AI-Driven Customer Personalization for a Retail Bank

Context

A large retail bank wants to enhance customer engagement by personalizing financial product recommendations based on transaction data and behavioral patterns.

AI Proposal

Develop an AI-powered recommendation engine to suggest personalized credit card offers, savings plans, and investment options based on individual spending behavior.

Key Questions

- How will AI-driven personalization impact customer conversion rates?

- What data privacy and compliance risks (GDPR, financial regulations) must be considered?

- Does the bank have sufficient historical data for accurate recommendations?