

# Al Personal Finance Assistant

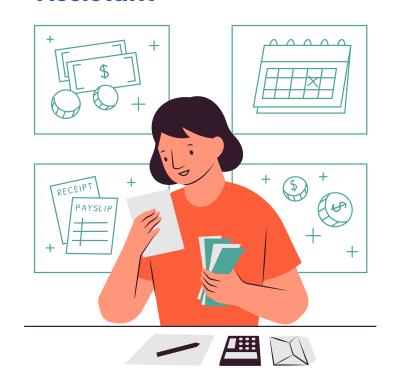




## Problem Statement

- 1) Spending Awareness Gap
- Overspending on wants, neglecting savings.
- Impulse purchases & unnoticed recurring expenses.
- 2) Lack of Financial Guidance
  No clear budgeting framework
  (Needs vs. Wants vs. Savings).
- No personalized advice on cutting expenses.
- 3) Existing Solutions Fall Short
- Al tools focus on chat, not structured financial plans.
- Financial advisors are costly & inaccessible.

### Al Personal Finance Assistant



#### INNOVATIVE PRODUCT

Our AI system analyzes users' spending history (credit card statements) and provides recommendations to reduce unnecessary expenses based on the 50/30/20 budgeting rule

#### **Credit Card Transactions Report**

Card Holder: Christopher Holt

Credit Card Number: 3558881852140592

lonth: 2019-06

| trans_date_trans_time | merchant                              | category       | amt   |
|-----------------------|---------------------------------------|----------------|-------|
| 2019-06-20 03:20:45   | Moore, Dibbert and Koepp              | misc_net       | 2.86  |
| 2019-06-01 18:41:19   | Hamill-D'Amore                        | health_fitness | 10.02 |
| 2019-06-09 22:01:43   | Denesik, Powlowski and Pouros         | home           | 35.56 |
| 2019-06-24 11:38:38   | Bashirian Group                       | shopping_net   | 7.31  |
| 2019-06-22 17:37:54   | Kutch-Wilderman                       | home           | 29.30 |
| 2019-06-14 04:18:27   | Bins-Rice                             | gas_transport  | 52.44 |
| 2019-06-17 16:48:09   | Berge-Ullrich                         | home           | 16.98 |
| 2019-06-17 05:34:13   | Gibson-Deckow                         | entertainment  | 66.62 |
| 2019-06-15 20:55:18   | Berge-Hills                           | kids_pets      | 28.66 |
| 2019-06-04 05:59:37   | Dooley Inc                            | shopping_pos   | 2.14  |
| 2019-06-28 10:26:19   | Boehm, Block and Jakubowski           | misc_pos       | 57.71 |
| 2019-06-24 16:00:29   | Connelly PLC                          | food_dining    | 56.74 |
| 2019-06-14 11:41:51   | Kunde-Sanford                         | misc_net       | 26.82 |
| 2019-06-08 16:12:21   | Kulas Group                           | health_fitness | 55.14 |
| 2019-06-21 05:49:27   | Pouros-Haag                           | shopping_pos   | 7.52  |
| 2019-06-22 22:47:00   | Klocko, Runolfsdottir and Breitenberg | health_fitness | 44.52 |
| 2019-06-16 13:30:10   | Wilkinson LLC                         | personal_care  | 52.66 |

#### UNIQUE APPROACH

All a user needs to do is upload their credit card statements and input their income and our app will do the rest!

## Solution Overview







## Tech Stack

| Technology               | Usage  |  |
|--------------------------|--|--|
| Streamlit                | Interactive UI for uploading financial information and displaying analysis |  |
| Deepseek-V3              | Core AI model for spending analysis and budgeting                          |  |
| AI/ML API + Camel<br>AI  | Connecting to Deepseek-V3 and facilitating Al interactions                 |  |
| Pandas                   | Cleaning and processing Kaggle dataset to generate PDFs                    |  |
| PyMuPDF (fitz)           | Extracting text from credit card statements (PDF parsing)                  |  |
| Environment<br>Variables | Secure API key management  |  |







### Business Model

Free Tier (Basic Insights)

- Spending breakdown (needs, wants, savings)
- 1–3 months credit statement analysis
- Genéral budgeting tips
   Premium Tier (\$5-\$15/month or \$50-\$120/year)
  - Unlimited credit statement analysis
  - Smart alerts for unusual spending & savings opportunities
    Custom savings goals & automation
    Real-time banking/fintech

  - integrations







## Market Opportunity



#### TOTAL ADDRESSABLE MARKET

- Global Credit Card Users: ~2.8 billion worldwide.
- Personal Finance App Market: ~\$1.5 trillion, including financial planning and money management services.

#### SERVICE AVAILABLE MARKET

- U.S. Credit Card Users:
   ~191 million
- Budgeting App Users:
   ~115 million (~60% of credit card users)
- U.S. Personal Finance
   App Market: ~\$1.2
   billion annual revenue

#### TARGET AUDIENCE

Any individual with a credit card who wants to manage their spending.

#### SERVICEABLE OBTAINABLE MARKET

115 million users×\$50 annual fee=\$5.75 billion SAM



#### DIRECT COMPETITORS

Cleo – Al-driven budgeting chatbot that analyzes spending and suggests savings.

Copilot Money – Uses AI to track spending patterns and offer insights (Apple-exclusive).

Charlie AI – A financial chatbot that helps users reduce unnecessary expenses.

#### INDIRECT COMPETITORS

PocketGuard – Automatically finds ways to reduce bills and spending.

Simplifi by
Quicken – Modern
alternative to
Quicken with
spending insights.

Tiller Money –
Spreadsheetsbased budgeting
for advanced
users.

## Competitors





Muhammad Qasim Web Developer



Safia Faiz Hardware Engineer



S M Mubashir Rizvi Data Scientist

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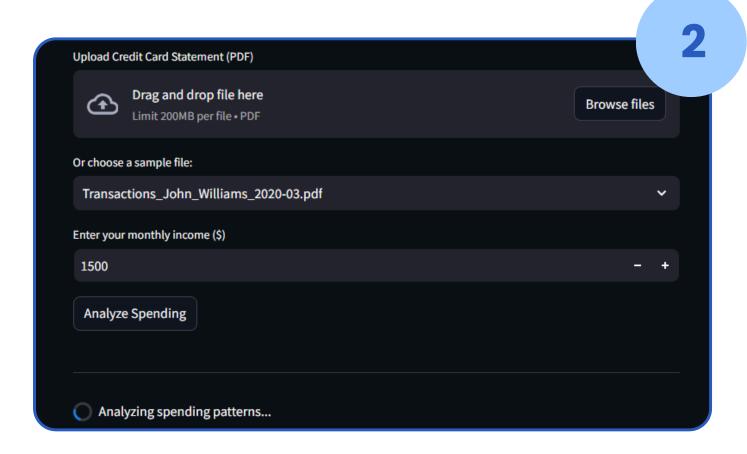
Rosana Mannan Product Manager



Sohaib Ahmed Abbasi Software & Al Engineer

## Team Overview





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Analysis completed

#### **Financial Analysis & Recommendations**

#### Spending Breakdown (50/30/20 Rule):

- Needs: \$686.69 (45.8% of income) ✓ (within 50% target)
- $\circ$  Includes gas/transport (482.30), groceries (239.84), health/fitness (46.95), andpersonal care (50.61).
- Wants: \$895.80 (59.7% of income) X (exceeds 30% target)
- Includes entertainment (316.84), shopping (569.27), and kids/pets (\$361.95).
- Total Expenses: \$1,582.49 (105.5% of income) X (exceeds income)
- Savings (Income Total Expenses): -\$82.49 (-5.5% of income) X (negative savings)

#### **Identified Spending Issues:**

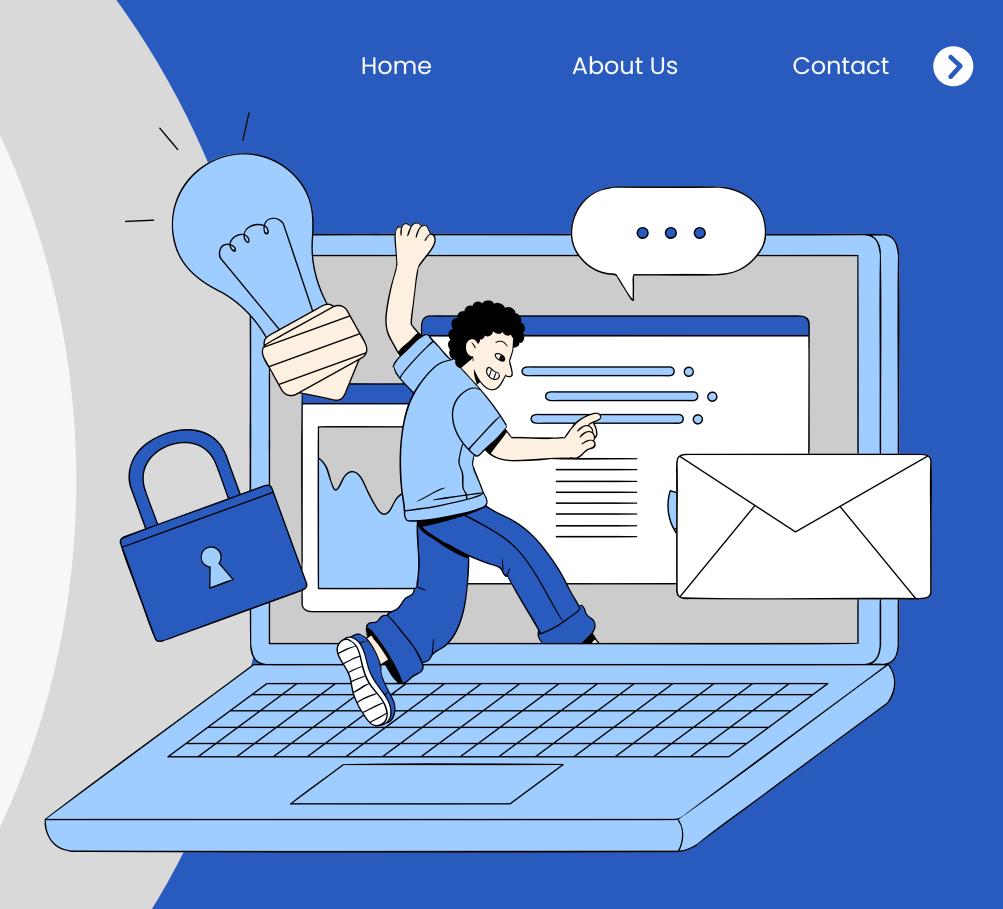
- Excessive Wants Spending: Wants account for 59.7% of income, nearly double the recommended 30%.
- 2. High Shopping Expenses: 569.27 spentonshopping, including a 381.81 purchase on March 2.
- 3. Impulse Purchases: Multiple small transactions in entertainment and kids/pets categories that add
- 4. Negative Savings: Spending exceeds income, leading to a deficit.

#### **Actionable Recommendations:**

- 1. Reduce Wants Spending:
- Limit entertainment and shopping expenses to \$450/month (30% of income).
- Avoid large, unnecessary purchases like the \$381.81 shopping expense.
- 2. Track Small Purchases:
- o Monitor and reduce frequent small transactions in categories like entertainment and kids/pets.
- 3. Prioritize Needs:
- Ensure gas, groceries, and health-related expenses remain within the 50% needs budget.
- 4. Build an Emergency Fund:
- o Aim to save at least \$300/month (20% of income) by cutting back on wants.
- 5. Use Zero-Based Budgeting:
- $\circ$  Assign every dollar of your 1,500 incometospecific categories (e.g.,750 needs, <math>450 wants, 300 savings).
- 6. Plan for Future Expenses:
- Anticipate recurring expenses like gas and groceries, and set aside funds in advance to avoid overspending.

By following these steps, you can align your spending with the 50/30/20 rule, reduce unnecessary expenses, and build a healthier financial foundation.





## Thank You!

https://huggingface.co/spaces/ShallowSeekers/Al-Powered-Personal-Finance-Assistant

