

**Dr. Babasaheb Ambedkar Marathwada University,  
Aurangabad-431004 (MS) India**  
**Department of Computer Science and Information Technology**



**NAAC Re-accredited 'A' Grade**

Synopsis on

**“Analysis of EMI on Product”**

Submitted by

**Mr. Shubham Dattatray Dhanwate**

Guided By

**Dr. Sonali B. Kulkarni**

Assistant professor

Department of Computer Science & IT

Dr. Babasaheb Ambedkar Marathwada University

Aurangabad – 431004.



**Department of Computer Science and Information Technology**  
**Dr. Babasaheb Ambedkar Marathwada University,**  
**Aurangabad-431004 (MS) India**

## **CERTIFICATE**

This is certify that **Mr. Shubham Dattatray Dhanwate** have successfully complete  
Mini Project on “**Analysis of EMI on Product**” for the partial fulfillment of MSC  
Computer Science/ Information Technology Semester -II during 2022-2023.  
Hence certified.

**Guide**

**Head**

**Examiner**

## TABLE CONTENT

<b>SR.NO</b>	<b>TOPIC NAME</b>	<b>PAGE NO.</b>	<b>REMARK</b>
<b>1.</b>	<b>ABTRACT</b>	<b>4</b>	
<b>2.</b>	<b>INTRODUCTION</b>	<b>5</b>	
<b>3.</b>	<b>PROBLEM STATMENT</b>	<b>6</b>	
<b>4.</b>	<b>OBJECTIVE</b>	<b>6</b>	
<b>5.</b>	<b>SIGNIFICANT OF STUDY</b>	<b>7</b>	
<b>6.</b>	<b>LITERATURE REVIEW</b>	<b>8</b>	
<b>7.</b>	<b>SYSTEM REQUIRMENT</b>	<b>9</b>	
<b>8.</b>	<b>METHODOLOGY</b>	<b>10</b>	
<b>9.</b>	<b>CONCLUSION</b>	<b>11</b>	
<b>10.</b>	<b>REFERENCE</b>	<b>12</b>	

## **ABSTRACT**

An equated monthly installment (EMI) is a type of payment made by borrowers to lenders on a monthly basis in a fixed amount. EMIs include both the interest and principal amounts. After a certain number of EMIs are made, the loan will be fully paid off. The analysis of electronic equated monthly installment (EMI) products involves an evaluation of the financial products offered by various electronic retailers and financial institutions. This analysis typically involves examining the terms and conditions of the EMI product, including interest rates, processing fees, and repayment periods. In addition to assessing the financial aspects of the product, the analysis may also consider factors such as customer experience, ease of use, and availability of customer support. The goal of this analysis is to provide consumers with a better understanding of the different EMI products available in the market and to help them make informed decisions about which product to choose based on their specific needs and financial situation. The insights generated from this analysis can also be useful for retailers and financial institutions to refine their product offerings and improve customer satisfaction.

## INTRODUCTION

An equated monthly installment (EMI) is a type of payment made by borrowers to lenders on a monthly basis in a fixed amount. EMIs include both the interest and principal amounts.

Electronic Equated Monthly Installment (EMI) is a financial product offered by many electronic retailers, banks, and non-banking financial institutions that allow consumers to purchase electronic goods such as mobile phones, laptops, refrigerators, etc., on credit. The product enables customers to pay for the electronic goods in monthly installments over a fixed period, usually ranging from 6 to 24 months, along with the applicable interest rate. Analyzing the Electronic EMI product involves assessing the financial viability of the offering for both the consumers and the providers. It requires evaluating the terms and conditions of the product, such as the interest rates, repayment periods, prepayment penalties, and other fees and charges.

An analysis of the electronic EMI product will also require an assessment of the target market, including the demographics, income levels, and creditworthiness of the consumers. The analysis may involve market research to identify consumer preferences, expectations, and behavior towards such financial products. In addition, analyzing the Electronic EMI product involves evaluating the risks associated with offering the product, including credit risk, operational risk, and market risk. Financial modeling may be used to forecast cash flows, profitability, and risk-adjusted returns.

Overall, a thorough analysis of the Electronic EMI product requires a comprehensive understanding of the financial and market conditions, as well as the regulatory environment in which the product operates. The analysis aims to determine the product's sustainability, competitiveness, and profitability, as well as the potential risks and challenges associated with offering such a product.

## **PROBLEM STATEMENT**

The problem statement for analysis of equated monthly instalment (EMI) product in the electronic market involves examining the factors that influence the sales and adoption of this product. The goal of the analysis is to identify the key drivers of EMI product sales, determine the market size, understand customer preferences, and analyze the competition.

The analysis should consider factors such as consumer demographics, disposable income, pricing, financing options, product features, and customer service. Additionally, it should also examine the impact of macroeconomic factors such as inflation, interest rates, and economic growth on the demand for EMI products.

The output of the analysis should include insights into the target audience, the most effective marketing strategies, and recommendations for improving product features and customer service. Ultimately, the goal is to provide actionable insights to electronic retailers and manufacturers to optimize their EMI product offerings and increase sales.

## **OBJECTIVE**

- i. Assessing customer adoption: This could involve analyzing the number of customers who have signed up for the product, their average transaction size, and frequency of use. Additionally, it would be useful to understand the reasons why customers are or are not using the product.
- ii. Comparing with competitors: It is crucial to compare the electronic EMI product with similar products offered by competitors. This analysis could include a comparison of pricing, features, benefits, and customer feedback.
- iii. Identifying areas of improvement: Based on the analysis of the electronic EMI product, it would be necessary to identify areas of improvement. This could include improving the user interface, streamlining the sign-up process, offering additional financing options, or improving customer support.

## **SIGNIFICANT OF STUDY**

**Consumer Protection:** Analyzing the EMI products helps in ensuring that consumers are not subjected to unfair or deceptive practices. EMI products are often marketed to consumers as an affordable way to purchase expensive goods, but they can also be designed to exploit the customer's financial limitations, leading to high-interest rates, hidden fees, and unfavorable terms.

**Financial Management:** Analyzing EMI products can help individuals to better manage their finances by understanding how EMI payments work and how they can be used to their advantage. By comparing different EMI products and terms, consumers can choose the one that best suits their financial needs and constraints.

**Business Strategy:** Analyzing EMI products is important for businesses that offer these products as it helps in identifying opportunities for growth and expansion. Businesses can use this analysis to design and market EMI products that cater to specific segments of consumers, thereby increasing their customer base and revenue.

**Economic Development:** EMI products can help boost economic development by making expensive goods more accessible to a larger segment of consumers. Analyzing EMI products can help policymakers understand the impact of these products on the economy and design policies that encourage their adoption and expansion.

## LITERATURE REVIEW

SR_NO	AUTHOR NAME	Publication (JOURNAL /Conference)	Year of publication
1	RAMAKRISHNAN RAMAN and DHANYA PRAMOD	Journal of Theoretical and Applied Information Technology	31st July 2015 [1]
2	Saju Eapen Thomas and P R Wilson	IUP. All Rights Reserved.	2012 [2]
3	Dr. Saurabh Mishra	NEW MAN INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY STUDIES	12 DEC. 2014 [3]
4	Dr. Kishore Kumar Das	International Journal of Core Engineering & Management (IJCEM)	4, July 2015 [4]
5	Shailaja D and Prof. Ramesh O Olekar	International Journal of Research and Analytical Reviews (IJRAR)	February 2021 [5]
6	Mohammed A. M. Sadeeq and Abdulrahman Ihsan Abdulla	Technology Reports of Kansai University	5, June, 2020 [6]
7	Madiha Khan <sup>1</sup> , Shejuti Haque	Southeast University Journal of Arts and Social Sciences Southeast University Journal of Arts and Social Sciences,	1, June 2020 [7]
8	Dr. M.N. Mohamed Abusali Sheik	Science, Education and Innovations in the context of modern problems - SEI IMCRA - International Meetings and Conferences Research Association ISSN	October, 2022 [8]
9	Nagasimha Balakrishna Kanagal	Journal of Management and Marketing Research	12, June, 2012 [9]
10	P. Balachandra , S. Mahapatra, D. C. Baruah	International Bioenergy (Shanghai) Exhibition and Asian Bioenergy Conference	October 2015 [10]



## **SYSTEM REQUIREMENT**

### **SOFTWARE**

WEKA TOOL

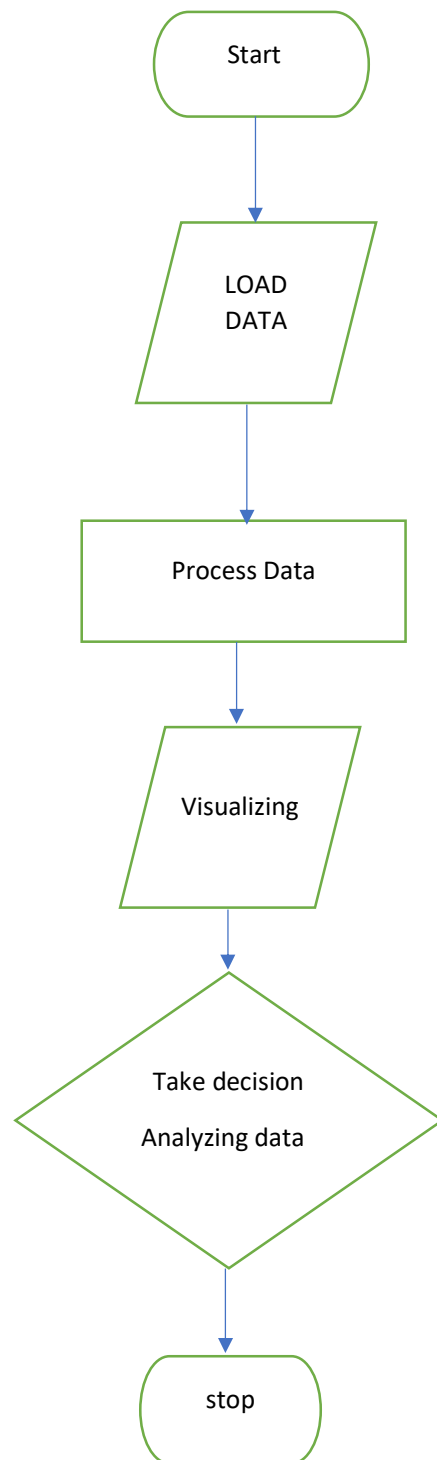
JUPYTER TOOL WITH PYTHON LANGUAGE

### **HARDWARE**

MONITOR

KEYBOARD

MOUSE



## **METHODOLOGY(WORKFLOW)**

## **METHODOLOGY(WORKFLOW)**

1. (Start)The dataset containing the product details such as price, installment amount, and other relevant variables.
- 2.Load data into the weka tool
- 3.Preprocess the data by removing any missing values or outliers
4. Visualizing loaded dataset.
5. Finally, analyze the results to understand the factors that influence the monthly installment amount and how to optimize it.
- 6.Done with final analysis.

## **CONCLUSION**

In conclusion, this literature review has highlighted the key factors that influence customers' adoption and usage of electronic EMI products. Perceived usefulness and ease of use, perceived risk, demographic factors, perceived cost and benefit, and social influence are some of the critical factors that play a significant role in customers' adoption and usage of EMI products. These findings have important implications for marketers and financial institutions that offer EMI products. By addressing these factors, they can improve the adoption and usage of EMI products among customers.

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