FINAL PROJECT
BAM 3034 - Sentiment Analysis and Text Mining

Group Members:

Harmeet Singh (c0892997)

Harshita Harshadbhai Shiroya (c0894233)

Mihir Bhagvanbhai Chaudhary (c0893689)

Nikitha Mummidi (c0896336)

Swetha Sara Abraham (c0902578)

Tanvi Dhirajbhai Patel (c0907214)

PROBLEM

In banking, chatbots solve numerous business problems by enhancing customer service efficiency, reducing operational costs, and improving user experience through personalized interactions.

They provide 24/7 support, handle routine inquiries, assist with financial advisory and planning, and streamline onboarding and account management.
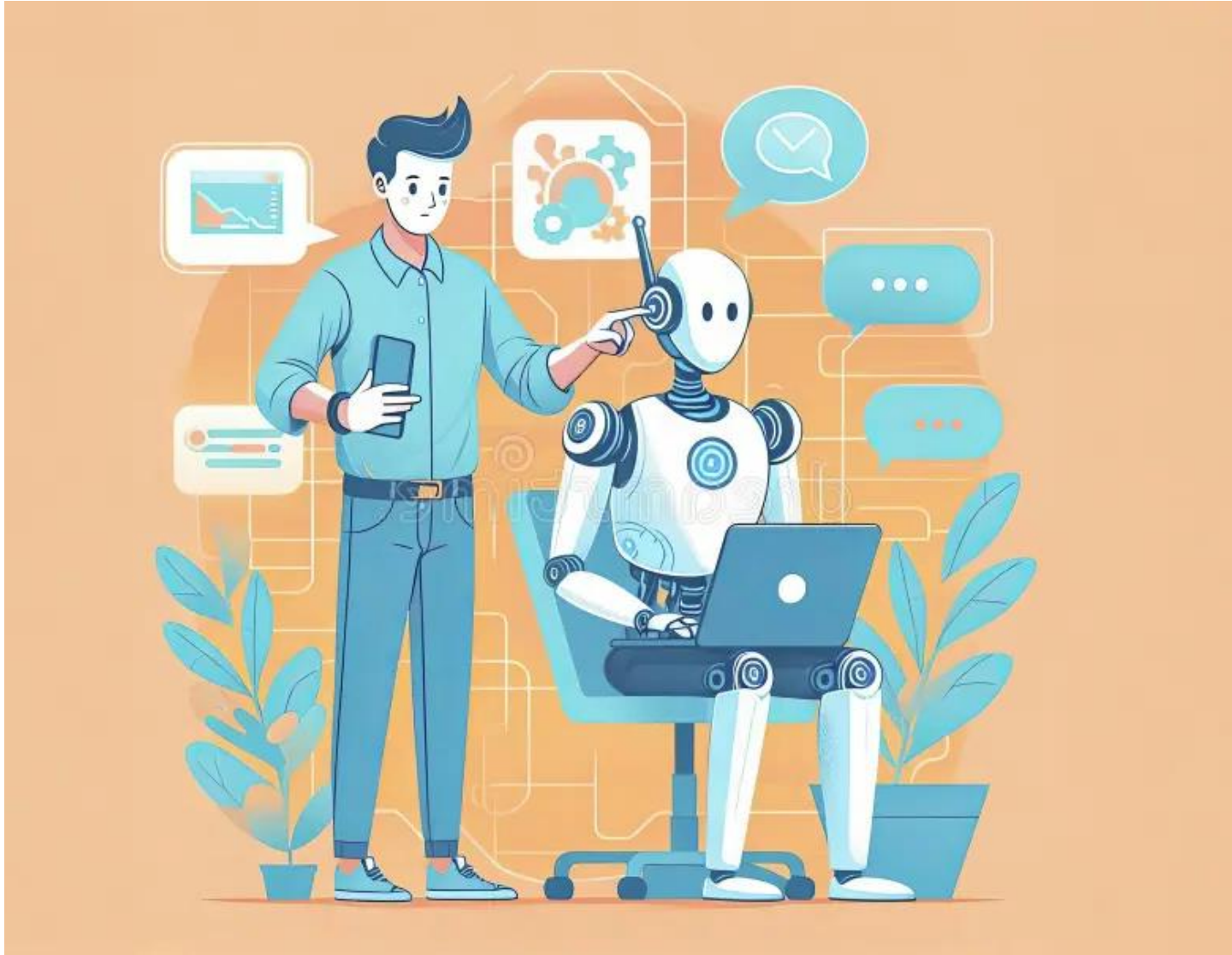
Additionally, chatbots aid in lead generation, fraud detection, regulatory compliance, and employee internal support.

By automating these tasks, banks can focus on more complex customer needs, thus increasing customer satisfaction and loyalty while ensuring operational efficiency and cost savings.

Financial Viability

- Cost Reduction

- Improved Efficiency

- Enhanced Customer Experience

- Revenue Generation

- Fraud Detection and Prevention

- Regulatory Compliance

- Long-Term Savings

Main NLP Concepts

- ❖ Intent Recognition
- ❖ Entity Extraction
- ❖ Context Management
- ❖ Dialog Management
- ❖ Natural Language Generation (NLG)

Future Work and Enhancements

➢ Enhanced Personalization

➢ Voice Integration

➢ Advanced Fraud Detection

➢ Multilingual Support

REFERENCES

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