happiest minds
The Mindful IT Company
Born Digital . Born Agile

Digital Query Assistant for a niche B2C Fintech firm in India:
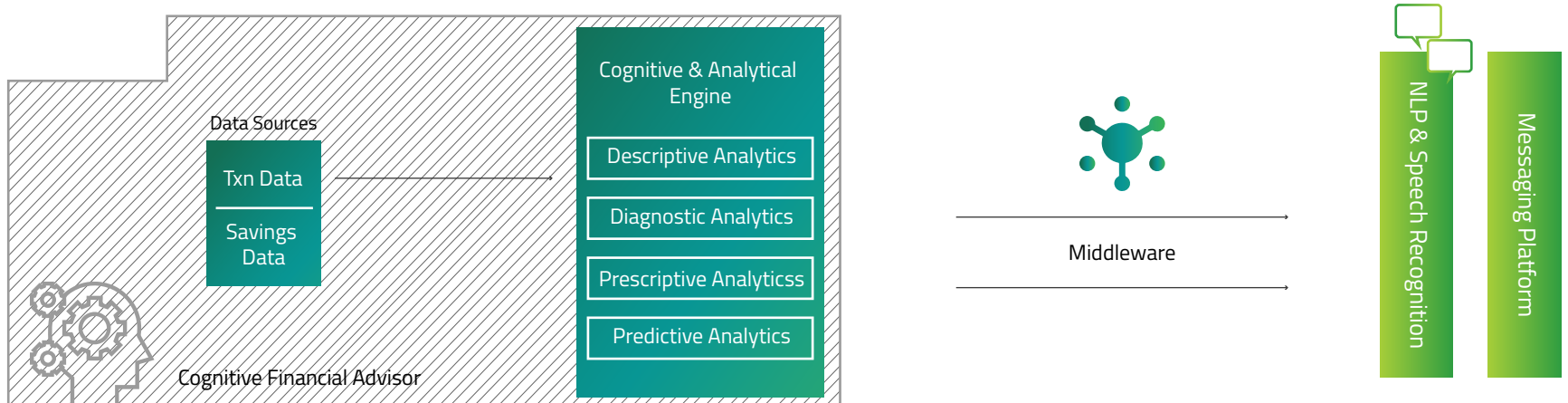## End User Virtual Assistant for a Fintech Firm

Business Requirement	Multi-platform solution for personalized financial advisory for millennials	Difficulties in predicting spend behavior of end user for better financial advisory	Traditional models leading to high capital expenditure for the firm
Our Solution	Virtual Financial Advisor (VFA) for the Millennials helping them to set up a financial goal, save for that and then spend	Anticipative gamification that will target to influence the savings and spend behavior of the millennials	Personalized conversational interaction and cognitive anticipation
Technologies/Tools	PostgreSQL, mongoDB, Cloudant an IBM Company	python	Java, ANGULARJS, node JS
Business Impact	Improved personalization and end user experience	Predictive analytics leading to increased business Growth	Increase in Customer Satisfaction

Cognitive Financial Advisor

Data Sources
- Txn Data
- Savings Data

Cognitive & Analytical Engine
- Descriptive Analytics
- Diagnostic Analytics
- Prescriptive Analyticss
- Predictive Analytics

Middleware

NLP & Speech Recognition

Messaging Platform

About Happiest Minds Technologies

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable **digital transformation** for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: **Big Data Analytics,** AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.