

## **X-Fintech by UBS**

### **Use data-mining techniques to monetize available social and financial data**

#### **Intro:**

Have you ever thought that your social media accounts can bring you tangible benefits? Do you know you can actually monetize time spent on social pages?

Nowadays more and more people are using publicly available data from multiple social media platforms to build their knowledge base and plan their actions.

Financial knowledge should not be an exception. Someone who understands financial markets makes better decisions when it comes to money investments and loans.

#### **The task:**

Help your user with investigation how financial market works, what they might be interested in based on their social media activity and ultimately how they can earn money.

You can go even further! Use data mining techniques to extract data available both on social media and financial institutions and be able to propose investment or warn against bad financial decisions.