Final Project Report
TAG-Personalized Car Finance Advisor

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Problem Statement: Choosing between buying and leasing a car involves complex financial considerations, often leaving individuals uncertain about the long-term costs associated with each option. To address this challenge, TAG (Tailored Automotive Guidance) provides a personalized and transparent comparison of the financial aspects involved in both buying and leasing a vehicle.

Goals: Streamline Decision-Making: Simplify the process of deciding between purchasing and leasing a car, ensuring it is straightforward and user-friendly. Personalization: Deliver customized recommendations based on individual financial situations and preferences.

Alternative Approaches: Static Informational Website: An online platform presenting information on buying and leasing but lacking personalized guidance. Generic Comparison Tools: Web tools offering general comparisons without considering users' specific financial circumstances. Community Forums: Online forums where users share experiences but lacking in personalized guidance.

Chosen Approach: We opted for a dynamic web-based platform with an intuitive user interface, allowing users to personalize and explore all available data. This approach utilizes a series of questions to grasp the user's financial needs, preferences, and the intended vehicle, processing this information to generate personalized recommendations.

Justification for Chosen Approach: User-Friendly: The web-based platform ensures a user-friendly experience, accessible to a broad audience without requiring installation. Personalization: This approach guarantees recommendations tailored to each user's unique preferences, providing more pertinent and actionable advice. Cost-Effective: In comparison to human-driven consultation services, TAG offers a cost-effective solution, broadening access to financial advice. Comparison: Additionally, our platform facilitates a clear comparison of leasing and buying costs, aiding users in making informed decisions based on their specific needs and budget.

In summary, TAG's dynamic web platform amalgamates user-friendliness, personalization, and cost-effectiveness, making it an optimal choice for individuals seeking information for their car finance decisions. This strategy aligns with our objective of simplifying the decision-making process.