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5

AI and Finance

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The finance industry is where data collection, taking utmost care of users and their experiences, and processors are given a major priority. Artificial Intelligence is capable of teaching machines to perform those calculations and take care of the analysis just as humans do, but with higher increasing efficiency. Artificial Intelligence improves results by applying methods derived from features and characteristics of Human Intelligence at a level which goes beyond human scale.

Keywords

- Artificial
- Collection
- Chatbox
- Industry
- Machine Learning

Can AI Bring Back the Human Connection?

Back in the early ages of banking, bankers used to interact and have personal connections with their customers and assist them for the financial decisions, queries or other concerns. People in this digital world still prefer such personal interactions and human connection for their financial concerns. Artificial Intelligence and Machine Learning help in filling the void here, it processes huge amounts of data related to customers and studies their behaviours which enables them to give the customer exactly what they want, hence achieving customer satisfaction at a greater level
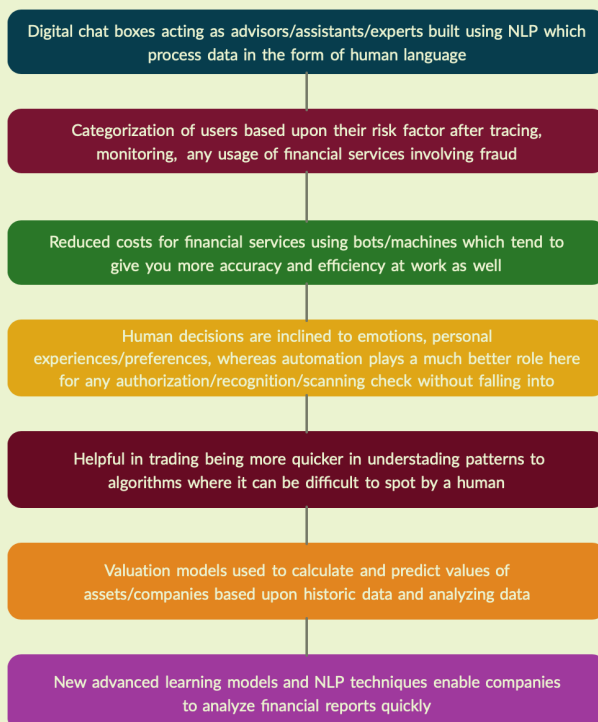

Digital chat boxes acting as advisors/assistants/experts built using NLP which process data in the form of human language

Categorization of users based upon their risk factor after tracing, monitoring, any usage of financial services involving fraud

Reduced costs for financial services using bots/machines which tend to give you more accuracy and efficiency at work as well

Human decisions are inclined to emotions, personal experiences/preferences, whereas automation plays a much better role here for any authorization/recognition/scanning check without falling into

Helpful in trading being more quicker in understanding patterns to algorithms where it can be difficult to spot by a human

Valuation models used to calculate and predict values of assets/companies based upon historic data and analyzing data

New advanced learning models and NLP techniques enable companies to analyze financial reports quickly

Fig. 1: Advantages of using AI

Fig. 2: Companies profiting off AI

Why a Combined Role of Human and AI is Required?

- Some customer is accessing the chatbox and after several queries and problems, he gets frustrated over the fact that he hasn't been able to get what he wants. But the bots can't detect frustration since they have no feelings, also keeping in mind that you want to take utmost care of the interaction between your customers and experiences, you might want to calm them down and get an actual human to understand and do the needful.

Fig. 3: Bots can't detect emotions

- Customer needs a full detailed statement and reasons regarding his transaction failures, or when there's an out of the box problem and chat boxes are limited to their database knowledge here, in tackling back with the highly complex problems you'll need an actual human. If we exclude humans away from the system entirely, we will eventually miss their annotated contribution to the data, their abilities to help the system when needed, also a way to fill in the gap until these systems are actually good enough to manage everything. Also, it's more like augmentation and not automation where you give the people superpowers to control these sys example.

Conclusion and Future Scope:

Without a doubt, AI is the future for the finance industry. The speed at which it is creating a difference and growing steps towards making the financial services more easier for the customers, going to give humans a competition here and provide way more faster and more efficient solutions, Bots gradually evolving with the new continuous ongoing innovations. Firms and financial institutions are making huge investments that are seeing this as a long term cost-cutting plan. Though it is in its developing stage, but the speed at which it's evolving, the future prospects can be clearly seen here and are going to lead to minor losses but higher smarter trading and top end customer experience.
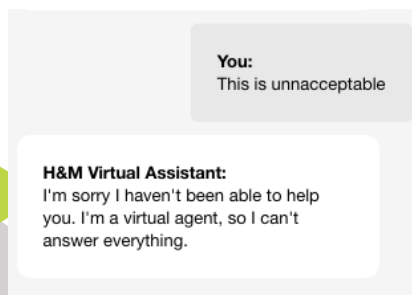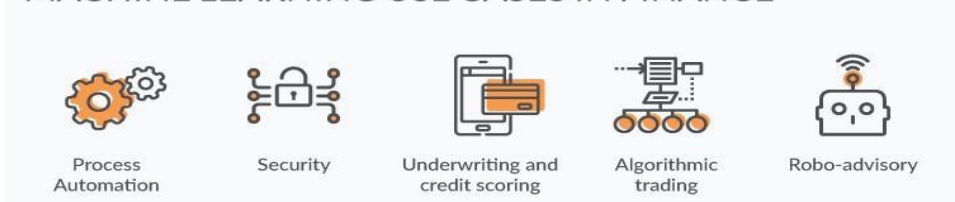

Fig. 4: Example on how AI can help

Divyansh Oze is a student of Amity University, doing an undergrad engineering course (BTECH) in computer science (CSE). He has always been interested in learning more and more about the new technologies and innovations. He has made several projects based on IoT as well, Smart light automation system using PIR sensors. He looks forward to putting his knowledge to use and desire/aim wanting to add more value to the organization, has a soft spot and mindset always trying to bring in technology and making or developing projects which can benefit the environment or have an social impact as well. Special thanks to Ms. Rajbala Simon for motivating him and giving him an opportunity to write the article, "AI and Finance" for Cybernomics 2020 edition.

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Annexure I

Submission Date	Submission Id	Word Count	Character Count
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Reviewers Comment

Reviewer's Comment 1: The selection of topics is new and interesting as AI is the future of the Finance industry. The information provided is useful for current innovations and human competitiveness.

Reviewer's Comment 2: The benefits quoted here are helpful for every individual financially. This paper could be more informative if it explains about the implementation of AI in the finance department.

Reviewer's Comment 3: The manuscript is well structured. Author has made an appropriate use of figures to make the paper lucid to understand and presentable as well.

Editorial Excerpt

The article has 07% of plagiarism which is accepted percentage for publication the finding related to this manuscript "AI and Finance". Artificial intelligence (AI) is revolutionizing how consumers and companies alike access and manage their finances. And with the collective probable cost savings for banks from AI applications estimated at $447 billion by 2023, banks are finding new ways to incorporate the tech into their services. It has been save and finalized for publication under the category of "**View Point** (VP)".

Acknowledgement ✋

I specially thanks to Dr. Rajbala Simon for trusting me and giving him the opportunity to write an article for the Cybernomics 2020 with the title "**AI & Finance**". I am also grateful to all associate editors who had helped in accomplishing a task.

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