

Persona Discovery

TEAM DETAILS

Team Number: 5

Team Members:

- Pranjali Datta
- Shashank verma
- Saurav Borah
- Karthikeya Shrivastava

INTERVIEWEE DETAILS

Name: Akshat Sinha

Position: Director of Transactions (Regional), SBI

What Are the Major Pain Points?

Fraud in transactions have consistently increased over the last couple of years as financial inclusion has increased. Many of new users are not financially literate and they often become victims of these fraudulent activities.

This is why financial institutions like ours need to step up and take care of our users. Machine learning is definitely a force multiplier but often there are multiple ML solutions to a single problem and we need to have the ability to quickly benchmark models against each other.

What would an ideal solution look like?

An ideal solution would be a simple program that would help us benchmark multiple models against each other. Simple, no fancy stuff. Just as a developer tool.

Will our tool as described prior, help in some way?

Yes, definitely. But I would expect a significant bit of data preprocessing considering the nature of our dataset.

What do they feel about our solutions?

Sounds good but all depends on the quality of data preprocessing, and simplicity of the work.