

# AI-Powered Analytics to unleash Business Growth

As a lender, you have to deal with data from multiple 3rd parties as well as your own internal systems. Imagine the edge you get when you can see the interconnections between seemingly incongruous or unrelated data sets. Give your employees an analytics solution to spot the patterns and make decisions that advance the business. Built on Microsoft PowerBI platform, LendFoundry offers you an AI-powered and user friendly business analytics platform. Since it supports Open API, you also get the flexibility of using your existing analytics platform. Turn your data into actions, with ease.

## Insights + AI = Invincible You

LendFoundry LOS connects to a multitude of sources including databases for financial and non-financial transactions, external sources such as third parties and even public sources which helps in enriching lending data. The LendFoundry LMS data further enriches the lending data with loan account performance and payment behavior. Analysis of the enriched data drives better business reporting. The reports have been built keeping in mind the most prevalent KPI's and other key data points that a business tracks to gauge its health and success.

LendFoundry helps lenders convert data into actionable insights. It performs risk assessment using a combination of rule-based decisions and AI/ML analysis on your business data. An intuitive user interface on the analytics portal facilitates business teams to take critical decisions along with the ability to identify trends in order to drive business growth strategy, pro-actively recognize potential problem areas and isolate them.

## Turn Insights into Profitability and Efficiency

The solution drives the 4 pillars of business efficiency:

### 1 Customer Profitability

Identify profitable (and unprofitable) customers and drive acquisition activities that ensure long-term profitability and success. Reach the right customers with accurate customer segmentation by analyzing customer data.

- Acceptance Channels
- Acceptance Price Points
- Repeats and Velocity
- Ideal Customer Persona



### 2 Business Success

Reduce loan origination time and make faster decisions by monitoring system efficiency. Determine performance management to understand and predict costs and management profitability.

- Loan Application Analysis
- Asset & Liability Management
- Team Scorecard
- Geographical Analysis
- Modification Analysis

### 3 Portfolio Performance

Improved insights on business metrics to drive optimal business strategies. Increase profitability and ensure value by providing decision-makers the ability to analyze and identify business patterns.

- Loan Portfolio Report
- Outstanding Report
- Payoff Analysis
- Charge off Analysis
- Partner KPI Analysis



### 4 Risk Management

Develop scorecards for pre-delinquency management. See the indicators of at-risk customers to take timely, corrective action.

- Delinquency Analysis
- Macroeconomic Analyser
- High Risk Segment
- Loan Default Predictor
- Early Warning Indicator

• Get the Platform that is Loved by Leaders in Lending •

