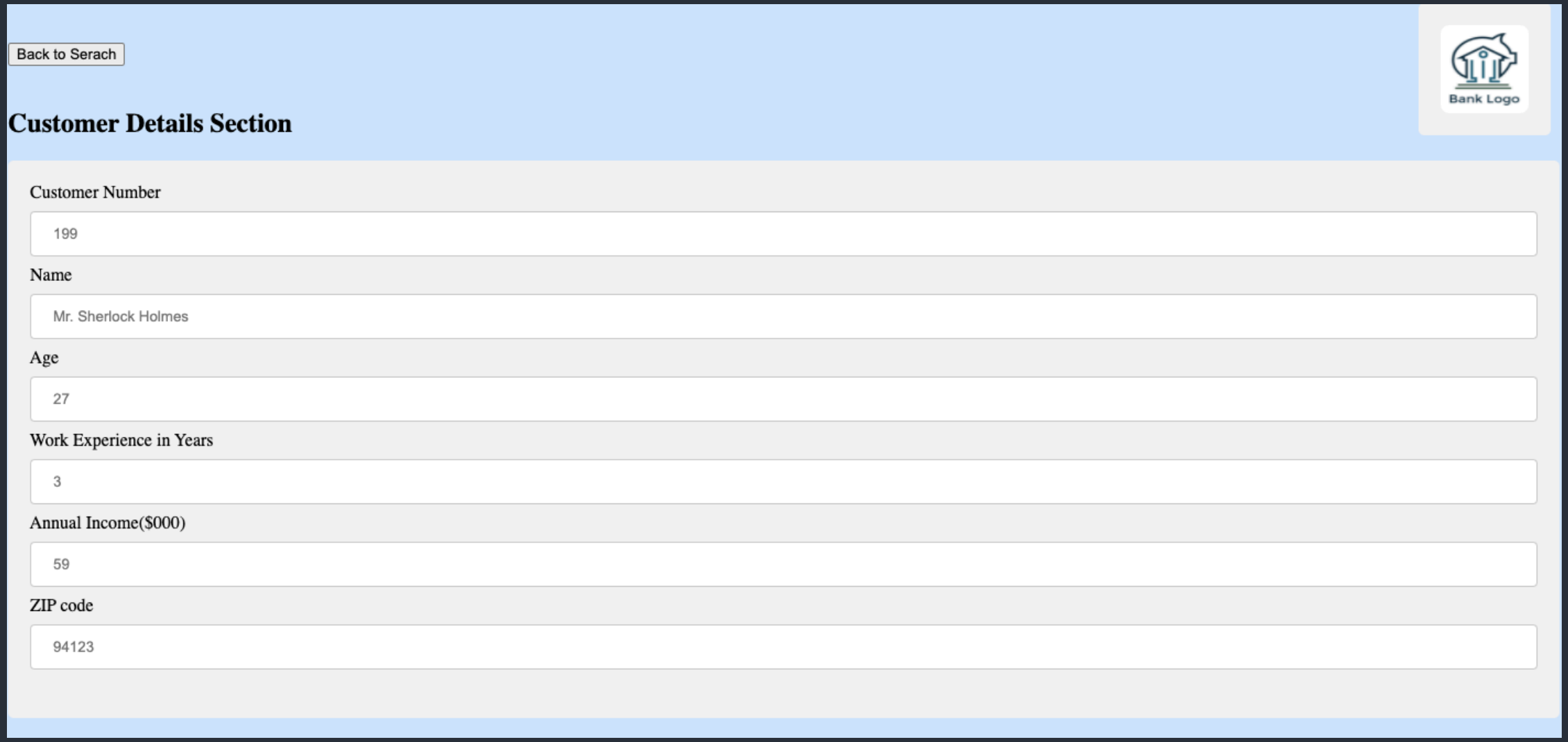
Wireframe

Front Page



Wireframe

Details Page 1



Wireframe

Details Page 2

Product Holding Section

Value of house mortgage($000)

90

Does the customer have a securities account with the bank?

1

Does the customer use internet banking facilities?

1

Does the customer use a credit card issued by UniversalBank?

0

Avg. spending on credit cards per month ($000)

0.0

Loan Likelihood Section

Likelihood of loan takeup

95%

Back to Serach

ML Model for Likelihood Computation

1) Data Exploration

2) Feature Creation

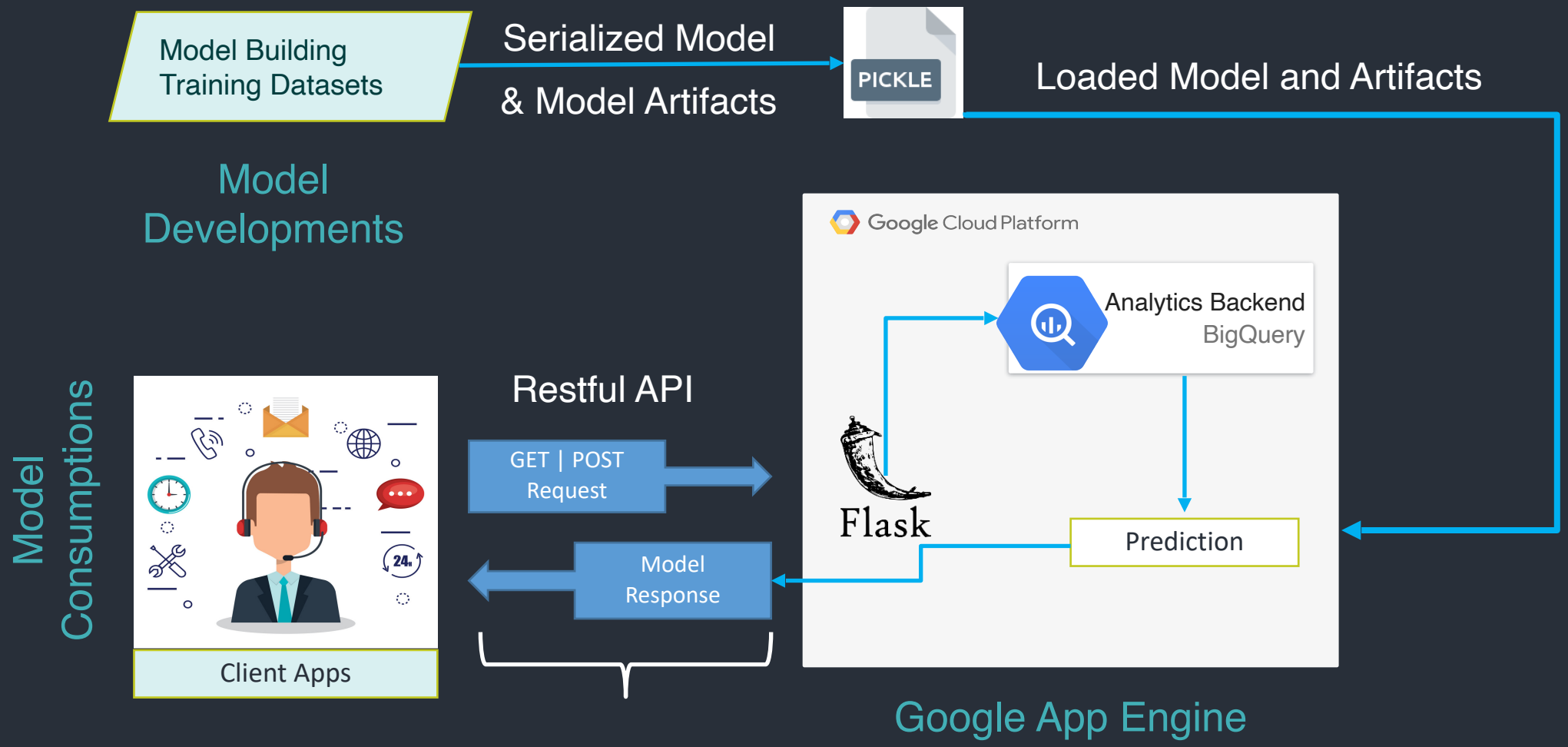
3) Model Development

4) Bias Correction

5) Accuracy Check

6)Ready to deploy

Data Flow Architecture



Demo of the Frontend

http://35.239.146.212:80/

Learning and use cases in day to day projects

Concepts of GCP, Virtual Machine , Cloud Computing, Big Query

Flask Application, API Creation and Hosting in Virtual Machine

Concepts of GITHub and usage

Concepts of Docker and Scale up using the same

Thank You