Lending Club Case Study

Business Objectives

- This company is the largest online loan marketplace, facilitating personal loans, business loans, and financing of medical procedures. Borrowers can easily access lower interest rate loans through a fast online interface.

- Like most other lending companies, lending loans to ‘risky’ applicants is the largest source of financial loss (called credit loss). The credit loss is the amount of money lost by the lender when the borrower refuses to pay or runs away with the money owed. In other words, borrowers who **default** cause the largest amount of loss to the lenders. In this case, the customers labelled as 'charged-off' are the 'defaulters'.
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- If one is able to identify these risky loan applicants, then such loans can be reduced thereby cutting down the amount of credit loss.

Problem solving methodology

Data Analysis

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Data Cleaning

Removing the null valued columns, unnecessary variables and checking the null value percentage and removing the respective rows.

Data Understanding

Working with the Data Dictionary and getting knowledge of all the columns and their domain specific uses

Univariate Analysis

Analysing each column, plotting the distributions of each column.

Segmented Univariate Analysis

Analysing the continuous data columns with respect to the categorical column

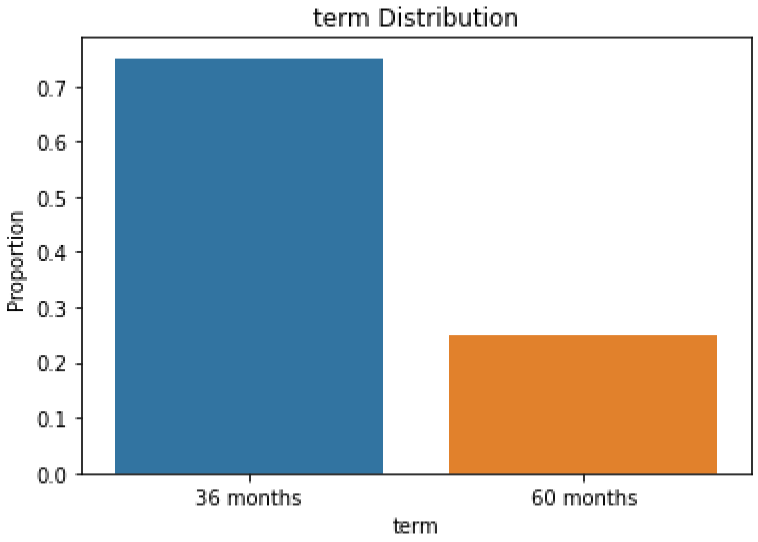
Bivariate Analysis

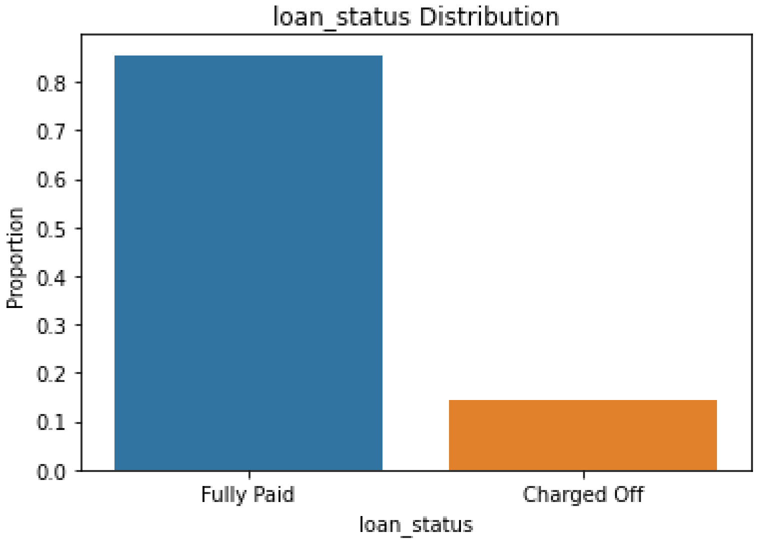
Analysing the two variable behaviour like term and loan status with respect to loan amount.

Recommendations

Analysing all plots and recommendations for reducing the loss of business by detecting columns best which contribute to loan defaulters.

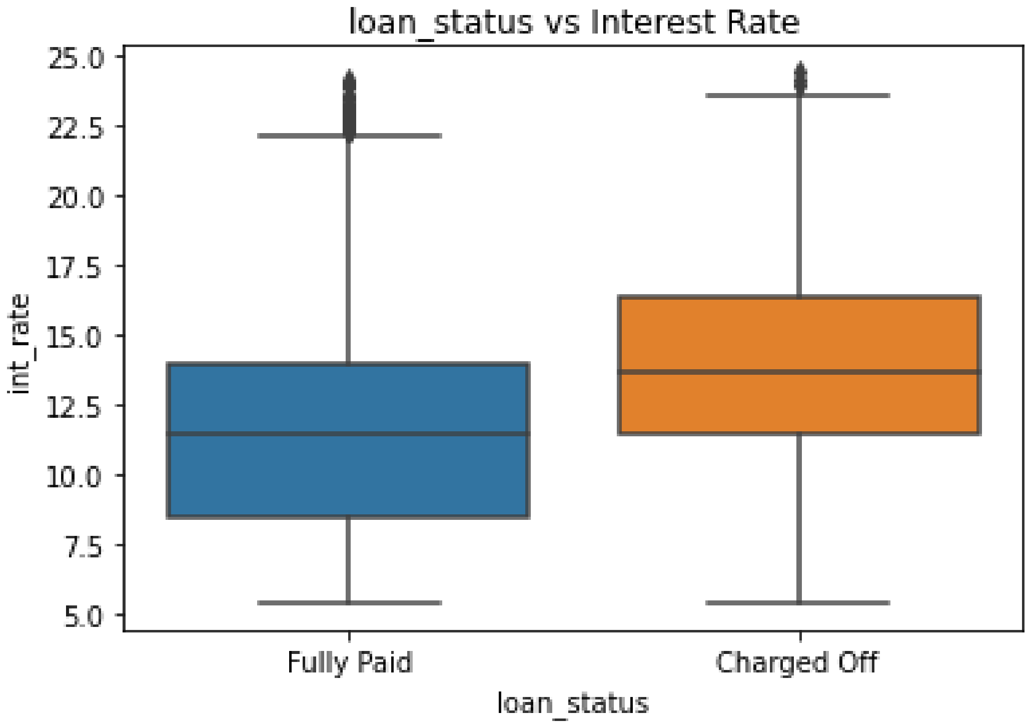
Analysis





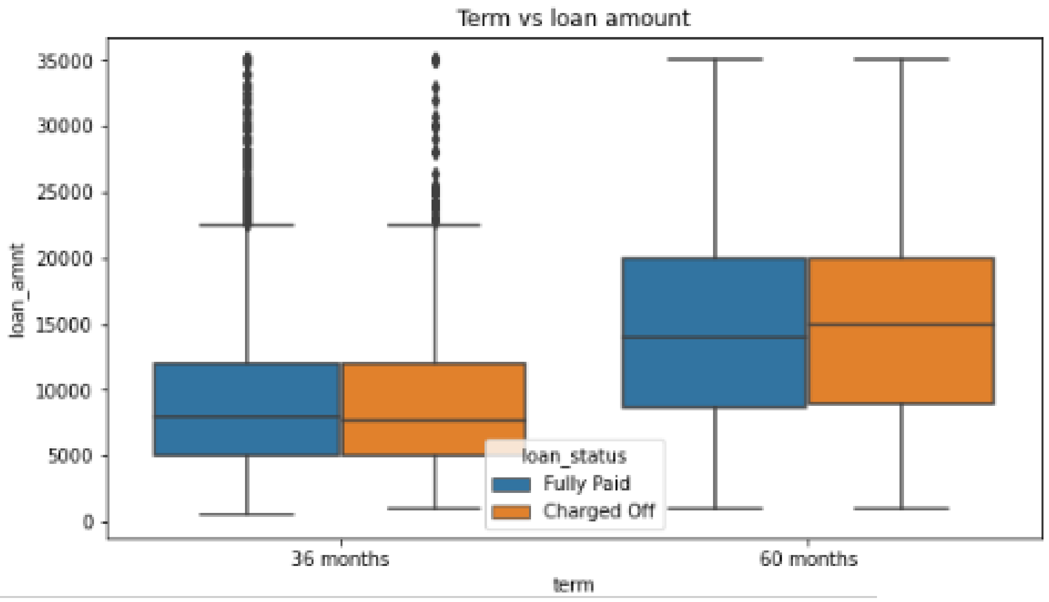
- There are only two loan terms 36 and 60 months. Around 75% borrowers took loans with 36 months term.
- The charged off borrowers are around 15% and fully paid is around 85% in the given data set.

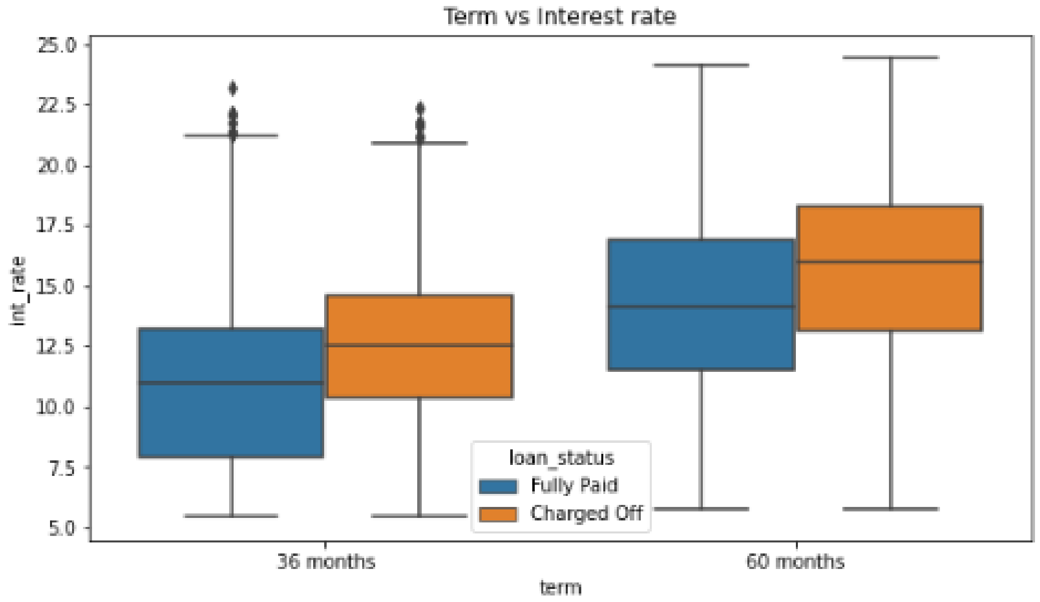
Analysis

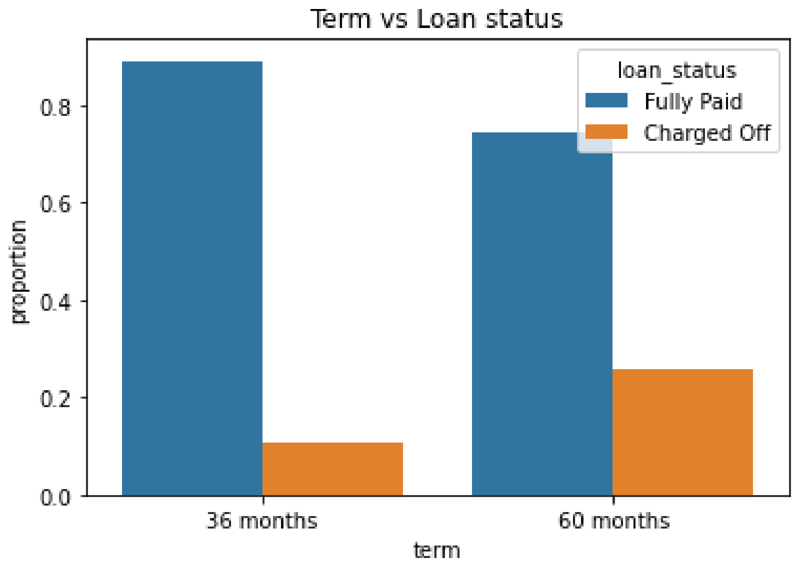


When the loan interest is high, there is high chance of loan getting defaulted.

Analysis

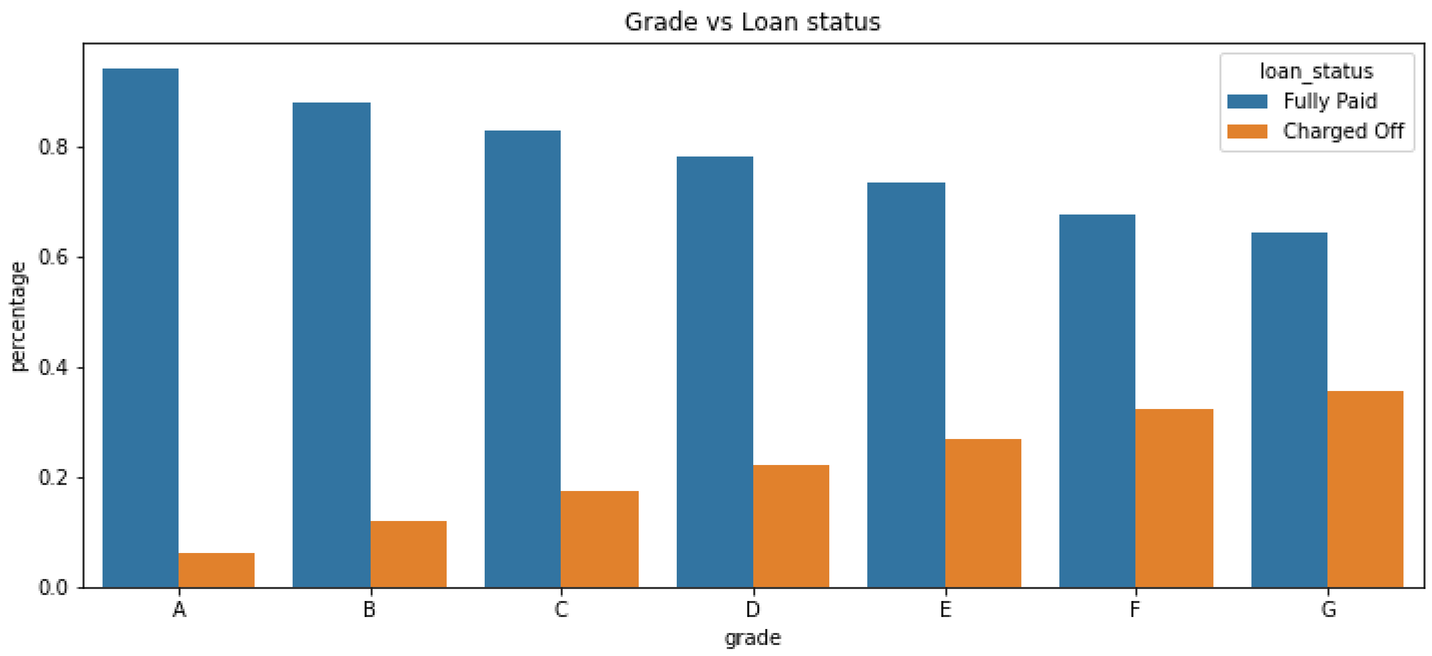


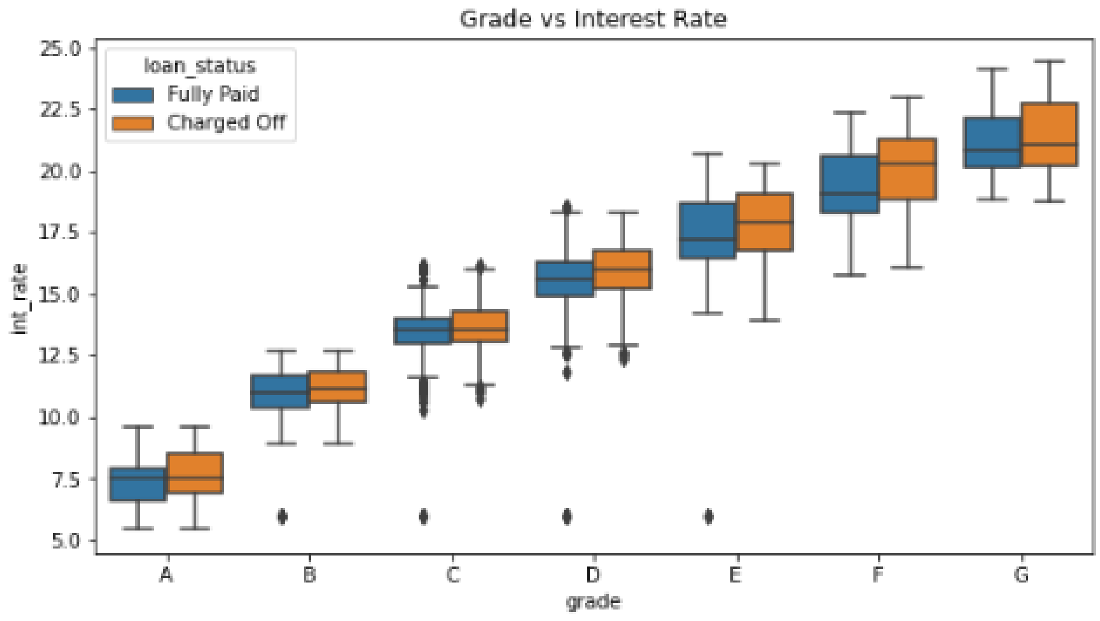




The default rate is high in 60 months tenure because most people took high loan amount with high interest rate in it and they faced difficulties in returning the sum to bank.

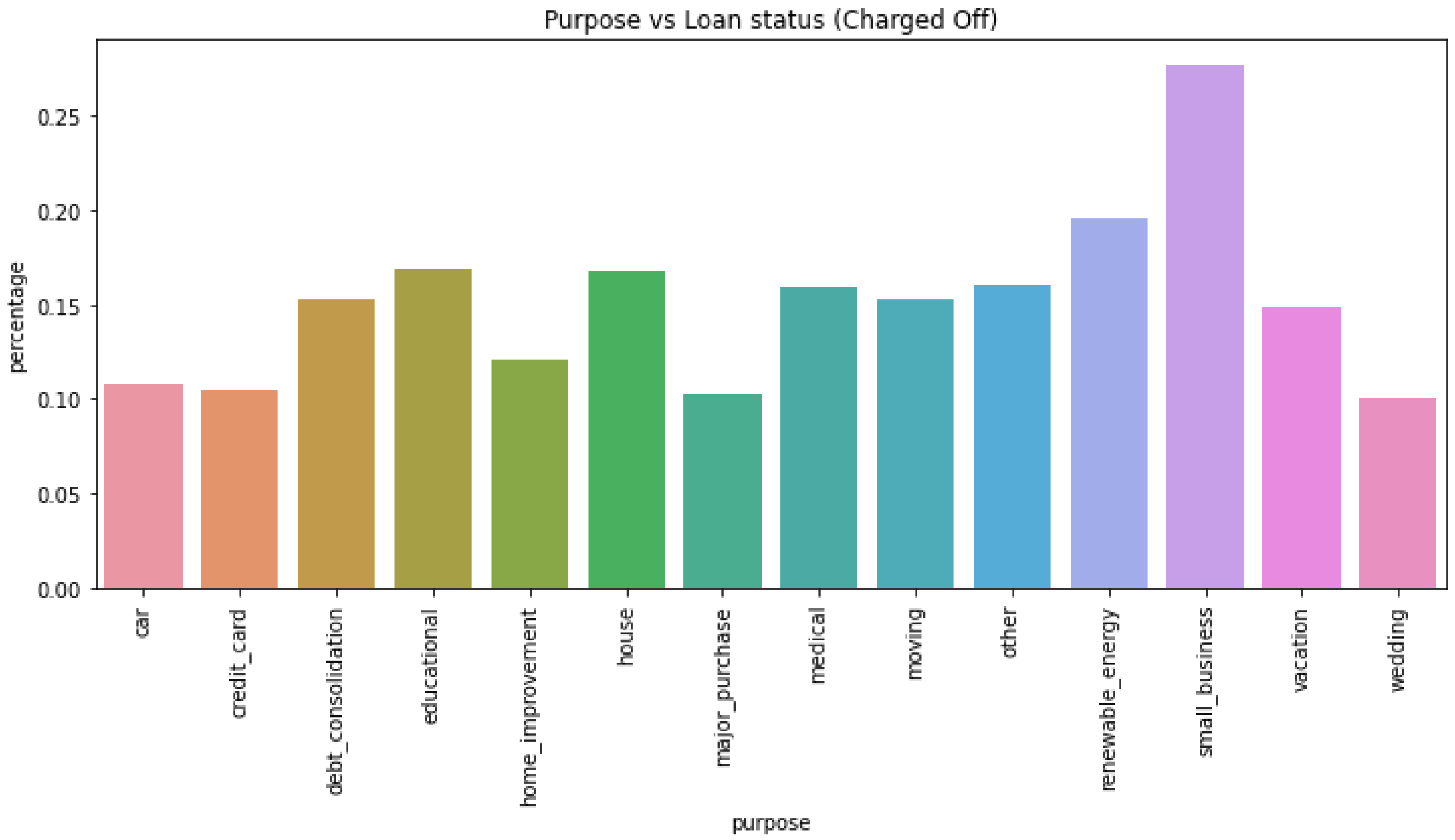
Analysis





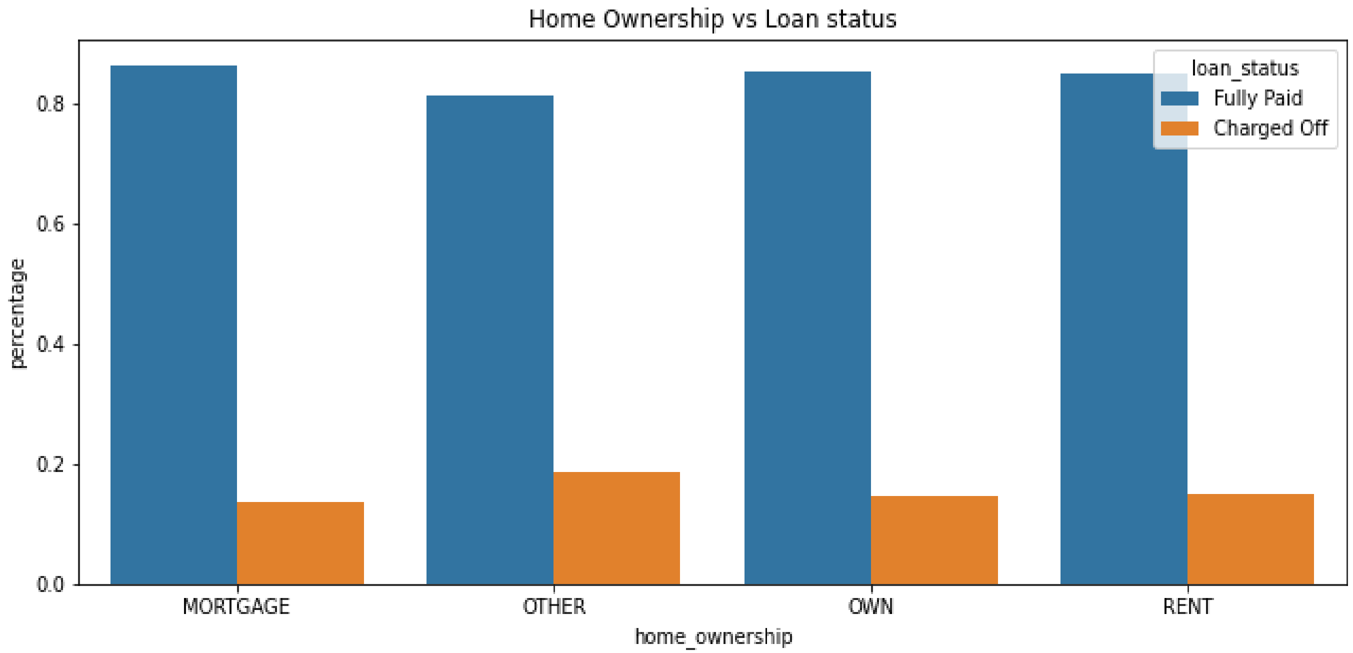
- Grades are very good category to tell the borrower probability of defaulting the loan.
- The Lower grades(E,F,G) have higher chances of defaulting the loan than Higher ones(A,B)
- Also the Lower grades are getting loans for higher interest rates which might be the cause for loan default.

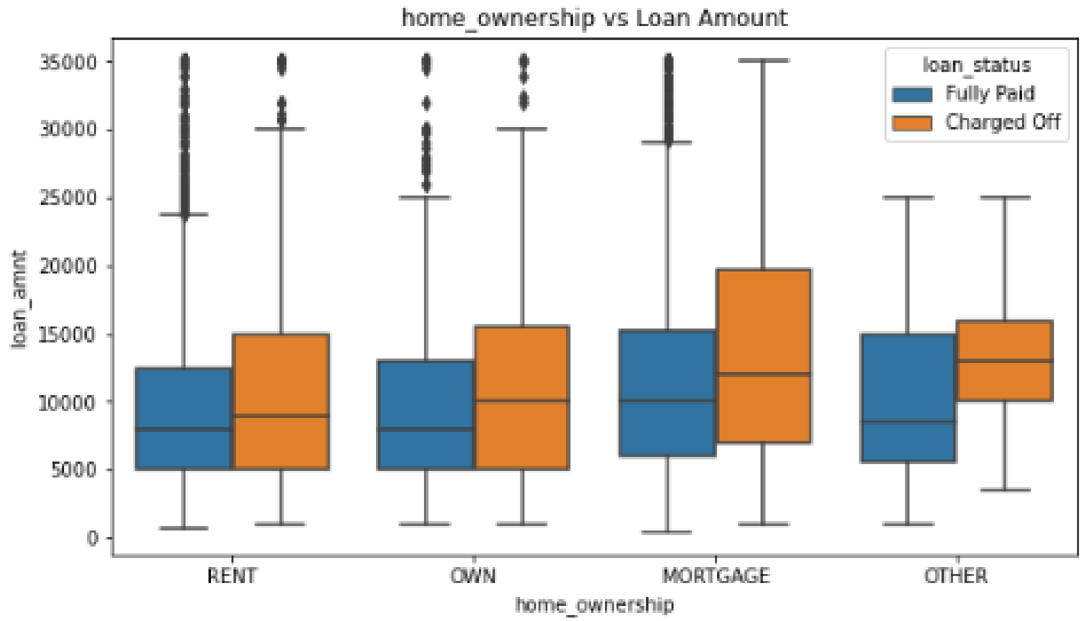
Analysis



Borrower’s who took loans for small business purpose have defaulted more.

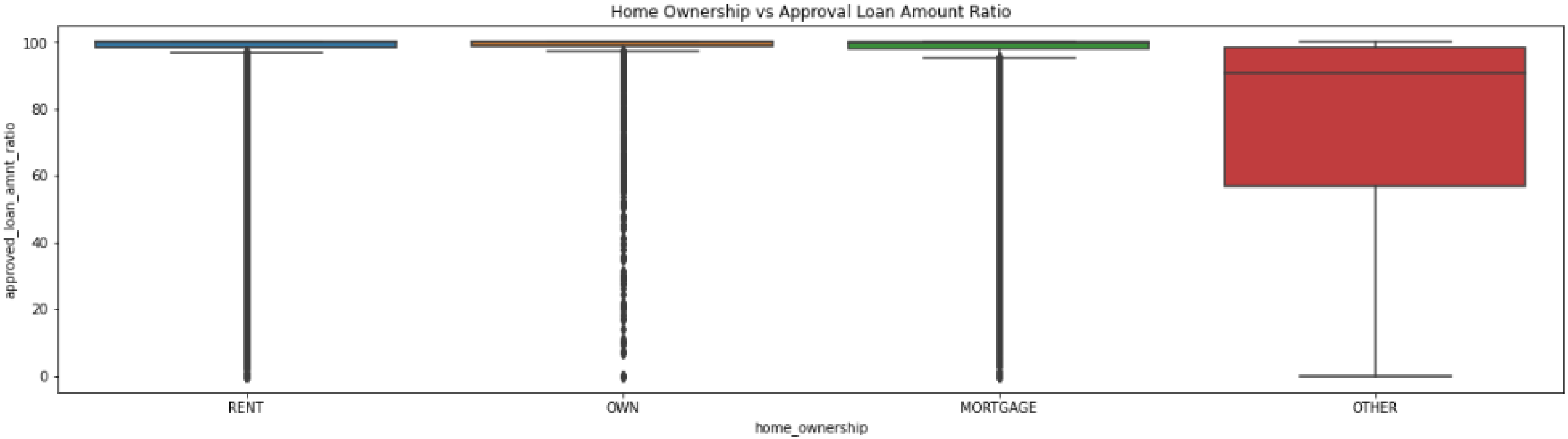
Analysis





● There is around 20% chance of loan default in each home ownership category.
● From the 2nd plot we can see the people with higher loan amounts in **mortgage** home ownership has high default rate than others.

Analysis



Approved loan (Funded Amount by investor) is less than than the requested loan amount by borrowers for Other Home ownership category.

Conclusion

- Lending club should reduce the high interest loans for 60 months tenure, they are prone to loan default.
- Grades are good metric for detecting defaulters. Lending club should examine more information from borrowers before issuing loans to Low grade (G to A).
- Lending Club should control their number of loan issues to borrowers who are from CA, FL and NY to make profits.
- Small business loans are defaulted more. Lending club should stop/reduce issuing the loans to them.
- Borrowers with mortgage home ownership are taking higher loans and defaulting the approved loans. Lending club should stop giving loans to this category when loan amount requested is more than 12000.
- People with more number of public derogatory records are having more chance of filing a bankruptcy. Lending club should make sure there are no public derogatory records for borrower.