PREDICTING DELINQUENT CUSTONER

MBA6693 – Business Analytics

Group Project

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OBJECTIVE & APPROACH

Problem Statement:

- **CredX** is a leading credit card provider that gets thousands of credit card applications annually. However, CredX has suffered an increase in credit losses due to an increase in the number of defaulters.
- The company management has decided to mitigate the credit risk and minimize the losses by acquiring customers that would not default.

Objective:

• The aim of this project is to help CredX identify the right customers using predictive models. We are given the data of past CredX customers and we need to determine the factors affecting credit risk and create strategies to mitigate the credit risk and assess the financial benefit of our chosen model.



APPROACH

- The problem at hand is a binary supervised classification problem.
- We will build three models for the datasets provided:
 - Demographic Model
 - In order to understand the role played by the demographic data of a customer, we will build a classification model solely with the demographic data set. We will use the **Support Vector Machines** technique to build this model.
 - Combined Data Set Models: We will create the following two models with the combined demographic and credit data:
 - A model using Logistic Regression. The predictors will be selected on the basis of their WOE and IV values.
 - A second combined data model using Random Forest. The dimensions will be reduced with the help of Principal Component Analysis.



STEPS

We follow the following steps as we progress through this project:

- 1. Data Description
- 2. Data Cleansing and Preparation
- 3. Exploratory Data Analysis
- 4. Data Transformation and Model Building
- 5. Model Evaluation
- 6. Cost Benefit Analysis



DATA DESCRIPTION

- There are two data sets involved in this problem:
 - Demographic Data
 - This information is extracted from the data provided by the credit card applicants at the time of applying for a credit card
 - This primarily contains the customer-centric information on applicant's age, gender, income, marital status, education level, profession and number of dependents
 - This dataset also has the data about whether or not a particular customer has defaulted. This data is identified by the column name 'Peformance_Tag'. A value of 0 means non-default and 1 means default.

Credit Data

- This data is taken from the records of Credit Bureau and provides monetary/credit details of the customer.
- Some of the variables in this data are: Number of times 30 Days Past Due or worse in last 3/6/12 months, Outstanding Balance, Average Credit Card Utilization etc.



DATA DESCRIPTION

Nature of Data

- The demographic data consists of 71295 records with 12 variables
- The credit data too contains 71295 records with 19 variables
- The primary key in both the datasets is Application ID and will act as the foreign key for the other data set.
- As mentioned before, Perfomance_Tag is the dependent/target variable and denotes whether or not a customer has defaulted.
- 0 stands for non-default and 1 stands for default.



DATA CLEANSING & PREPARATION

Data Quality

Some variables in the two data sets have NA or missing values. There are some other flaws too in the data. The following tables illustrate the same. The table on left and right are for demographic and credit data respectively.

Predictor	No. of NA values	Other flaws in Data
Application ID	-	3 duplicate ID's each replicated twice
Age	-	65 records with Age < 18
Income	-	81 records with Income < 0
Gender	2	
Marital Status	6	
No. of Dependents	3	
Education	119	
Profession	14	
Type of Residence	8	
Performance Tag	1425	

Predictor	No. of NA values	Other flaws in Data
Application ID		3 duplicate ID's each replicated twice
Average Credit Card utilization in last 12 months	1058	
No. of trades opened in last 6 months	1	
Presence of Open Home Loan	272	
Outstanding Balance	272	



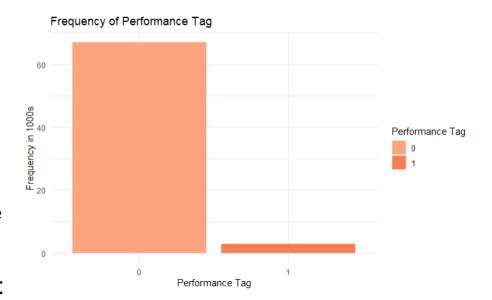
DATA CLEANSING & PREPARATION

- In order to recover from the errors and flaws in the data as seen before, we have resorted to the following methods:
 - We have removed the instances of the data with duplicated Application IDs. We cannot really identify which record actually corresponds to a particular Application ID. In order to avoid this ambiguity, we have eliminated the rows with Application IDs are that ae duplicated.
 - We have also removed the rows that have missing values of the aforementioned predictors/variables.



Performance Tag

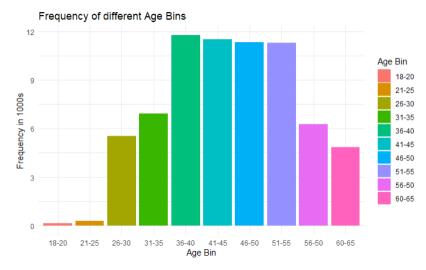
- This plot shows the number of rows with Performance Tag 0 and 1.
- There are 95.78 percent non-defaulters and the remaining 4.22 percent are defaulters.
- This shows that the data set is highly skewed and imbalanced





Age

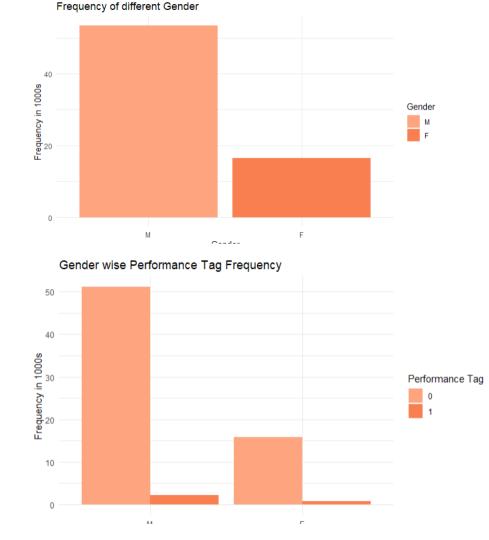
- The first plot shows the distribution of age of customers in various age ranges. We can see that most no. of customers are in the age range of 36-40 and the least in 18-20.
- The second plot shows that the most number of defaulters are in the age range of 36-40





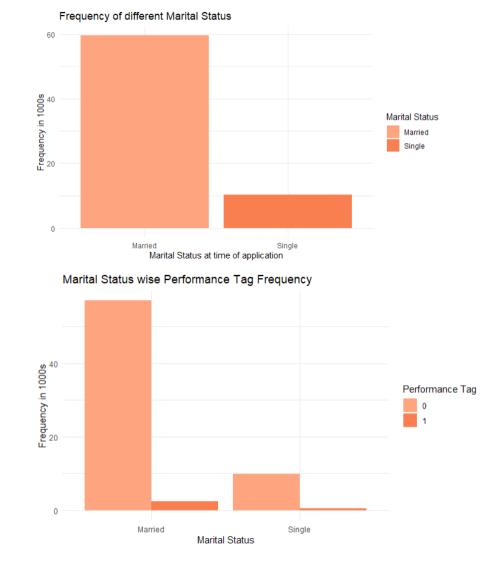
Gender

- The first plot shows the distribution of the two genders recorded in our data of. We can see that most customers are male. This is an implication of the fact that women are underrepresented in the employment sector.
- The second plot shows that the most defaulters are men. However, the percentage of defaulters is more among women.



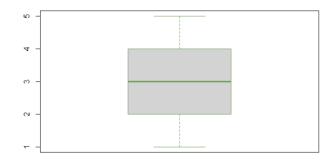
Marital Status

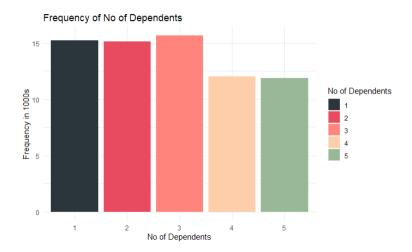
- The first plot shows the distribution of marital status of customers in our data. We can see that most customers are married. Married people have more responsibilities and this explains a higher number of credit card applicants among them.
- The second plot shows that most defaulters are customers who were married.

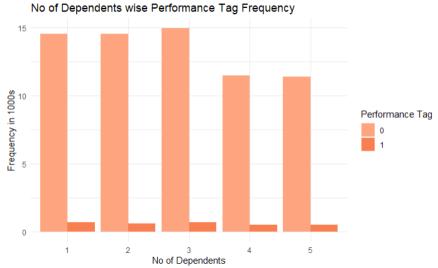


No. of Dependents

- The boxplot below highlights the quartiles (2 & 4) and median (3) for No. of Dependents. There are no outliers
- The first plot on the right shows the distribution of customers on the basis of no. of dependents they have. We can see that most customers have three dependents.
- The second plot shows that the most defaulters are customers who have three dependents.

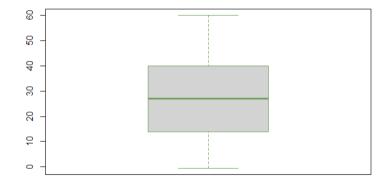


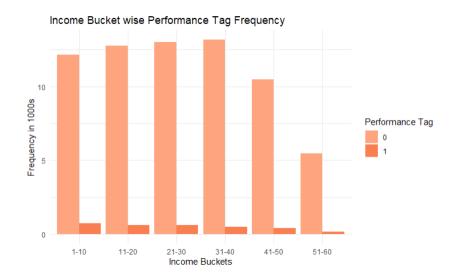




Income

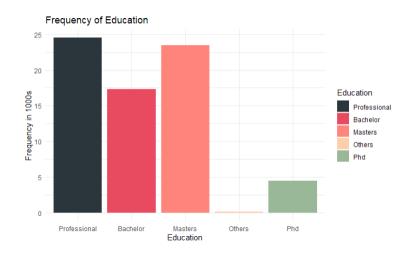
- The first plot shows the quartiles and median for Income. There are no outliers.
- The second plot shows that most defaulters are customers who were in the Income range of 1000 – 10000. However, the highest number of customers are in the income range 31000 – 40000.

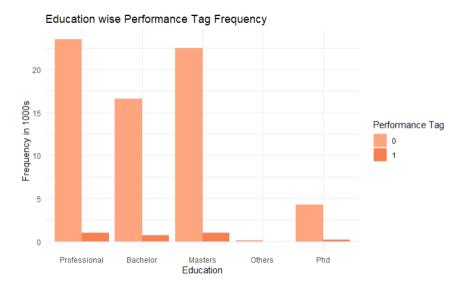




Education

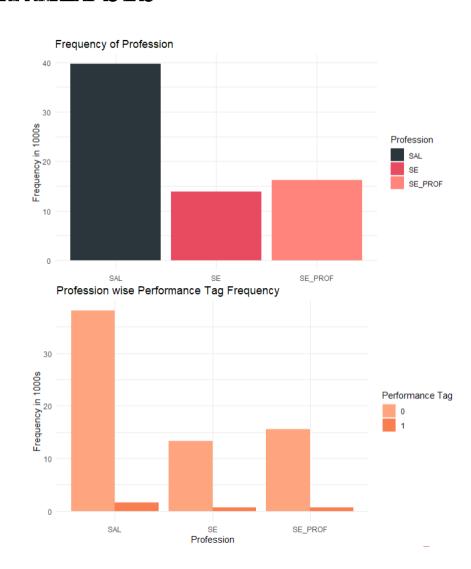
- The first plot shows that professional degree holders form the largest chunk of customers.
- The second plot shows that most defaulters are customers who have a professional degree.
 However, the highest percentage of defaulters is among customers who are pursuing masters.
 Graduate life crisis!





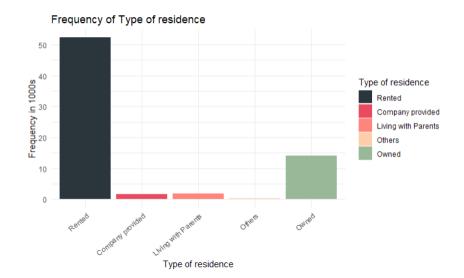
Profession

- The first plot shows that salaried professionals form the largest chunk of customers among professionals.
- The second plot shows that most defaulters are customers are who are salaried professionals but overall default percentage is low among salaried individuals as compared to self-employed professionals.



Type of Residence

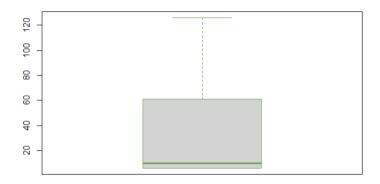
• The plot shows that customers who rented a house defaulted the most. This can be explained by the fact that people who rent a house are early in their careers or do not have a stable income.

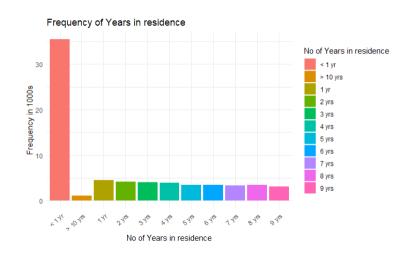


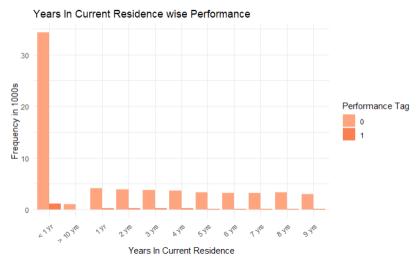


Years in Current Residence

- The boxplot below highlights the quartiles and median for No. of Years in Current Residence. We can see that the data is skewed and not distributed normally.
- The first plot on the right shows that most number of customers had lived for less than a year at their current place of residence.
- The second plot shows that most defaulters are customers who have stayed for less than a year at their current place of residence.

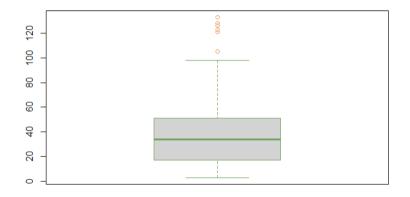




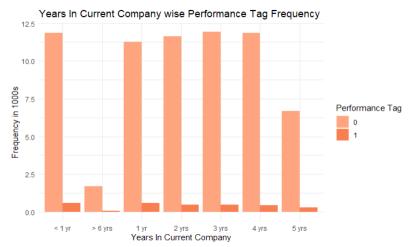


Years in Current Company

- The boxplot below shows that the data is skewed and there are outliers present.
- The first plot on the right shows that people who have worked for less than I year with their current employer are more likely to apply for a credit card.
- The second plot shows that most defaulters are customers who have been working with their current employer for less than a year.



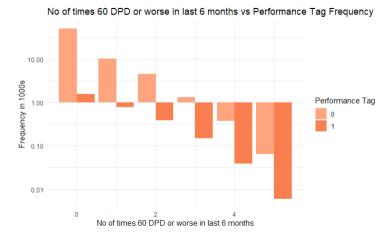


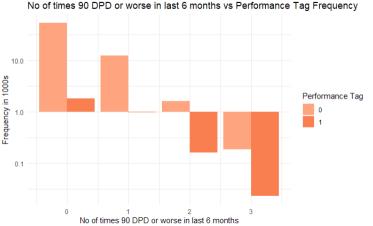


30/60/90 DPD or Worse in Last 6 Months

- The plot below shows that both the highest no. of customers as well as the highest number of defaulters are people who have never gone 30 days past due date in last 6 months.
- The first plot on the right shows that both the highest no. of customers as well as the highest number of defaulters are people who have never gone 60 days past due date in last 6 months.
- The second plot shows that both the highest no. of customers as well as the highest number of defaulters are people who have never gone 90 days past due date in last 6 months.

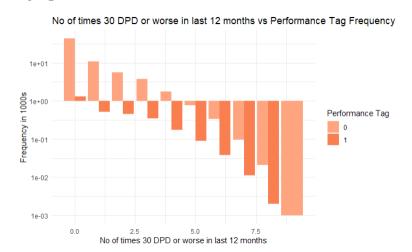


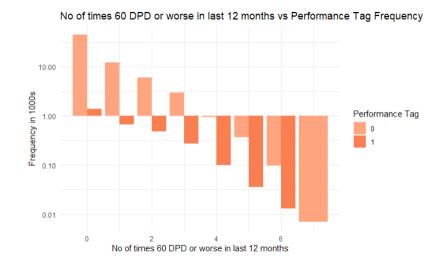


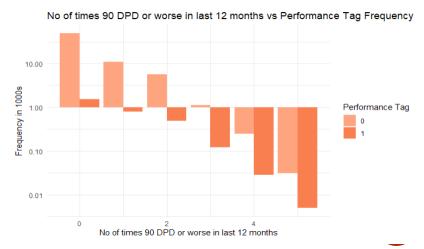


30/60/90 DPD or Worse in Last 12 Months

- The plot below shows that both the highest no. of customers as well as the highest number of defaulters are people who have never gone 30 days past due date in last 12 months.
- The first plot on the right shows that both the highest no. of customers as well as the highest number of defaulters are people who have never gone 60 days past due date in last 12 months.
- The second plot shows that both the highest no. of customers as well as the highest number of defaulters are people who have never gone 90 days past due date in last 12 months.

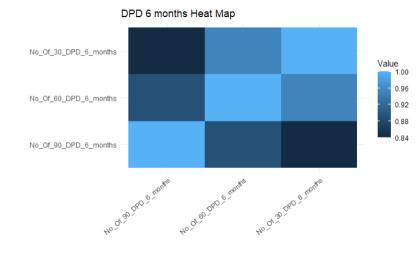


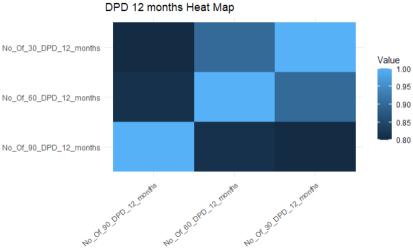




Correlation between DPD Variables

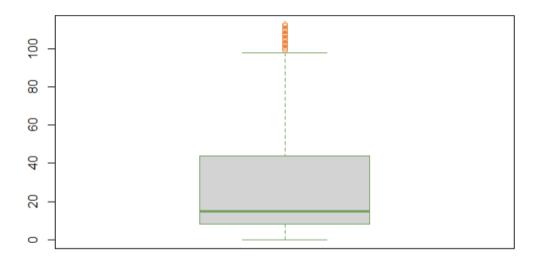
- The first correlation plot shows correlation between the several 6-month DPD variables. We can see that the variables have strong correlation between each other. No. of 30 DPD and 90 DPD have the weakest correlation.
- The second plot shows correlation between the several 12-month DPD variables. We can see that the variables have strong correlation between each other. No. of 30 DPD and 90 DPD have the weakest correlation followed by No. of 60 DPD and 90 DPD.





Average Credit Card Utilization in Last 12 Months

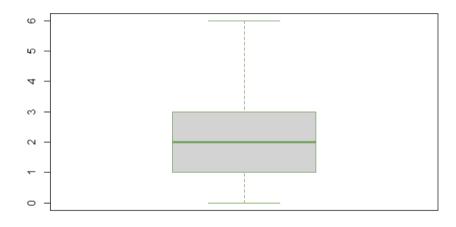
The boxplot below shows that the data has imbalance here and there are multiple outliers.

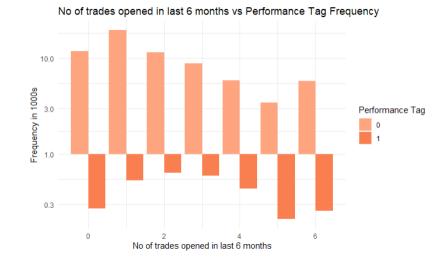




No. of Trades Opened in Last 6 months

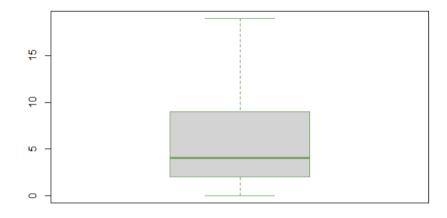
- The boxplot shows quartiles and median.
 There are no outliers.
- The second plot shows that the maximum no. of customers have opened 1 trade in last 6 months. Most no. of defaulters are the people who have opened 2 trades in last 6 months.

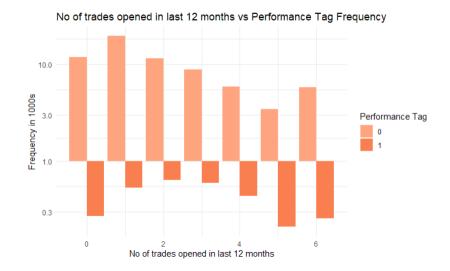




No. of Trades Opened in Last 12 months

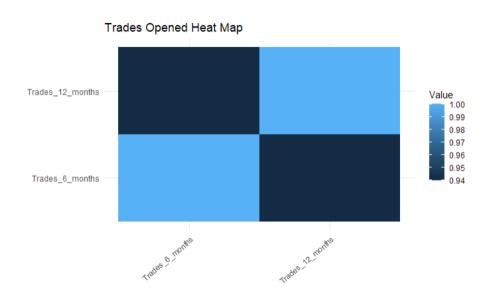
- The boxplot shows quartiles and median.
 There are no outliers. The data is skewed to the left.
- The second plot shows that the maximum no. of customers have opened 1 trade in last 12 months. Most no. of defaulters are the people who have opened 2 trades in last 12 months.





Correlation between Trades Opened Variables in Last 6/12 Months

There is a correlation of 0.94 between Trades Opened in last 6 and 12 months.

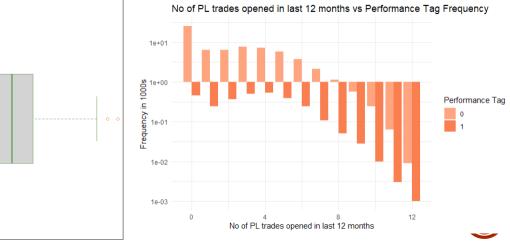




No. of PL Trades Opened in Last 6/12 months

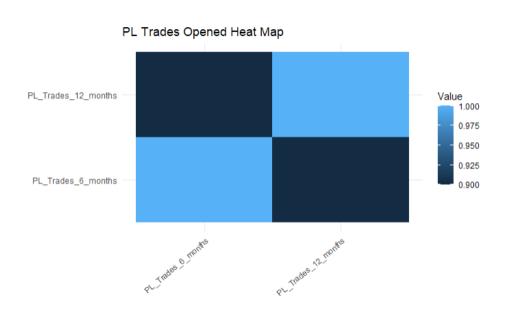
- The boxplot shows quartiles and median.
 There are outliers for No. of PL trades opened in last 12 months.
- The second plot shows that most people have defaulted when the no. of PL trades opened in last 6 and 12 months is 2 and 4 respectively.





Correlation between PL Trades Opened Variables in Last 6/12 Months

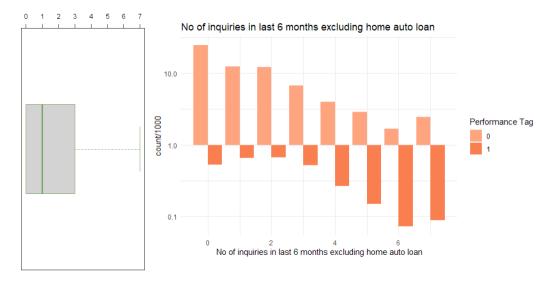
There is a correlation of 0.90 between PL Trades Opened in last 6 and 12 months.

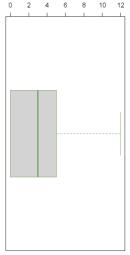


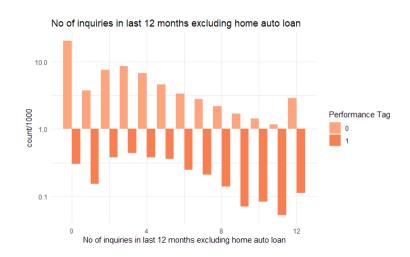


No. of Inquiries in Last 6/12 months

- The boxplots shows quartiles and median.
 There are no outliers.
 The data is skewed.
- The plots on the right show that most people default when they have 2 and 3 inquiries in last 6 and 12 months respectively.

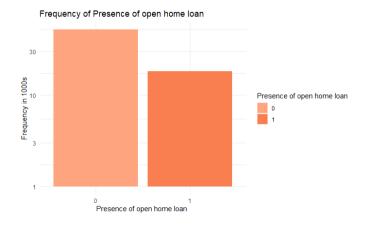


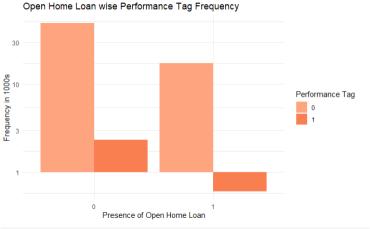




Presence of Home Loan

- Most customers do not have an open home loan.
- Highest number of defaulters are among people who have an open home loan.

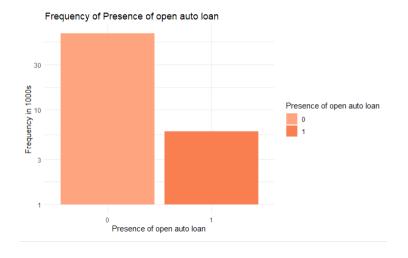


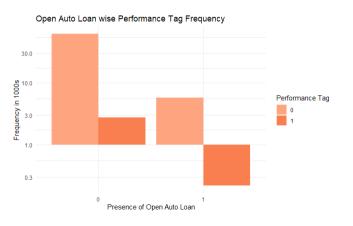




Presence of Open Auto Loan

- Most customers are people who do not have an open auto loan.
- However, the highest number of defaulters are people who have an open auto loan.

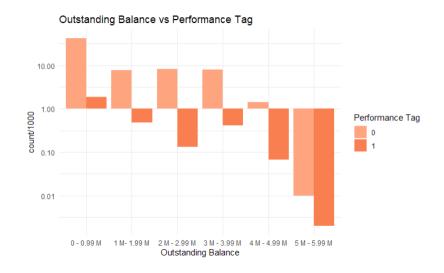






Outstanding Balance

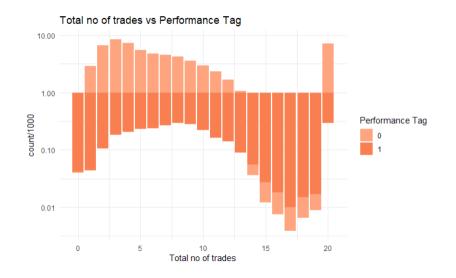
- Most people have an outstanding balance below 1 M.
- The highest no. of defaulters are among people who have an outstanding balance below 1 M.





Total No. of Trades

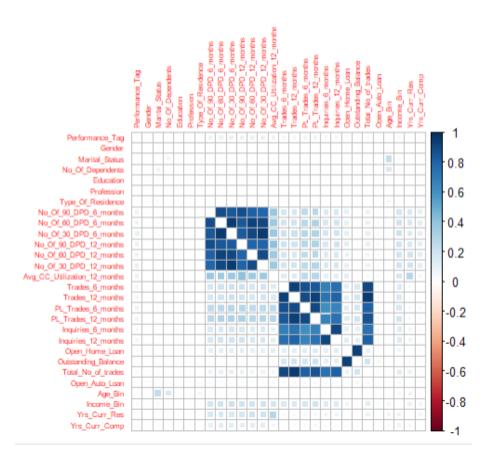
- Most customers have 3 trades.
- Most no. of defaulters are customers who have 8 trades.





Correlation among all variables

- We can see that all the DPD variables are strongly correlates to each other.
- Similarly, all the Trades and PL Trades account are strongly correlated to each other.





DATA TRANSFORMATION

Model Building Approach

- Outlier Treatment: Outlier detection is performed using boxplot on continuous variables and quantile functions. The variables with outliers have been corrected by capping the outliers to the nearest non-outlier variable at the boundary.
- **Data Split:** The final data set is split into a training set and a test set in 70:30 ratio for model building. All models are tested on test data sets that were kept separate from the training set.
- Data Sampling: The given data is highly imbalanced. We have used the technique of SMOTE to balance the dataset.



MODEL BUILDING - SUPPORT VECTOR MACHINES

Model Variables

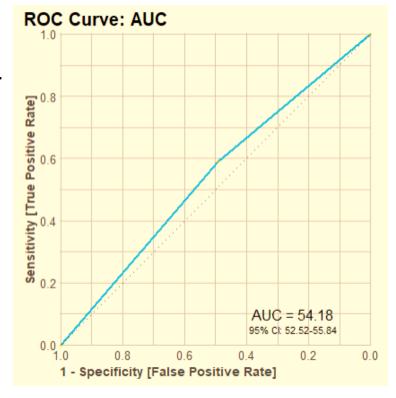
- (Demographic) Independent Variables: Age, Gender, Marital Status, No. of Dependents, Income, Education, Profession, Type of Residence, No. of Months in Current Residence, No. of Months in Current Company
- Dependent Variable: Performance Tag



MODEL BUILDING — SUPPORT VECTOR MACHINES

ROC Curve

- Here are the important statistics for our model.
- The ROC curve shows that this model is almost as good as a random model only.
- A large number of non-defaulters are classified as defaulters, and therefore it is a poor model based only on the demographic data.





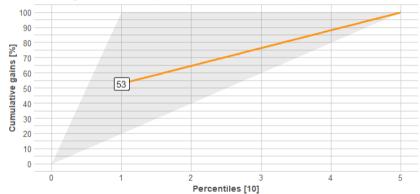
MODEL BUILDING — SUPPORT VECTOR **MACHINES**

Gain and Response

- From the first plot on the right we can see that there is a gain of only 8 percent for the defaulter class. It means that if we select the top 10 percent cases with highest probabilities, 53 percent of all target class will be picked (1 here).
- The second plot on the right shows that if we select the top 10 percent cases with highest probabilities, 5 percent belong to the target class (1 here).

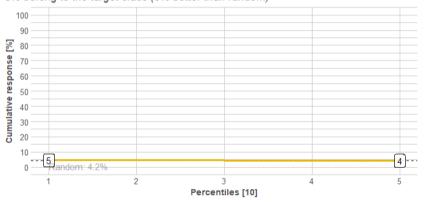
Cumulative Gains for 1

If we select the top 10% cases with highest probabilities, 53% of all target class will be picked (8% better than random)



Cumulative Response for 1

If we select the top 10% cases with highest probabilities, 5% belong to the target class (8% better than random)





MODEL BUILDING — SUPPORT VECTOR MACHINES

Confusion Matrix

- The confusion matrix on the right shows that a large number of non-defaulters are classified as defaulters, and therefore it is a poor model based only on the demographic data.
- The accuracy is too low, and does worse than a random model at certain places.

Confusion Matrix	and Statistics		
Reference			
Prediction () 1		
0 9899	9 362		
1 10176	5 522		
Statistic	Value		
Accuracy	49.72%		
Sensitivity	49.31%		
Specificity	59.05%		



WOE and IV Analysis

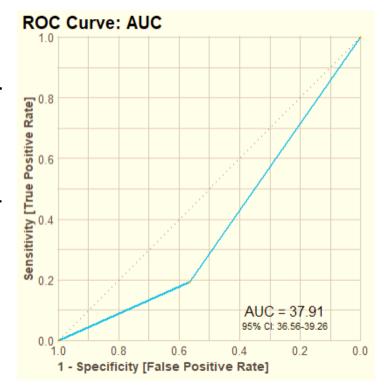
- We have converted the variables into their WOE bins and calculated their Information Values. This is done to understand the relevance of each of the variables in determining the target variable.
- On the right, there is a list of variables in the decreasing order of their IV values. There are no variables with a very strong information content.
- In our logistic regression model, we have used only the first 12 variables on the basis of their IV value

```
variable
18 Avg_CC_Utilization_12_months 3.068152e-01
               Trades_12_months 2.979571e-01
            PL_Trades_12_months 2.958955e-01
            Inquiries_12_months 2.954243e-01
            Outstanding_Balance 2.428344e-01
          No_Of_30_DPD_6_months 2.415627e-01
             Total_No_of_trades 2.366049e-01
21
             PL_Trades_6_months 2.197050e-01
         No_Of_90_DPD_12_months 2.138748e-01
13
          No_of_60_DPD_6_months 2.058339e-01
23
             Inquiries_6_months 2.051870e-01
         No_Of_30_DPD_12_months 1.982549e-01
19
                Trades_6_months 1.860015e-01
16
         No_Of_60_DPD_12_months 1.854989e-01
12
          No_of_90_DPD_6_months 1.601169e-01
            outstanding_bal_bin 9.644260e-02
    Months_In_Current_Residence 7.894353e-02
31
6
                   Yrs_Curr_Res 7.057045e-02
                          Income 4.241780e-02
30
                     Income_Bin 4.035116e-02
11
32
      Months_In_Current_Company 2.175441e-02
                  Yrs_Curr_Comp 1.813340e-02
                 Open_Home_Loan 1.696972e-02
                         Age_Bin 6.490326e-03
                             Age 3.349157e-03
               No_Of_Dependents 2.647040e-03
                      Profession 2.228309e-03
                 Open_Auto_Loan 1.654820e-03
                 Application_ID 1.504195e-03
              Type_Of_Residence 9.252553e-04
                       Education 7.822023e-04
                          Gender 3.255737e-04
                 Marital_Status 9.592186e-05
```



ROC Curve

- Here are the important statistics for our model.
- The ROC curve shows that this model is not a better classifier than our previous SVM model. The AUC is smaller here.



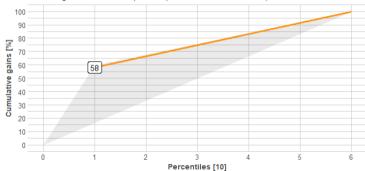


Gain and Response

- From the first plot on the right we can see that there is a gain of only 1 percent for the non-defaulter class. It means that if we select the top 10 percent cases with highest probabilities, 58 percent of all target class will be picked (0 here).
- The second plot on the right shows that if we select the top 10 percent cases with highest probabilities, 97 percent belong to the target class (0 here). This is expected as or variables and data are more inclined to the non-defaulter class.

Cumulative Gains for 0

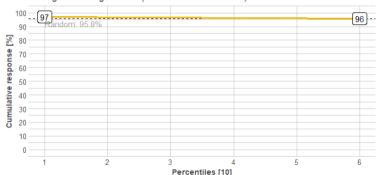
If we select the top 10% cases with highest probabilities, 58% of all target class will be picked (1% better than random)



Assuming rate of "96"/"4" for "0"/"1"

Cumulative Response for 0

If we select the top 10% cases with highest probabilities, 97% belong to the target class (1% better than random)



Assuming rate of "96"/"4" for "0"/"1

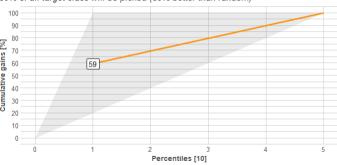


Gain and Response

- From the first plot on the right we can see that there is a gain of only 8 percent for the defaulter class. It means that if we select the top 10 percent cases with highest probabilities, 59 percent of all target class will be picked (1 here).
- The second plot on the right shows that if we select the top 10 percent cases with highest probabilities, 6 percent belong to the target class (1 here). This is 39 percent better than the random data.

Cumulative Gains for 1

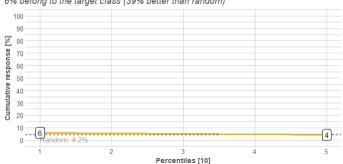
If we select the top 10% cases with highest probabilities, 59% of all target class will be picked (39% better than random)



Assuming rate of "96"/"4" for "0"/"1"

Cumulative Response for 1

If we select the top 10% cases with highest probabilities, 6% belong to the target class (39% better than random)





Confusion Matrix

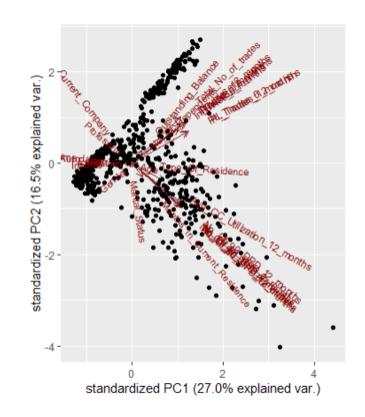
- The confusion matrix on the right shows that a large number of defaulters are classified as non-defaulters, and therefore it is a poor model based on the combined demographic and credit data.
- The accuracy is higher than our previous SVM model.

Confusion Matrix	and Statistics	
Reference		
Prediction 0 1 0 11316 712		
1 8759 172		
Statistic	Value	
Accuracy	54.81%	
Sensitivity	56.37%	
Specificity	59.05%	



Principal Component Analysis

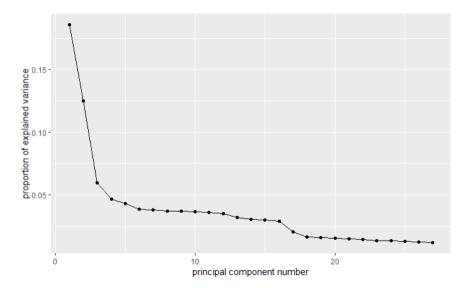
- We performed PCA on our dataset to reduce the number of dimensions
- As seen in the plot, the axes were rotated to obtain the principal components.
- PC1 explains 27 percent of the variance while PC2 explains 16.5 percent of the total variance in our data.





Principal Component Analysis

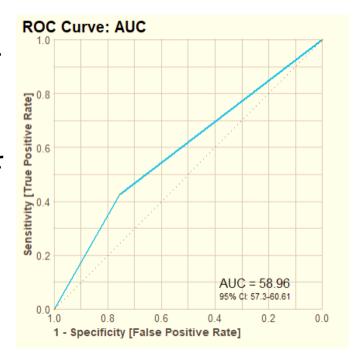
- The plot on the right shows the overall percentage of variance explained by the several principal components.
- Essentially, 97.5 percent variance can be explained through 20 principal components
- We have used only the first 20 principal components in our modeling.





ROC Curve

- Here are the important statistics for our model.
- The ROC curve shows that this model is a better classifier than our previous classification models. The AUC is the largest among all the three models, thus indicating that this model is most efficient at classifying the class variable.



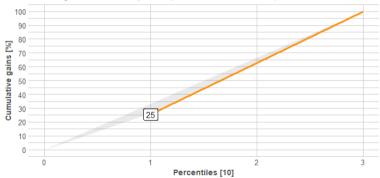


Gain and Response

- From the first plot on the right we can see that there is a gain of 1 percent for the non-defaulter class. It means that if we select the top 10 percent cases with highest probabilities, 25 percent of all target class will be picked (0 here).
- The second plot on the right shows that if we select the top 10 percent cases with highest probabilities, 97 percent belong to the target class (0 here). This is expected as or variables and data are more inclined to the non-defaulter class.

Cumulative Gains for 0

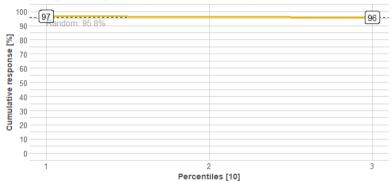
If we select the top 10% cases with highest probabilities, 25% of all target class will be picked (1% better than random)



Assuming rate of "96"/"4" for "0"/"1"

Cumulative Response for 0

If we select the top 10% cases with highest probabilities, 97% belong to the target class (1% better than random)



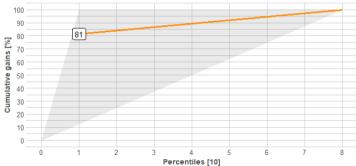


Gain and Response

- From the first plot on the right we can see that there is a gain of only 8 percent for the defaulter class. It means that if we select the top 10 percent cases with highest probabilities, 81 percent of all target class will be picked (1 here).
- The second plot on the right shows that if we select the top 10 percent cases with highest probabilities, 5 percent belong to the target class (1 here). This is 9 percent better than the random data.

Cumulative Gains for 1

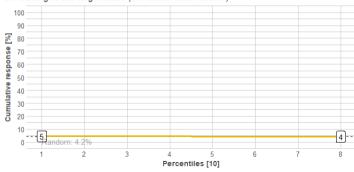
If we select the top 10% cases with highest probabilities, 81% of all target class will be picked (9% better than random)



Assuming rate of "96"/"4" for "0"/"1"

Cumulative Response for 1

If we select the top 10% cases with highest probabilities, 5% belong to the target class (9% better than random)





Cross Validation & Confusion Matrix

- 10-fold cross-validation was performed on the Random
 Forest model and the accuracy turned out to be around 70.48 percent.
- The confusion matrix on the right shows a good classification ratio. We will assess the cost performance of the model using this matrix in the next section.
- The accuracy and sensitivity is higher than our previous classifier models.

Resampling: Cross-Validated (10 fold) Summary of sample sizes: 44015, 44015, 44014, 44014, 44014, ... Resampling results:

Accuracy Kappa 0.7047951 0.4095852

Confusion Matrix and Statistics

F	Referenc	e
Prediction	0	1
0	15155	509
1	4920	375

Statistic	Value
Accuracy	74.10%
Sensitivity	75.49%
Specificity	42.42%



MODEL BUILDING — CHOOSING THE BEST MODEL

- From our previous analysis, we have observed that:
 - The Random Forest model has the highest AUC, therefore it has the best classification ability among all the three models.
 - It has the highest accuracy and sensitivity.

Therefore, we choose the <u>RF model</u> as the best classifier and will perform the Cost benefit Analysis on the same



COST BENEFIT ANALYSIS

Data Description

- In our CBA dataset we have 20959 rows of data.
- 20,075 of those are non-defaulters and 884 are defaulters as per the original data.
- If our model is used, according to the matrix on the right, there will be 15,664 (12,155 + 509) customers whose credit card application will be accepted. The remaining 5,295 (4920 + 375) applications will be rejected as they have been predicted as defaulters.
- Out of these 15,664 accepted customers 509 will default since they are false positives.

Confusion Matrix and Statistics

Reference
Prediction 0 1
0 15155 509
1 4920 375



COST BENEFIT ANALYSIS

Calculating Net Gain without and with our Model

Ass	ump	tions
1100	ar	CTOTIO

Average profit from each non-defaulter:	CAD 5,000
Average capital loss due to each defaulter:	CAD 100,000

Net Profit without using our Model:

 Total Profit from all non-defaulters: 20075*5000 	=	CAD 100,375,000
 Total Loss due to all the defaulters: 884*100000 	=	CAD 88,400,000
 Net Profit 	=	CAD 11.975.000

Net Profit when using our Model:

• Total Profit from all the true positives = 15155	* 5000 =	CAD 75,775,000
 Total loss due to false positives 	=	CAD 50,900,000
 Net Profit 	=	CAD 24.875.000

<u>Financial Advantage: 24,875,000 - 11,975,000</u> = <u>CAD 12,900,000</u>



CONCLUSION

- Random Forest model is chosen as the final model with 74.10 percent accuracy.
- We found that our credit loss percentage was decreased when we used this model.
- 31.40 percent of the non-defaulting candidates were rejected by our model, which resulted in a revenue loss. However, overall our model has provided a net financial gain/advantage of approximately CAD 13 Million.

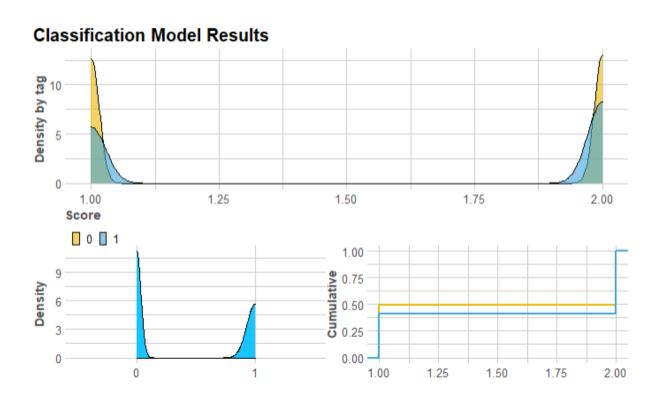


APPENDIX

This section contains some of the plots that were not used in the main analysis. These have been attached here without interpretational details

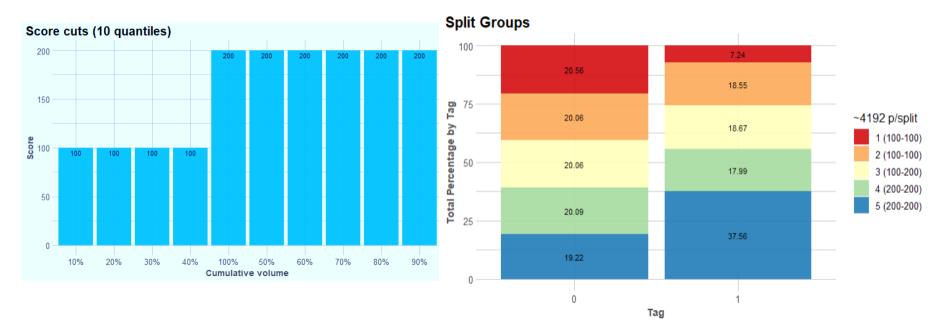


SVM DENSITY PLOTS



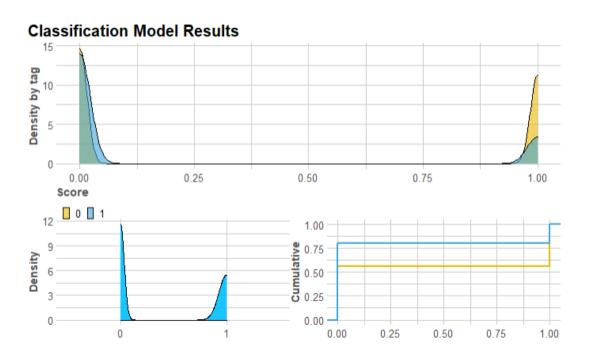


SVM CUTS AND SPLIT PLOTS



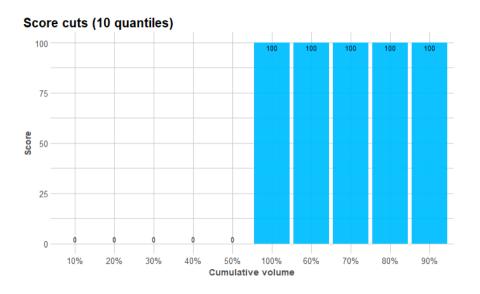


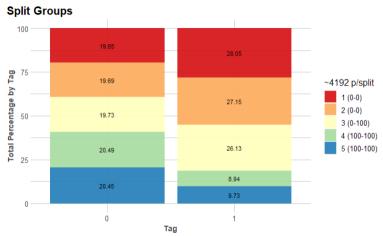
LOGISTIC REGRESSION DENSITY PLOTS





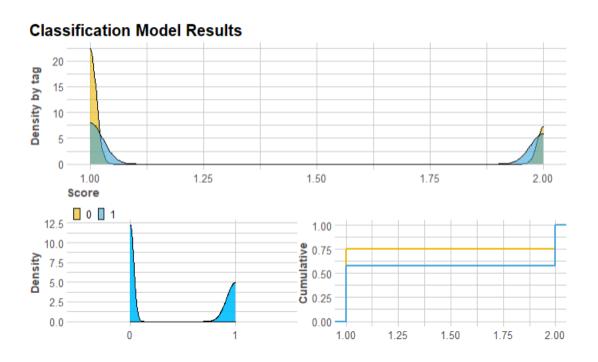
LOGISTIC REGRESSION CUTS AND SPLIT PLOTS







RANDOM FOREST DENSITY PLOTS





RANDOM FOREST CUTS AND SPLIT PLOTS

