

# Business Summary Report: Predictive Insights for Collections Strategy

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## 1. Summary of Predictive Insights

**High-risk segments (based on EDA findings (Task 1) and the proposed modeling approach (Task 2)):**

- Customers showing repeated late/missed payments in Month\_1–Month\_6, especially those with 2+ “Missed” entries.
- Customers with high financial stress indicators, such as higher Debt\_to\_Income\_Ratio and higher Credit\_Utilization.
- Customers with weaker credit profile, such as lower Credit\_Score, especially when combined with missed payments.

**Top 3 Risk Factors (3-bullet list for easy communication):**

1. Recent payment behavior (Month\_1–Month\_6 / Missed\_Payments) — strongest early warning of future delinquency.
2. Affordability stress (Debt\_to\_Income\_Ratio + Credit\_Utilization) — indicates limited repayment capacity and higher risk under shocks.
3. Credit profile (Credit\_Score + Income) — helps separate temporary delays vs. structurally higher risk.

**What this means for Collections:**

- The model is most useful to prioritize outreach: contact the customers with the strongest risk signals first (payment history + affordability stress), then move to moderate-risk groups.

Key Insight	Customer Segment	Influencing Variables	Potential Impact
Repeated missed payments in recent months indicates high delinquency risk]	Customers with <b>2+ “Missed”</b> in Month_1–Month_6 (or high Missed_Payments)	Month_1–Month_6, Missed_Payments	Prioritize outreach to reduce 30+ day delinquency and prevent roll-forward losses
Financial stress increases delinquency probability	Customers with <b>high Debt_to_Income_Ratio</b> and <b>high Credit_Utilization</b>	Debt_to_Income_Ratio, Credit_Utilization, Loan_Balance	Early intervention (payment plans / hardship options) reduces default and improves recoveries
Lower credit profile raises risk, especially combined with missed payments	Customers with <b>lower Credit_Score</b> , especially with recent Late/Missed history	Credit_Score, Income, Month_1–Month_6	Adjust contact strategy and tailor offers to improve repayment success

## 2. Recommendation Framework

- Restated Insight: Customers with recent missed/late payments plus high affordability stress (high DTI and/or high credit utilization) show the highest delinquency risk and should be prioritized. Proposed Recommendation:

**Pilot a targeted outreach program** focused on the highest-risk segment to reduce near-term delinquency.

- Specific: Run a **6-week SMS + call outreach pilot** for customers who meet **both** conditions:
  - 2+ “Missed” payments** in Month\_1–Month\_6 (or high Missed\_Payments), and
  - high Credit\_Utilization** and/or **high Debt\_to\_Income\_Ratio** (top risk band). Offer: **payment reminder + quick repayment plan option + escalation to agent for repeat misses**.
- Measurable: Target 10% reduction in 30+ day delinquency for the pilot group vs. a similar control group (or vs. baseline last month). Track: response rate, payment completion rate, and delinquency rate after outreach.
- Actionable: Collections team can implement using existing channels (SMS + call scripts). Use the model risk ranking to generate a weekly “priority contact list”.

- Relevant: Directly supports the goal: **prioritize outreach to customers most likely to miss payments** and reduce roll-forward delinquency.
- Time-bound: **6 weeks** total:  
Week 1 setup (segment list + scripts), Weeks 2–5 execution, Week 6 review + decision to scale.
- Justification and Business Rationale: Targeting customers with the strongest early warning signals (recent missed payments + affordability stress) improves collections efficiency—**fewer calls wasted on low-risk customers** and faster intervention where it matters.

### 3. Ethical and Responsible AI Considerations

#### Potential bias / fairness risks (2 risks):

1. **Income and location can act as proxy variables** for sensitive characteristics and may cause certain groups to be flagged more often, even if the true risk is similar.
2. **Class imbalance (84% non-delinquent vs 16% delinquent)** can lead to unfair outcomes if the model misses delinquent customers (false negatives) or over-flags certain groups (false positives), increasing unnecessary pressure on customers.

#### Mitigation / responsible use (what we will do):

- **Group performance checks:** Compare Precision/Recall across key segments (e.g., Employment\_Status and Location, and age bands) to identify gaps.
- **Use a human-in-the-loop approach:** Model output is used to **prioritize outreach**, not to automatically deny services or apply punitive actions. Agents review context before final action.
- **Explainability:** Use an interpretable model (Logistic Regression) and communicate the main drivers (recent missed payments, credit utilization, debt-to-income) in plain language to stakeholders.
- **Customer fairness:** Ensure outreach messaging is supportive (reminders + repayment options) and avoid discriminatory treatment.
- **Privacy:** Use the dataset only for this analysis; limit access to authorized users and avoid sharing personally identifying details in reports.
- **Ongoing monitoring:** Track model performance over time and re-check bias metrics periodically (e.g., monthly) to detect drift.