

**KARATINA UNIVERSITY**

**SCHOOL OF PURE AND APPLIED SCIENCES**

**DEPARTMENT OF COMPUTER SCIENCE AND INFORMATICS**

AI-DRIVEN CHURN PREDICTION, SENTIMENT ANALYSIS, AND RECOMMENDATION SYSTEM FOR BANKING AND FINANCIAL SERVICES

BY

KAHENI PETER KINYANJUI

P101/1740G/21

A project proposal/report submitted to the School of Pure and Applied Sciences in partial fulfillment of the requirement for the award of the degree in Bachelor of Science in Computer Science.

DECLARATION

I hereby declare that this project report is based on my original work except for citations and quotations which have been duly acknowledged. I also declare that it has not been previously and concurrently submitted for any other degree or award at Karatina University

Signature:

Name:

ID No.:

Date:

SUPERVISOR

I the undersigned do hereby certify that this is a true report for the project undertaken by the above named student under my supervision and that it has been submitted to Karatina University with my approval

Signature……………………………………………………. Date…………………………….

DEDICATION

Specially dedicated to my parents, friends and colleagues who have provided me with

unwavering support and encouragement throughout my academic journey.

I also dedicate this work to the pursuit of knowledge and innovation in financial

technology, with the hope that it contributes positively to the industry and inspires

future advancements.

ACKNOWLEDGEMENTS

I would like to thank everyone who had contributed to the successful completion of this project. I would like to express my gratitude to my research supervisor, Prof. Dr. VANCY KEBUT for her invaluable advice, guidance and her enormous patience throughout the development of the research.

In addition, I would also like to express my gratitude to my loving parent and friends who have helped and given me encouragement throughout this journey. Their unwavering support, patience, and belief in my abilities have been a source of strength and motivation. Their words of encouragement and constant reassurance have played a significant role in keeping me focused and determined to complete this project successfully.