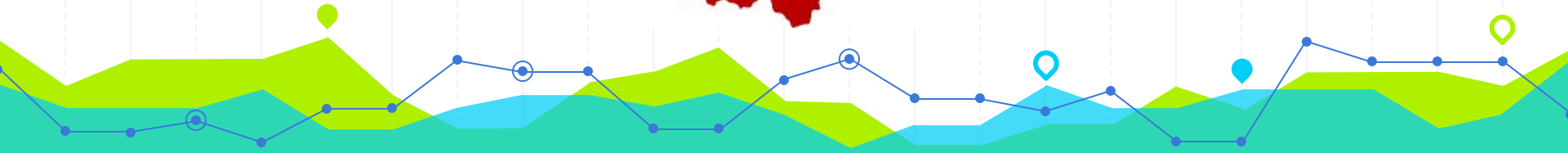


Capital One

CreditCaster

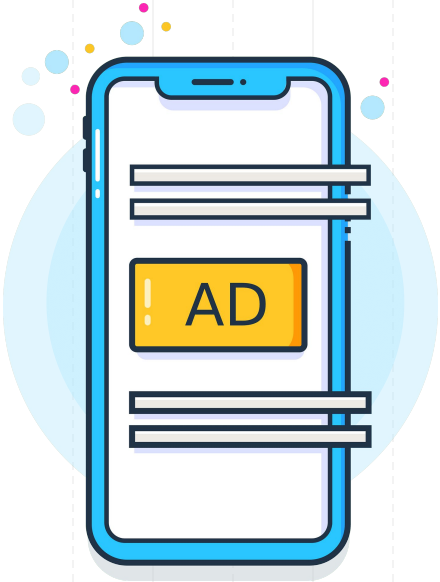
The Capital One Challenge

Problem:

Impulsive purchases

Problem Causes / Effects

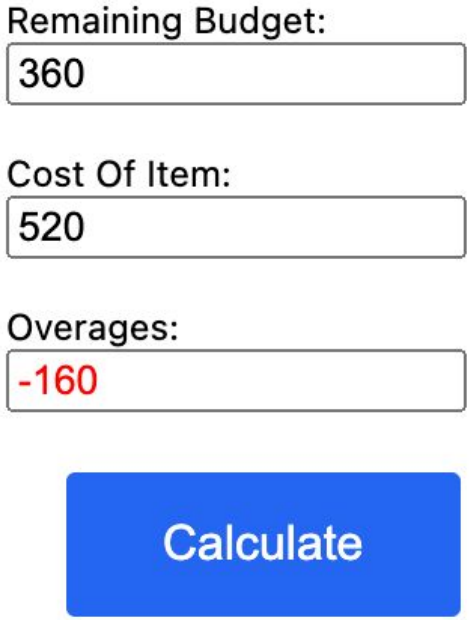
- Causes
  - Targeted ads
  - Covid-19 pandemic paired with online shopping
  - No plan or budget
- Effects
  - Increased Debt
  - Lower Credit Score

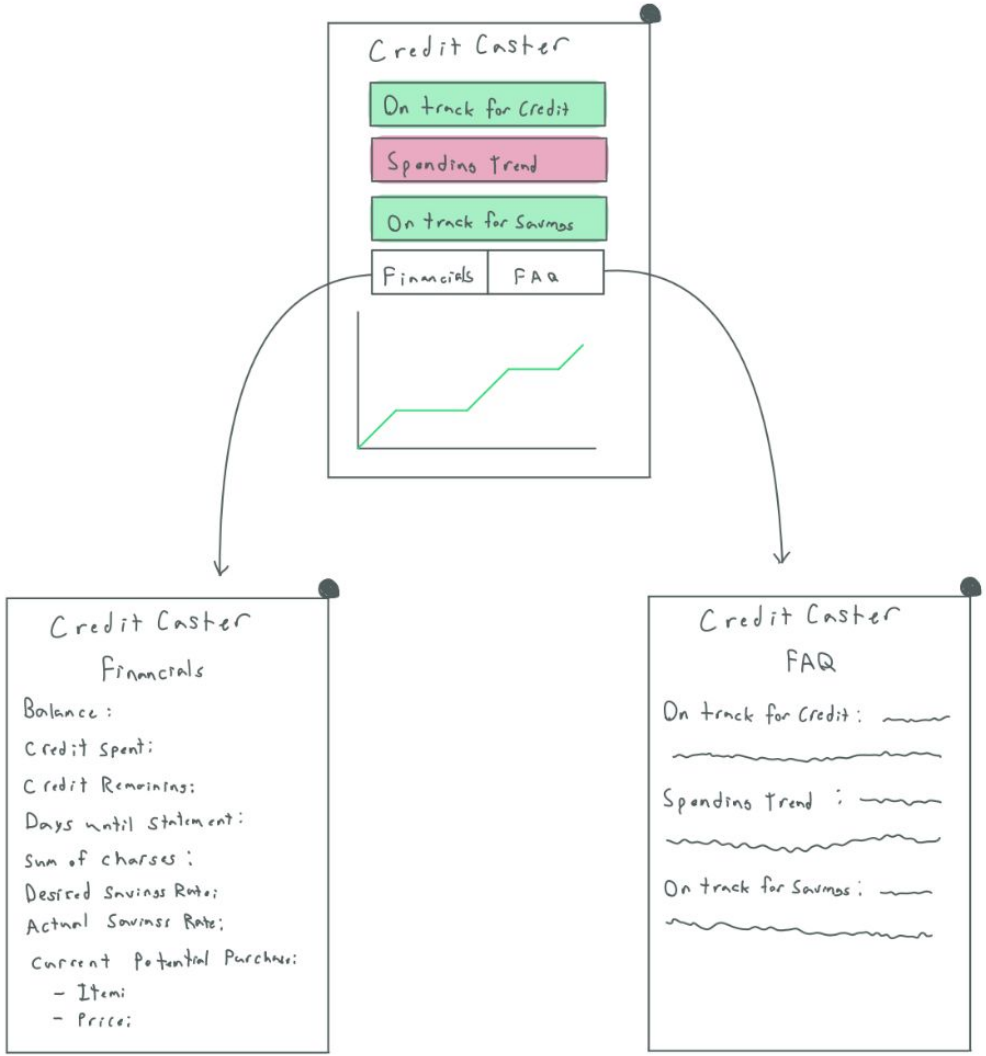


Solution:

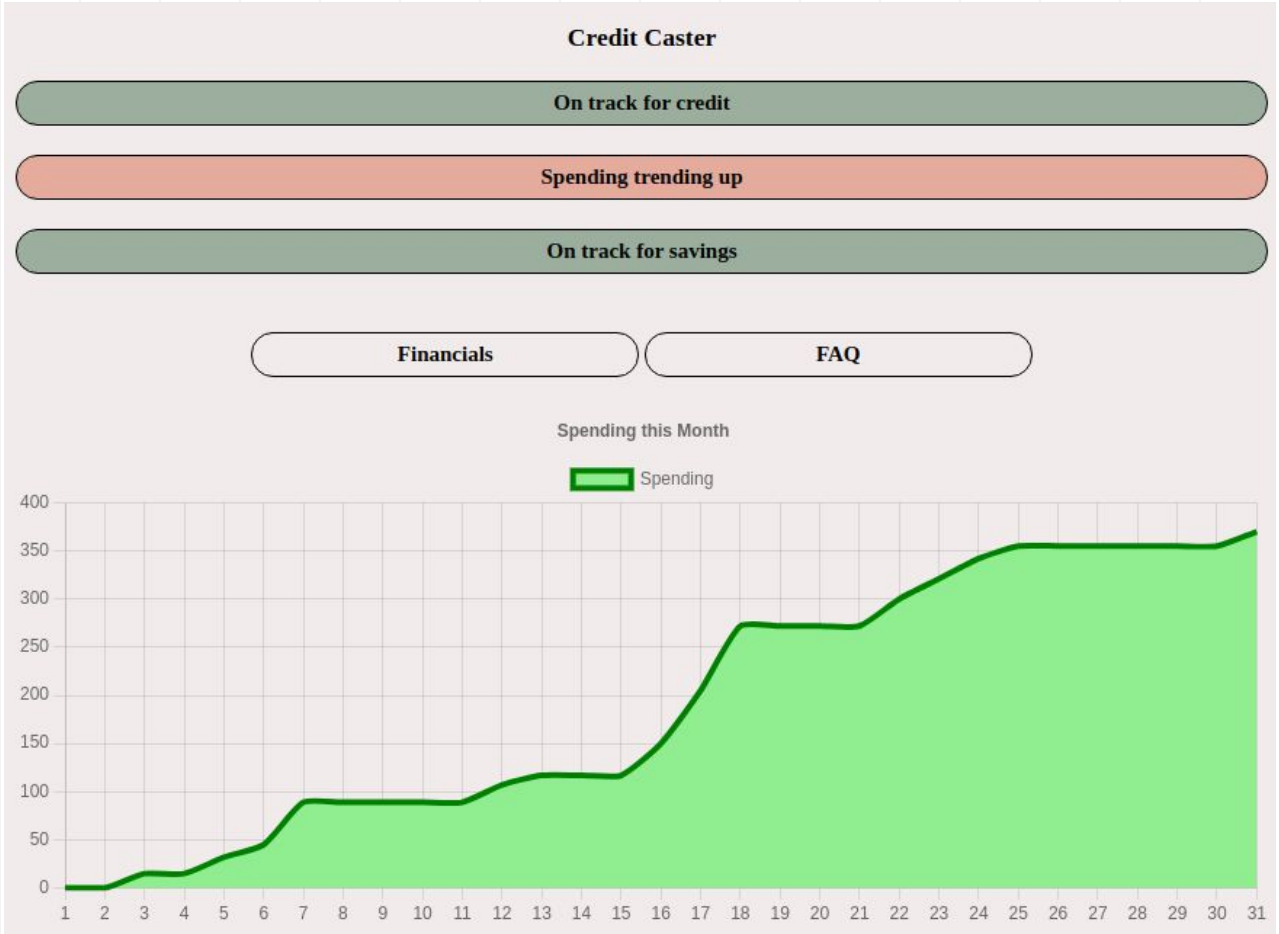
Help online shoppers make smart purchases with a Chrome Extension

Spending Checker



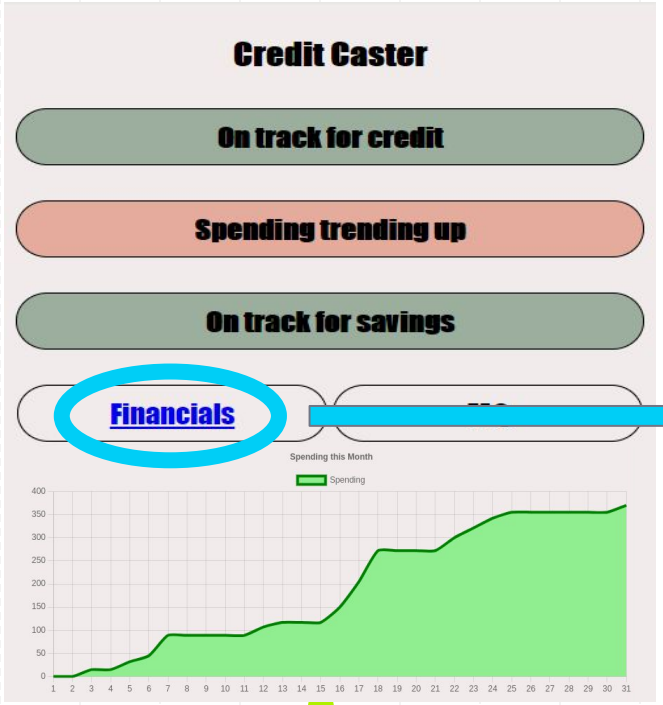

Credit Caster
On track for Credit
Spending Trend
On track for Savings
Financials
FAQ
Credit Caster
Financials
Balance :
Credit Spent:
Credit Remaining:
Days until statement:
Sum of charges :
Desired Savings Rate:
Actual Savings Rate:
Current Potential Purchase:
- Item:
- Price:
Credit Caster
FAQ
On track for Credit :
Spending Trend :
On track for Savings :

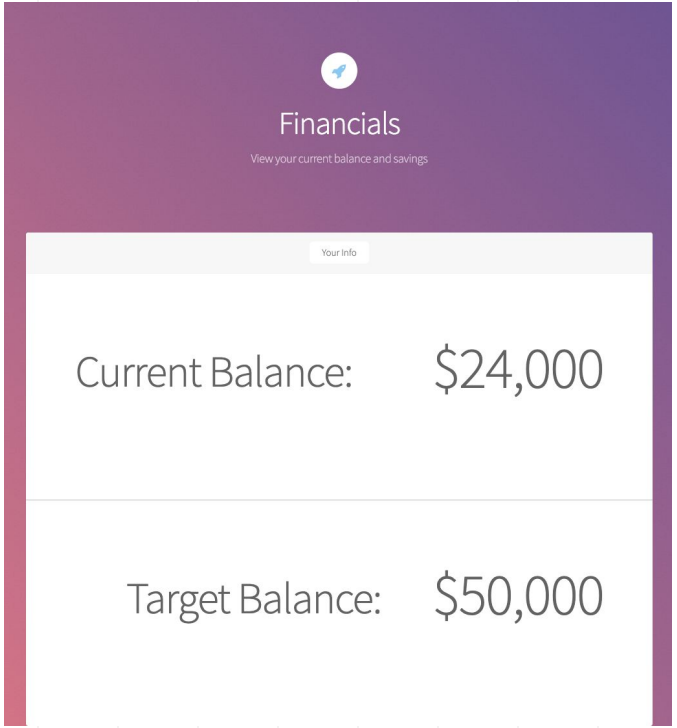
Updated UI


Credit Caster
On track for credit
Spending trending up
On track for savings
Financials
FAQ
Spending this Month
Spending
400
350
300
250
200
150
100
50
0
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

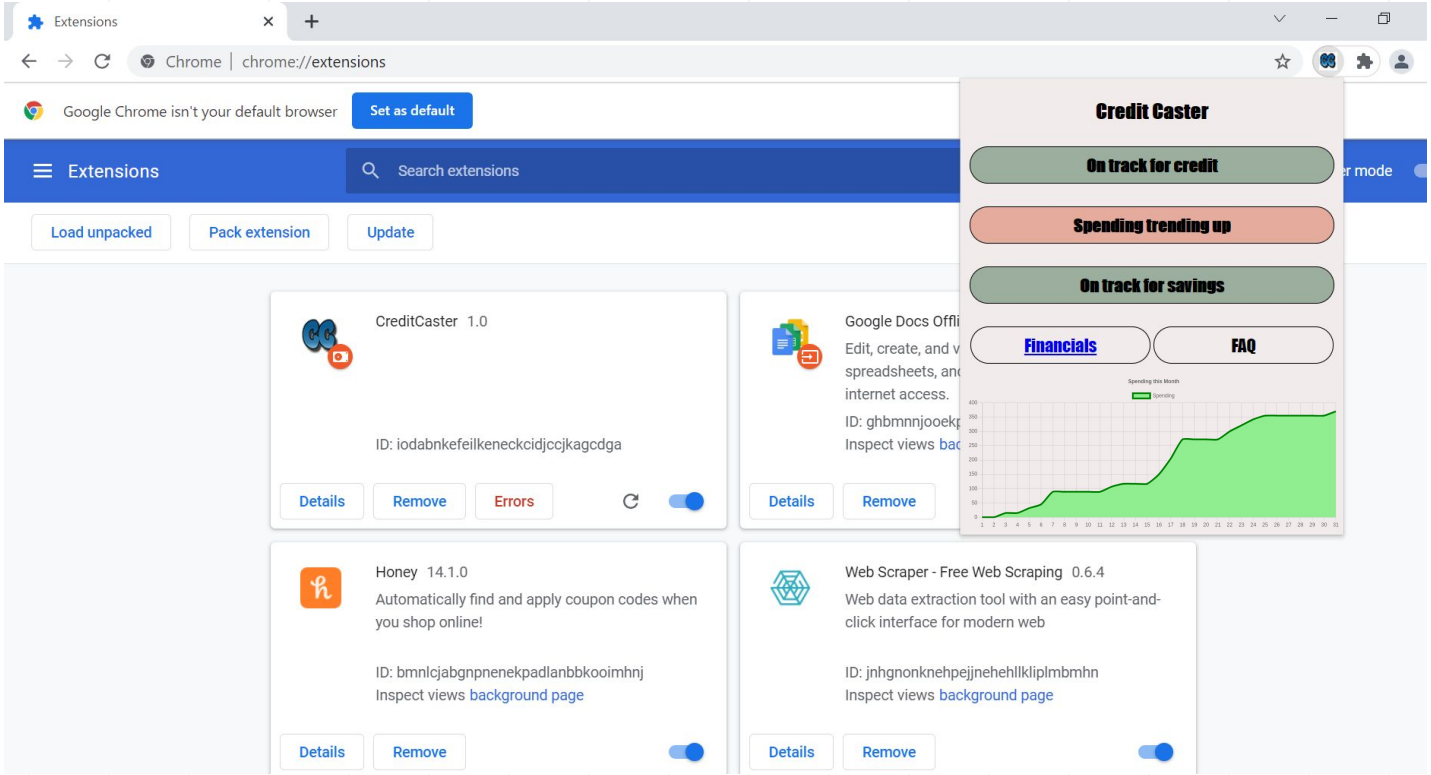
Financial Insights

Credit @ajlkn for the template





Unobtrusive and Convenient



The math behind our signals

On track for credit:

$$\frac{\sum_{cS}^{cE} purchases}{DRP - cS} * (cS - cE) > Credit$$

cS = Credit Start Date,
cE = Credit End Date,
DRP = Days since most recent purchase

Spending trend:

$$averageSpendingLastTwoWeeks > averageSpendingLastTwoMonths$$

On track for savings:

$$\frac{spendingSum}{accountSum} > idealSavingRate$$

Future Steps

Implementing web scraping for a suite of online shops

Connect Chrome Extensions to capital one data base

Integrate with the current capital one chrome extension