



FIN-NI



BANK OF BARODA HACKATHON

TEAM NAME : LOGICLEAP

TEAM MEMBERS : ASHMIT CAJLA ; RAGHAV SHARMA ; ADITYA WALIA ; AGNIK BANERJEE





PROBLEM STATEMENT

PERSONALIZED CONTENT GENERATION

OBJECTIVE :- LEVERAGE GENERATIVE AI TO CREATE PERSONALIZED MARKETING CONTENT FOR CUSTOMERS, ENHANCING THEIR ENGAGEMENT AND EXPERIENCE WITH THE BANK.

CHALLENGE : DEVELOP AN AI SYSTEM TO GENERATE PERSONALIZED MARKETING MATERIALS, FINANCIAL REPORTS, AND EDUCATIONAL CONTENT FOR CUSTOMERS. INTEGRATE THE SYSTEM WITH CUSTOMER DATA TO TAILOR CONTENT TO INDIVIDUAL PREFERENCES AND NEEDS. FOCUS ON IMPROVING CUSTOMER ENGAGEMENT AND SATISFACTION THROUGH PERSONALIZED COMMUNICATION.

PROPOSED SOLUTION

We are developing an advanced AI-driven banking assistant that integrates three key components:

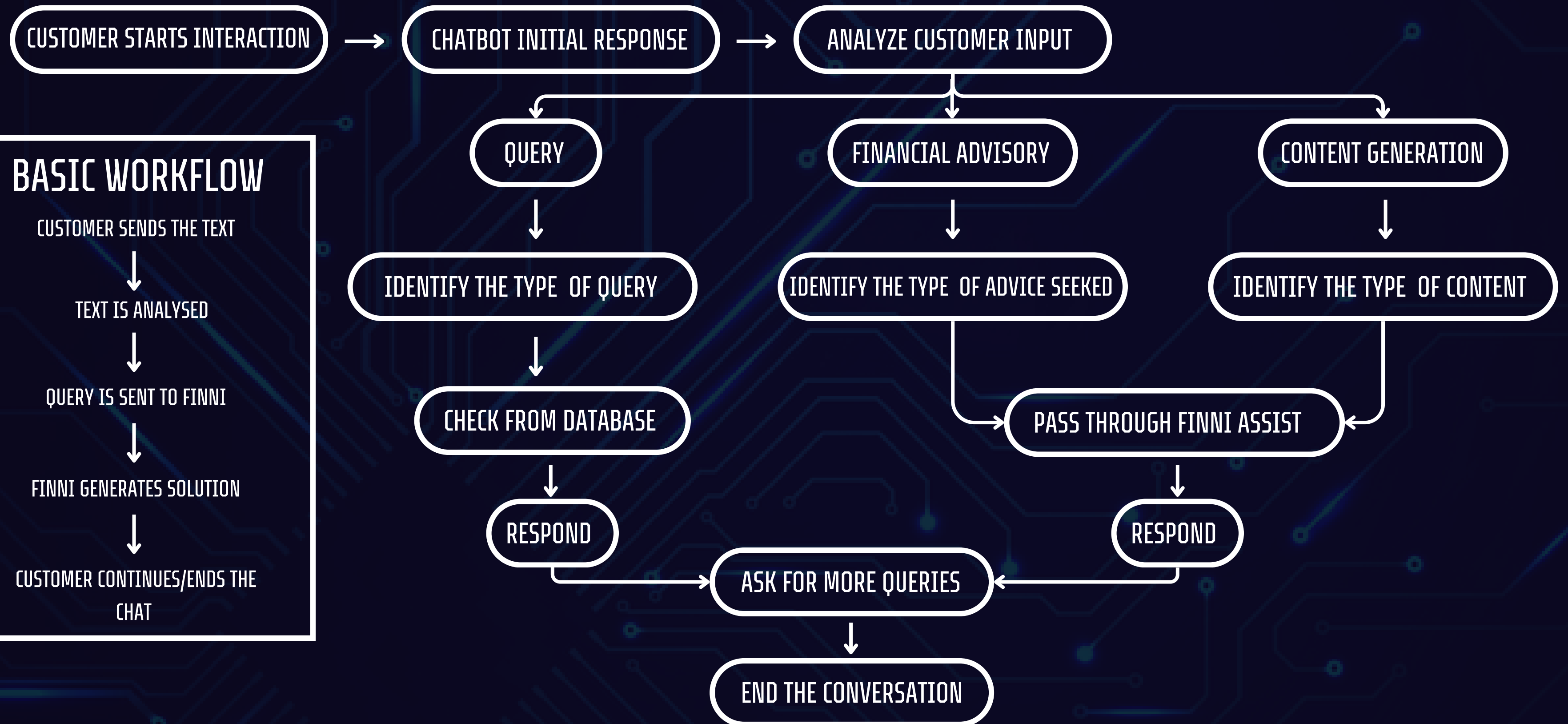
- Intelligent Customer Service Chatbot: Provides personalized, efficient, and proactive support across multiple channels, enhancing the overall customer service experience.
- AI Financial Advisor: Utilizes generative AI to offer personalized, data-driven financial advice, revolutionizing advisory services for customers.
- Smart Content Generator: Leverages generative AI to create tailored marketing and educational content, boosting customer engagement and experience with the bank.

USE CASES

- INTERACTIVE FINANCIAL EDUCATION
 - PERSONALIZED MARKET INSIGHTS
- PERSONALIZED INVESTMENT ADVICE
 - CREDIT SCORE MONITORING AND ADVICE
- RETIREMENT PLANNING GUIDANCE
 - GUIDED LOAN APPLICATION PROCESS
- INSURANCE PRODUCT RECOMMENDATIONS
 - CUSTOMIZED BUDGET PLANNING
- TAX SEASON ASSISTANCE ANYTIME
 - TAILORED PRODUCT RECOMMENDATIONS



OUR PROJECT





TECH STACK REQUIREMENTS

GEN-AI



DEVOPS



Azure

Consumer:

What is my bank balance?

Finni:

The balance in your account *****6463 is Rs. 56054

Consumer:

Suggest me ways to invest my money.

Finni:

Based on your monthly income and account balance history you should invest in

- Stocks

- Sovereign Gold Bonds

- Mutual Funds

To know more, just type or select the topic you want to know more about.

Consumer:

Predict the prices for Bank of Baroda shares for next few quarters.

Finni:

Based on past records of the share and the last quarter reports and my analysis, The share price of Bank of Baroda is going to increase to Rs. 300 from 275.40 within next 2.5 months

BUSINESS MODEL

BUILD THE MODEL



DEPLOY THE MODEL



INTEGRATE API



TARGET FINANCE INSTITUTIONS



REVENUE STREAM

MAINTENANCE COSTS

- SERVER COSTS
- TRAINING COSTS FOR REINFORCEMENT LEARNING
- TEAM COSTS

CHARGE PER QUERY FOR API
FETCHING BASED ON
COMPUTATIONAL COSTS

CLIENT TAKES SUBSCRIPTIONS



THANK YOU