



AI-DRIVEN INVESTOR BEHAVIOR INSIGHTS

USING MACHINE LEARNING TO PREDICT INVESTMENT PATTERNS

A Data Science Case Study by Takween Tech

ABOUT TAKWEEN TECH




A Saudi tech venture advancing Fintech solutions, AI-powered platforms financial services & real estate.

We turn data into smarter, more impactful decisions.
Beyond Fintech, we provide consultancy services, offshore, and software development.

THE IMPACT OF AI IN FINTECH

The insights presented in this document are based on anonymized, aggregated data analyzed by Takween. The data is proprietary and confidential, and the sources will not be disclosed. While every effort has been made to ensure accuracy, Takween makes no representations or warranties, express or implied, as to the completeness or reliability of the information provided. Takween accepts no liability for any decisions made or actions taken based on the content of this presentation.

How AI Is Transforming **FINTECH PREDICTION**

-  Identifies high-potential investor profiles
-  Predicts investment behavior using income, risk, and activity
-  Personalizes platform engagement at scale

MACHINE LEARNING HELPS US FORECAST
INVESTOR INTENT WITH PRECISION.

WHAT AFFECTS INVESTMENT DECISIONS IN FINTECH PLATFORMS?

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DATA SUMMARY

 All data anonymized — no PII used

 Features included:

- Investor demographics (age, gender, marital status)
- Financial profile (income, net worth, net assets)
- Experience & engagement indicators (education, risk tolerance, political exposure)

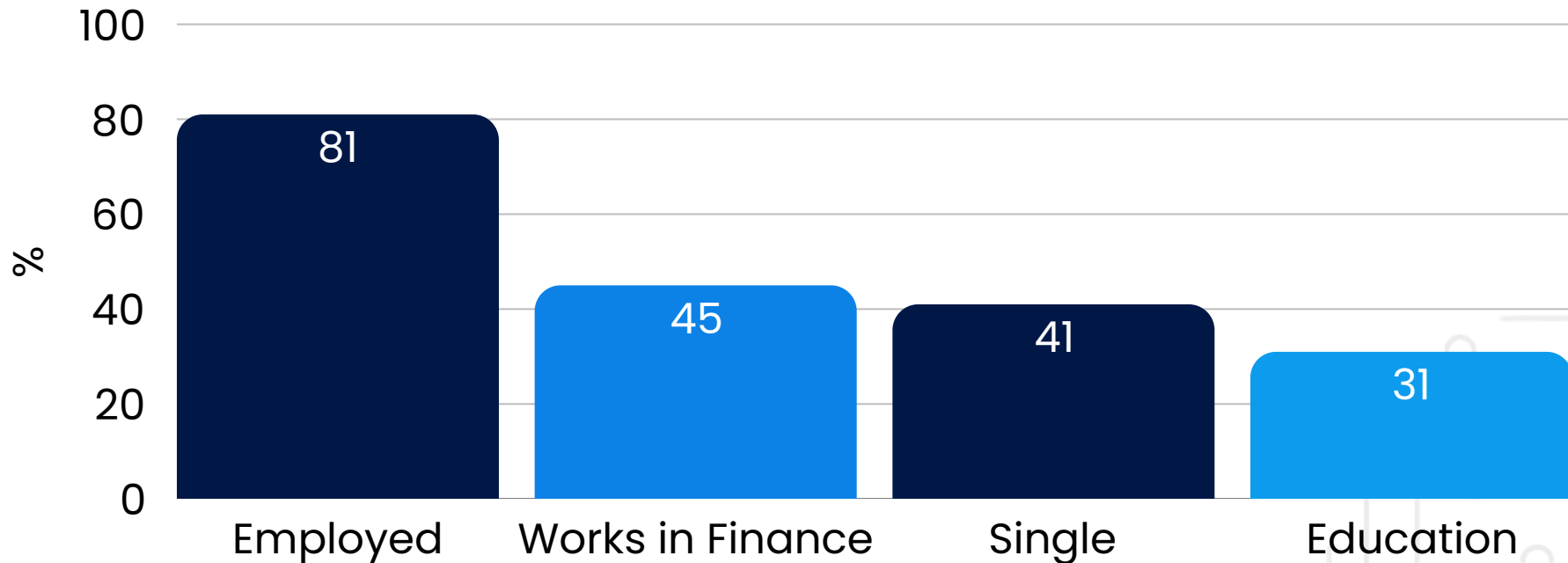
METHODOLOGY

 **Labeled** Invested if investor participated in any opportunity

 **Cleaned & normalized:** ordinal values preserved, categorical features one-hot encoded

 Applied machine learning & correlation analysis to identify predictors

WHO ARE MORE LIKELY TO INVEST





POSITIVE INFLUENCERS (MORE LIKELY TO INVEST)



Employment Status

Employed investors — especially in financial sectors — show significantly higher investment engagement.



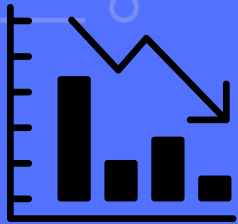
Marital Status

Single investors were more likely to take action than married or divorced individuals.



Education Level

Those with bachelor's degrees or above were more actively investing.

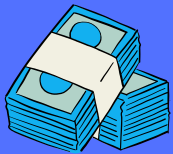


NEGATIVE INFLUENCERS (LESS LIKELY TO INVEST)



High-Level Political or Managerial Ties

Investors marked as politically exposed or tied to senior roles in listed companies were less likely to invest, possibly due to passiveness or regulatory caution.



Wealth Tier (Net Standing)

Surprisingly, investors in higher net worth brackets were less active, while mid-tier wealth investors engaged more.







Age

Younger investors were significantly more responsive and likely to invest than older ones.

CONTACT US TODAY



LET'S TURN YOUR DATA INTO SMART DECISIONS

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