Data Design and Analysis Report

Option 2

Christopher Shi

z5165244

# Product Design

Neobank have been rapidly developing new products that provide a fluid and dynamic experience for the end user and use sophisticated machine learning and deep learning techniques to derive the value for these products.

While banks have been traditionally tied to commercial and investment lending, the rise of neobanks and the wide availability of technology will allow banks to enter a more broad range of product lines whilst ensuring that there are products that satisfy the niches of certain customers.

For this specific example, we will be looking at a series of new products for customers in the agricultural sector that will include:

* Basic commodity price dashboard with predictive trends on prices and market sentiment
* Ability for customers to purchase commodities via the neobank
* Smartloans for customers in the agricultural industry, with the risk on the neobank’s side mitigated through the use of deep learning of market and meteorological trends