Credit Suisse, FoB Hackathon 2020, ML Challenge
Team: Fantastic Five

The Use Case

- Create an AI/ML based platform to enable identification of potential prospects for Wealth Management leveraging News & Social Analytics.
- Profiling the prospects thus identified to identify indicative portfolio size.
- Using NLP & Clustering Techniques to identify topic of interests for a group of prospects
- Identify the Degree of Affinity of the prospects to ESG Trends.

The ML Motivation

- Utilize the affluence of data & soaring social footprints of wealth creators, machine learning can be the motive force to gauge Social, Cognitive, Behavioural & Cultural elements of individuals who could be our future prospects.
- Drastically reduce the manual task of identification, analysis, profiling and segmentation of the leads generated.

The Data Strategy

The ML Model

- NLP – Stop Word Removal, Tokenisation, Stemming, Lemmatisation, Frequency & Sentiment Analysis, N-Gram Modelling, TF-IDF to find out high frequency n-grams
- ML – Kmeans Clustering, GMM Clustering

The Pipeline

Data Sourcing ⟩ Data Cleaning & Prep ⟩ NLP Techniques ⟩ ML Model

The Outcome

- Visualisation techniques were availed to exemplify user insights derived from the process and analysis at every stage