

Future Hypotheses

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1 Machine Learning Applications

- 1.1 A basic NLP model can be implemented to track the sentiment of both the consumer and the bank in their statements.
- 1.2 This model can be combined with the other columns in the dataset to predict whether the consumer will dispute.
- 1.3 By changing the wording of its statements as well as how it markets itself, the company can reduce costly disputes.

2 Other Applications

- 2.1 The company can work to see if location and product are actually correlated with the amount of disputes.
- 2.2 If so, the company may want to focus in a single region in the beginning that does not have a high percentage of disputes.
- 2.3 It is also worth investigating how interactions between consumers and customer service representatives affect disputes.
- 2.4 The company can also try to figure out whether certain types of customers are prone to sending in disputes while others do not care at all about the outcome.