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| Autore | Arnone Gioia |
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| Nota di bibliografia | Includes bibliographical references. |
| Nota di contenuto | Introduction to AI in Fintech -- The role of chatbots in Fintech -- Business framework of AI-based ChatGPT in Fintech -- Predictive analytics and machine learning in Fintech -- ChatGPT to decide buying behavior -- Reshaping the digital experience through ML in Fintech -- Best practices for retaining customers in Fintech -- Applications of predictive models in Fintech -- ChatGPT for stock price prediction and detecting financial frauds -- ChatGPT and cryptocurrency. |
| Sommario/riassunto | <p>This book is a comprehensive guide to the use of Artificial Intelligence (AI) in the Financial Technology (FinTech) industry. It is comprised of ten chapters, each addressing a specific aspect of AI in FinTech. The reader is introduced to AI in FinTech, including its history and current state and the role of chatbots in FinTech and how they are used to improve customer service. Furthermore, the book explores the business framework of AI-based ChatGPT in FinTech, including the technology behind ChatGPT and how it can be applied to various financial sectors. The book examines the use of predictive analytics and machine learning in FinTech, highlighting how these tools are used to predict customer behavior and improve decision-making. The author delves into how ChatGPT is used to determine buying behavior and discusses the use of machine learning to reshape the digital experience in FinTech. Additionally, the book provides best practices for retaining customers in FinTech, including how to use AI to create personalized experiences that keep customers coming back, and explores the different applications of predictive models in FinTech, including how they are used to improve risk management and fraud detection. Lastly, the book discusses the use of ChatGPT for stock price prediction and the detection of financial fraud and examines the role of ChatGPT in the world of cryptocurrency, including how it can be used to make informed investment decisions. Overall, this book provides a comprehensive overview of the different ways AI is being used in FinTech and the potential it holds for improving customer experiences and driving innovation in the financial industry.</p> |