

# Home Loan Dashboard Report

## Understanding the Purpose of the Dashboard

### Objective:

This dashboard was created to provide insights into the overall performance of home loans, focusing on key metrics like loan applications, distribution, recoveries, and channel-wise breakdowns. The aim is to monitor loan trends, track performance by geography and channel, and identify areas where the loan disbursement process can be improved.

### Business Question:

How can the loan application, disbursement, and recovery processes be optimized for higher efficiency and profitability?

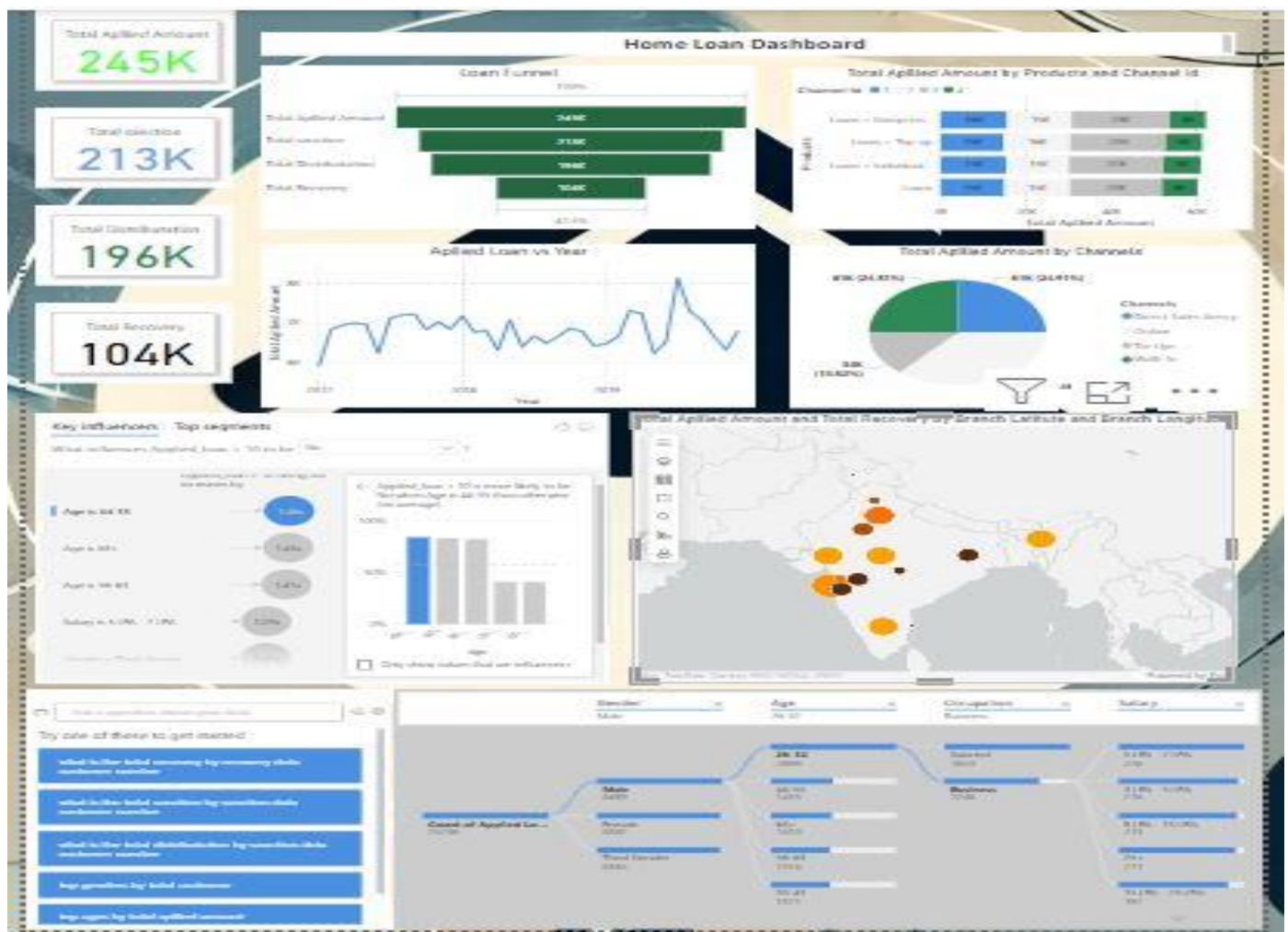
## Audience Identification

This report is designed for:

- Senior Management to make informed decisions about loan processes and resource allocation.
- Loan Officers and Analysts to understand trends in loan applications, disbursements, and recoveries.
- Marketing Teams to identify key areas and channels for improving loan applications.

## Overview of the Data

- **Source:** Internal loan application and disbursement database.
- **Time Period:** Data covers loan applications and recoveries from January 2020 to August 2024.
- **Key Data Points:** Applied amounts, disbursements, recoveries, regional breakdown, and channel performance.



Explain the Metrics and KPIs Tracked

Key performance indicators (KPIs):

- **Total Applied Amount:** 245K applications, indicating a strong demand for home loans.
- **Total Disbursements:** 196K loans disbursed, which highlights the effectiveness of the loan approval process.
- **Total Recovery:** 104K recoveries, showing the health of the recovery process and indicating potential areas of risk in defaults.
- **Channel Breakdown:** Analysis of loan amounts applied and disbursed across different channels such as branches, agents, and digital platforms.
- **Geographical Distribution:** Mapping of loan applications and recoveries by different regions, allowing identification of high-performance and low-performance areas.

Segment the Dashboard Insights into Sections

Dashboard Sections:

1. Loan Funnel

The loan funnel provides an overview of the loan application lifecycle, from total applications to total recoveries.

2. Loan Amount by Year

This section tracks how the amount of loans applied for has changed over time, highlighting year-on-year growth or decline.

3. Applied Amount by Product and Channel

This section compares the total applied amounts across different loan products and sales channels. It offers insights into which products are performing best through which channels.

4. Regional Breakdown

A map visualization showing the geographical distribution of loans applied and recovered, giving a clear picture of the regions driving business growth and recovery.

Describe Patterns & Trends

Trends:

- **Loan Applications Over Time:** The number of loan applications shows steady growth over the months, peaking in early 2024. This growth suggests increased customer interest in home loans during this period, possibly due to favourable economic conditions or promotional offers.
- **Loan Term Preferences:** The majority of loans are distributed across 5-year and 10-year terms, indicating these are the most popular choices among customers.

Highlight Outliers or Anomalies

Outliers:

- **Low Recovery Rate:** The **Total Recovery** amount (104K) is significantly lower than the disbursed amount (196K), indicating potential delays in repayments or challenges in recovering loan amounts.
- **Regional Disparity:** While certain regions show high loan application volumes, others appear underrepresented. For instance, northern states are performing better in terms of both loan applications and disbursements compared to some southern regions.

### Visual Evidence:

- **Loan Applications vs. Time:** The **line chart** in the bottom centre of the dashboard clearly shows an upward trend in applications over the last 18 months.
- **Applied Loan by Channel:** The **bar chart** on the right shows a higher volume of applications through **online channels**, indicating digital adoption.
- **Regional Distribution:** The **map visualization** on the bottom right highlights that northern regions are leading in terms of loan applications, represented by larger circles.

### Actions Based on Insights:

- **Increase Focus on Online Channels:** Given the high number of loan applications coming through online channels, it would be beneficial to invest more in online marketing and digital customer engagement strategies.
- **Address Regional Discrepancies:** The underperformance of certain regions in loan applications could indicate an untapped market. A targeted campaign in these regions could drive increased applications.
- **Improve Recovery Processes:** The lower recovery rate suggests potential challenges in the collection process. Revisiting the recovery strategies, especially for long-term loans, could help improve this metric.

### Include Future Recommendations

#### Next Steps:

- **Focus on Recovery Strategies:** Investigate why the recovery rate is lagging and potentially revise loan repayment options or enforcement measures.
- **Regional Analysis:** Further analysis of the underperforming regions can help identify specific local factors (e.g., economic conditions, market saturation) affecting loan uptake.
- **Product Diversification:** Consider diversifying the types of loans offered, based on customer preferences for 5-year and 10-year loans, and explore offering more flexible loan terms.

### Summarize Key Insights

#### Summary:

- **Loan Growth:** There has been a steady increase in loan applications, with strong demand for 5-year and 10-year loan terms.
- **Channel Effectiveness:** Online channels are outperforming physical branches in terms of generating loan applications.
- **Geographical Opportunities:** Northern regions lead in applications, while others present opportunities for growth.
- **Recovery Rate Concerns:** The recovery process needs attention as the recovery rate is significantly lower than the disbursed loan amount.