V.S.B.ENGINEERING COLLEGE,KARUR

DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

IBM NALAIYA THIRAN

EMPATHY MAP

TITLE :   **:** AI Based Discourse For Banking Industry
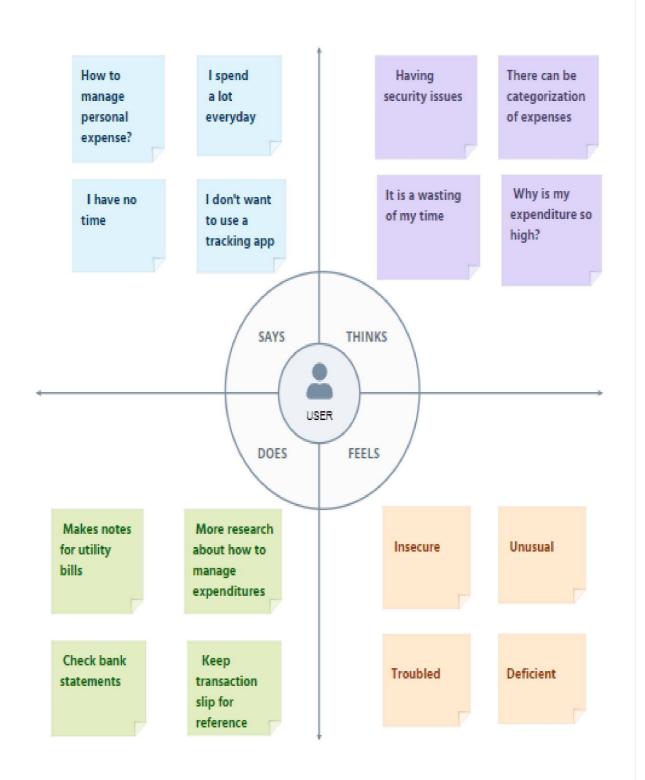
DOMAIN NAME   :   Artificial Intelligence

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SAYS

How to manage personal expense?

I spend a lot everyday

I have no time

I don't want to use a tracking app

THINKS

Having security issues

There can be categorization of expenses

It is a wasting of my time

Why is my expenditure so high?

USER

DOES

Makes notes for utility bills

More research about how to manage expenditures

Check bank statements

Keep transaction slip for reference

FEELS

Insecure

Unusual

Troubled

Deficient

Problem Statement:

Many banks face the challenge of an unwillingness to improve or adapt to new methods. With the lack of supporting data to implement operational changes, the banking sector is facing a disconnect between the need and response from customers.

Restructured assets too put pressure on a bank's profitability. Together, such stressed assets account for 10.9% of the total loans in the system. And these are just loans which are identified as stressed assets. 36.9% of the total debt in India is at risk, according to an IMF report.

Among the obstacles hampering banks' efforts, the most common is the **lack of a clear strategy for AI**. [6] Two additional challenges for many banks are, first, a weak core technology and data backbone and, second, an outmoded operating model and talent strategy.