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ITM 2872

AI in Finance

- 1 Fraud detection
awareness
asking PPI

How AI can help

- identify usage patterns/spending habits

Fraud prevention

- lock credit
- get notifications regarding credit/transactions

- 2 ~~Credit score & risk assessment~~

Banks can make risk assessment based on accs open

- creditworthiness: person's ability & willingness to repay debt

- 3 stock trading

- Using LLM to persuade trading/manipulation

- sentiment analysis: using NLP processing of analyzing digital text to determine if the emotional tone of the message is positive, negative or neutral

deep seek: China based LLM

- 4 Customer service

- Chaox

- personalized financial advice

- FICO checks