**App Name: Digital Financial Assistant (DFA)**

**App Description: Fitness Tracker for Financial Health**

**App Description**

The App is a platform that collects customer financial data. It is designed to help retail customers making more rational decisions about spending. This could be achieved by providing customers with real time information about his/her financial position expressed as a profit margin ratio plus short term forecasts how this ratio might change next month under different economic scenarios. This information when used often might help customer adjusting his/her spending habits to better match economic conditions in the future. The App also allows customers to build full balance sheet (reflected in the product mix) and profit and loss account (reflected in the income and expenses going through current account) in one Hub and also provides financial education for the frequent user. It is also could be enhanced with chatbot capabilities.

**App Screen Shots**





