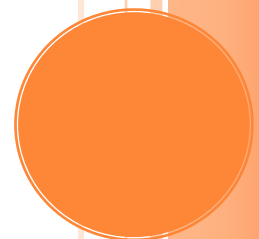


CC Usage Analysis and Page Access Recommender Systems

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The value it will provide to the customer

It will help the customer understand the areas they spend frequently and provide an option to convert one of the transactions to APR. Also, it provides discounts for that area if needed. We are also suggesting a recommender system to rank the pages visited by each user and are providing a breadcrumb link to those pages which are visited frequently. These recommendations will reduce the amount of time a customer spends on planning their expenses and increase customer satisfaction and trust on Wells Fargo.

How the data will be used in creating and implementing the concept

Data on Daily use of WF credit card helps us understand the customers' spending pattern. By applying clustering, we will be able to analyze the frequently spent area for each customer and provide a visualization to them. Also, Daily wells Fargo.com traffic will help us understand the frequently visited pages for each customer and help us provide the breadcrumbs for the customers' individual profile.

Inputs required from the customer

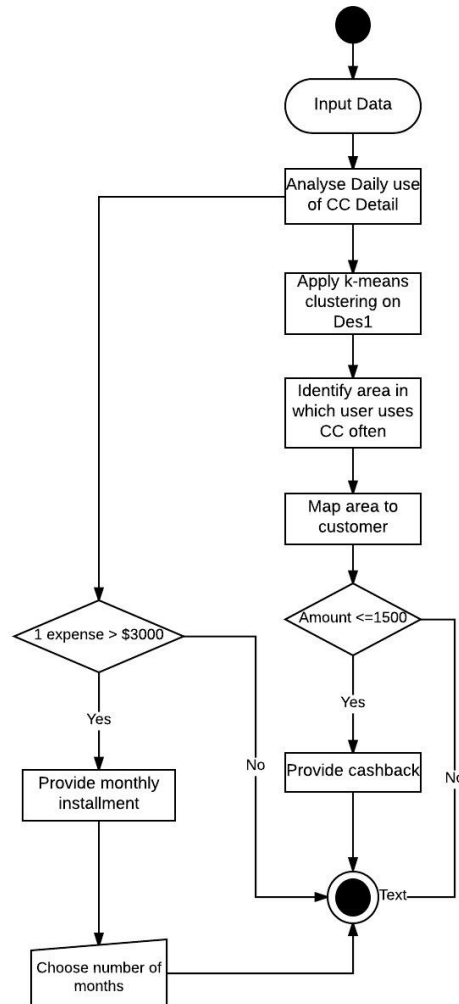
Once the APR option is push notified on customer app/mail, they must select the number of available months for further process.

How the customer would interact with the concept.

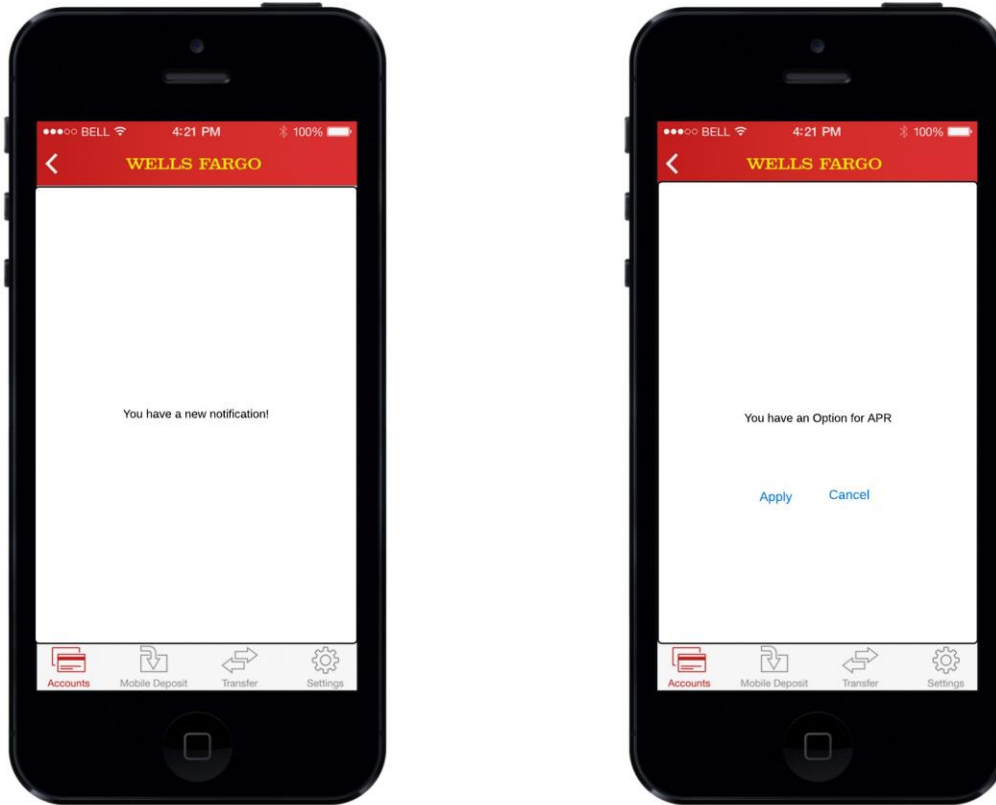
The customer will interact with the system through mobile app or website

Deliverable 2

Flow Chart



Screen Mockup



IPHONE

Thiruarul, Selvamuthukumar | October 13, 2017

