V. S. B. ENGINEERING COLLEGE, KARUR

Department of Electronics and Communication Engineering

IBM NALAIYA THIRAN

EMPATHY MAP

TITLE   **:** AI based discourse for Banking Industry

DOMAIN NAME   **:** Artificial Intelligence

LEADER NAME   **:** Sukesh S

TEAM MEMBER NAME **:** Santhosh D

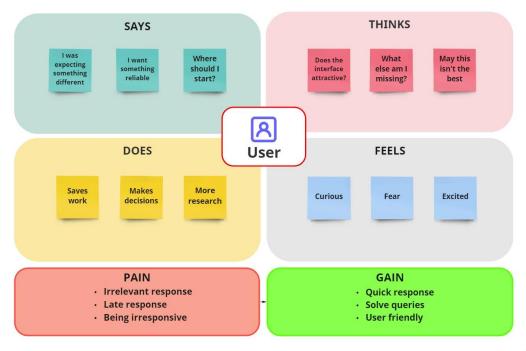   Siva R

                              Surya S

MENTOR NAME   **:** Mahesh Kumar K

PROBLEM STATEMENT :

AI can help monitor and prevent suspicious activities like security breaches, frauds, money laundering, and potential risks. Transaction monitoring with AI-based graph analysis can unearth non-obvious connections among individuals in the transaction chain. AI-assisted analysis of government documents can help extract shareholder information to establish Ultimate Beneficial Ownership. Entity resolution with AI is the best AML method for a single unified customer view across national and international databases. Finally, AI can assist in adverse media monitoring to search for negative news about a client by categorizing new articles, criminal proceedings, and generating relevance scores. Conventional banking sectors will hence need to gradually employ the use of AI to retain public trust and remain competitive. The definition of AI encompasses numerous sub-fields with various emphases based on the corresponding historical and technical origins. This study defines artificial intelligence as how to make computers do things at which, at the moment, people are better. Adaptability to environments and behaviours remains a particular human quality, but it is now gradually being substituted by machine learning. machine learning entails the capability of systems or applications to learn minus any explicit programming.

SAYS

- I was expecting something different
- I want something reliable
- Where should I start?

THINKS

- Does the interface attractive?
- What else am I missing?
- May this isn't the best

User

DOES

- Saves work
- Makes decisions
- More research

FEELS

- Curious
- Fear
- Excited

PAIN

- Irrelevant response
- Late response
- Being irresponsive

GAIN

- Quick response
- Solve queries
- User friendly

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