**BI Analyst Case Study: Strategic Lending Acquisition Analysis**

**Context:**

Our company aims to expand its reach within the unbanked and under-banked market by acquiring a strategic lending business. This target company has provided data on their loan disbursements and repayments. Your task is to conduct a comprehensive analysis of this data to evaluate the product's potential and provide actionable recommendations to the leadership team.

**Objectives:**

1. Identify and document the key features of the lending product.
2. Utilize a Business Intelligence (BI) tool to create visualizations that provide insights into the product's performance.
3. Define key performance metrics and present their trends using time-series visualizations.
4. Develop a 3-month profit/loss forecast.
5. Analyze the company's current credit exposure and risk management strategies.
6. Recommend appropriate provisioning and write-off thresholds.
7. Propose portfolio triggers / alerts to mitigate adverse portfolio shifts.
8. Recommend data-driven changes to the product design and features to enhance profitability and manage credit risk.

**Technical Requirements:**

* Utilize SQL (or Spark SQL) for data analysis.
* Employ a BI tool (your choice) for data visualization and dashboard creation.
* Use Python for forecasting tasks.

**Deliverables:**

* A detailed report outlining your analysis methodology, assumptions, and key findings.
* SQL and Python notebooks demonstrating your analysis.
* Visualizations created using your chosen BI tool.
* All recommendations must be supported by quantitative evidence from the provided data.

**Evaluation Criteria:**

* Analytical rigor and thoroughness.
* Clarity and effectiveness of visualizations.
* Reliability of forecasts.
* Practicality and feasibility of recommendations.
* Creativity and innovation in your approach.