

Data Analyst Project Report: Bank Loan Dashboard Analysis

1. Project Overview:

This report presents the analysis conducted on a Bank Loan Dashboard, designed as part of a data analyst project. The dashboard provides an interactive overview of key metrics related to the bank's loan activities, including loan applications, funded amounts, received amounts, and interest rates. The purpose of this project is to leverage data visualization to extract insights that can inform strategic decision-making for the bank.

2. Objective:

The primary objective of this project is to analyze the loan data and identify trends, patterns, and potential areas of concern. This analysis aims to support stakeholders in making data-driven decisions that improve the bank's lending operations, optimize portfolio performance, and manage risk effectively.

3. Dashboard Summary:

A. Total Loan Applications:

- **Volume:** The dashboard reports 38.6k loan applications.
- **Growth Metrics:**
 - MTD (Month-to-Date):** 4.3k increase.
 - MOM (Month-over-Month):** 6.9% increase.
- **Insight:** The steady growth in applications suggests successful customer acquisition efforts and possibly favorable market conditions.

B. Total Funded Amount:

- **Value:** \$435.8M has been funded.
- **Growth Metrics:**
 - MTD:** \$54.0M increase
 - MOM:** 13% growth
- **Insight:** The significant increase in funded amounts reflects strong loan approval and disbursement processes.

C. Total Amount Received:

- **Value:** \$473.1M has been collected from loan repayments.

- **Growth Metrics:**

- **MTD:** \$58.1M increase
- **MOM:** 16% growth

- **Insight:** The high collection rates indicate effective repayment collection strategies.

D. Average Interest Rate:

- **Rate:** 12.05% on average.

- **Growth Metrics:**

MTD: 12.36% growth.

MOM: 2.73% growth.

- **Insight:** The interest rate stability suggests a balanced approach between competitiveness and profitability.

E. Good vs. Bad Loan Issues:

- **Good Loans:** - 86.2% of total loans, indicating a robust portfolio.
- **Bad Loans:** - 13.8% of total loans, with a funded amount of \$65.5M.

- **Insight:** The bad loan ratio, while relatively low, should be monitored closely to minimize future risks.

Recommendations:

1. **Focus on High-Risk Segments:** Implement stricter underwriting standards or enhanced monitoring for loan segments with higher default rates, particularly in the bad loan category.
2. **Expand Successful Segments:** Consider increasing marketing efforts in segments with high application volumes and lower default rates, such as Debt Consolidation and Home Improvement loans.
3. **Rate Optimization:** Continuously review and adjust interest rates in response to market conditions to maintain competitiveness while managing risk.