

# momentum

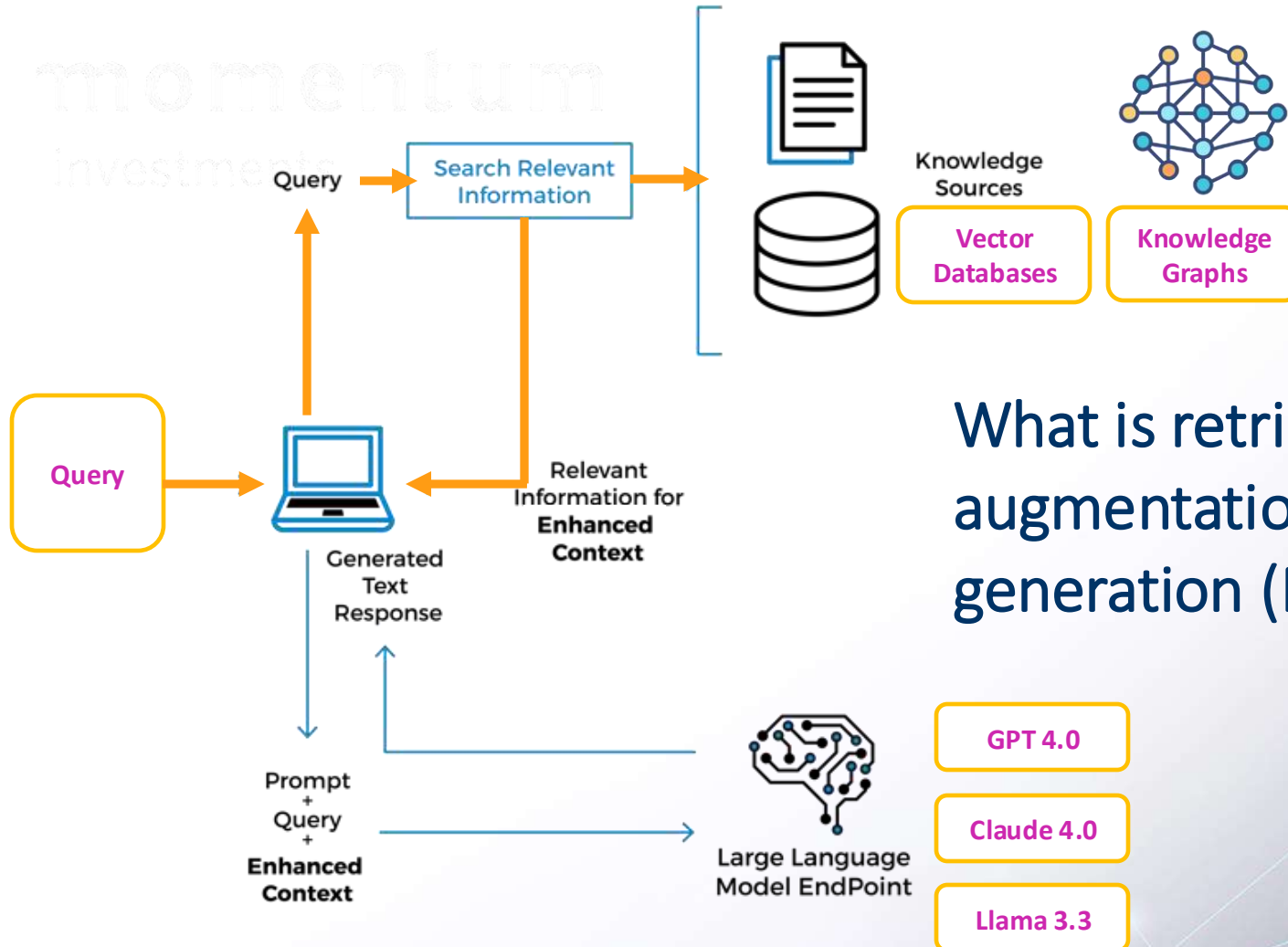
investments

## Mind Reading Machines?

Turning Big Data into Big  
Behavioural Insights



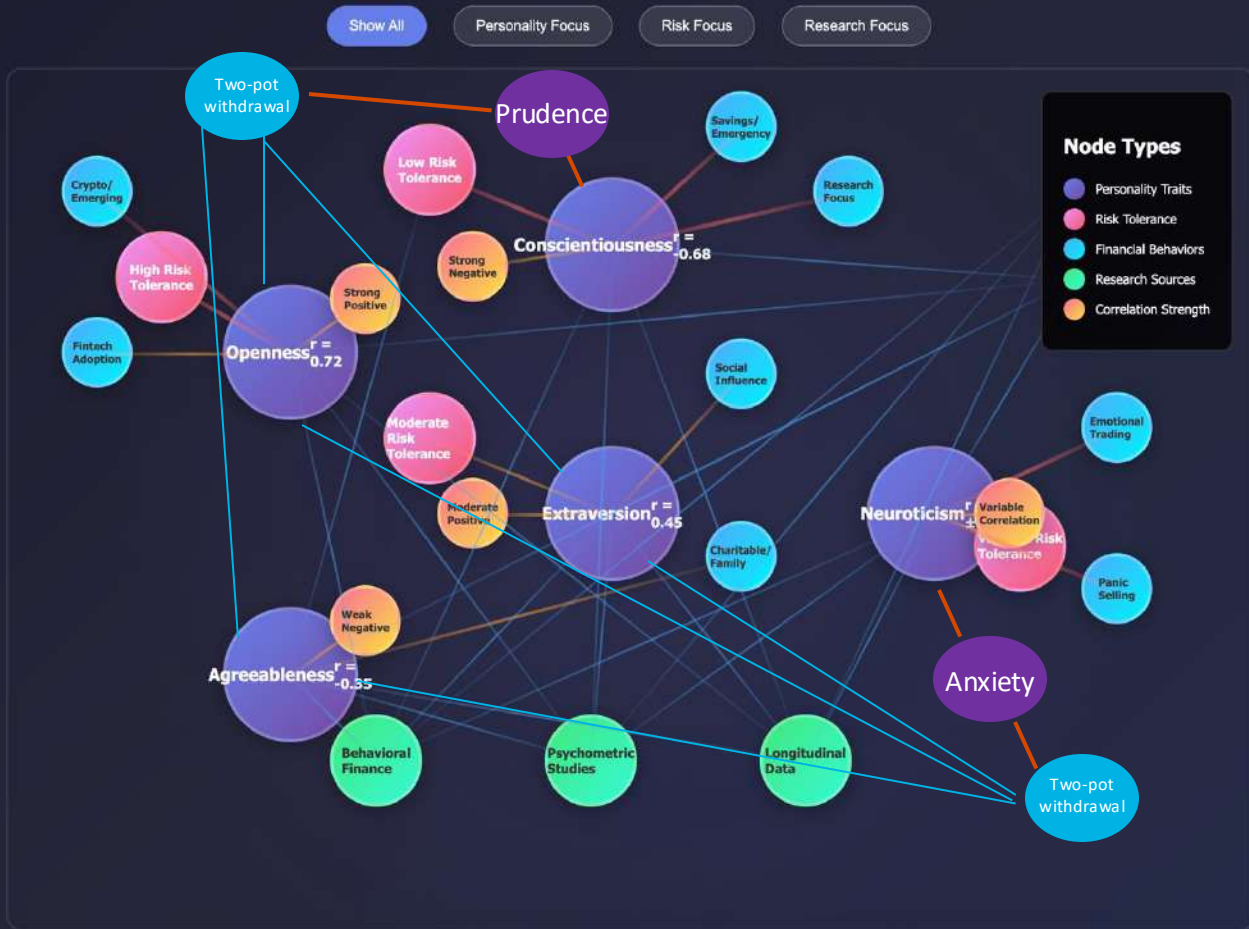
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What is retrieval  
augmentation  
generation (RAG)?

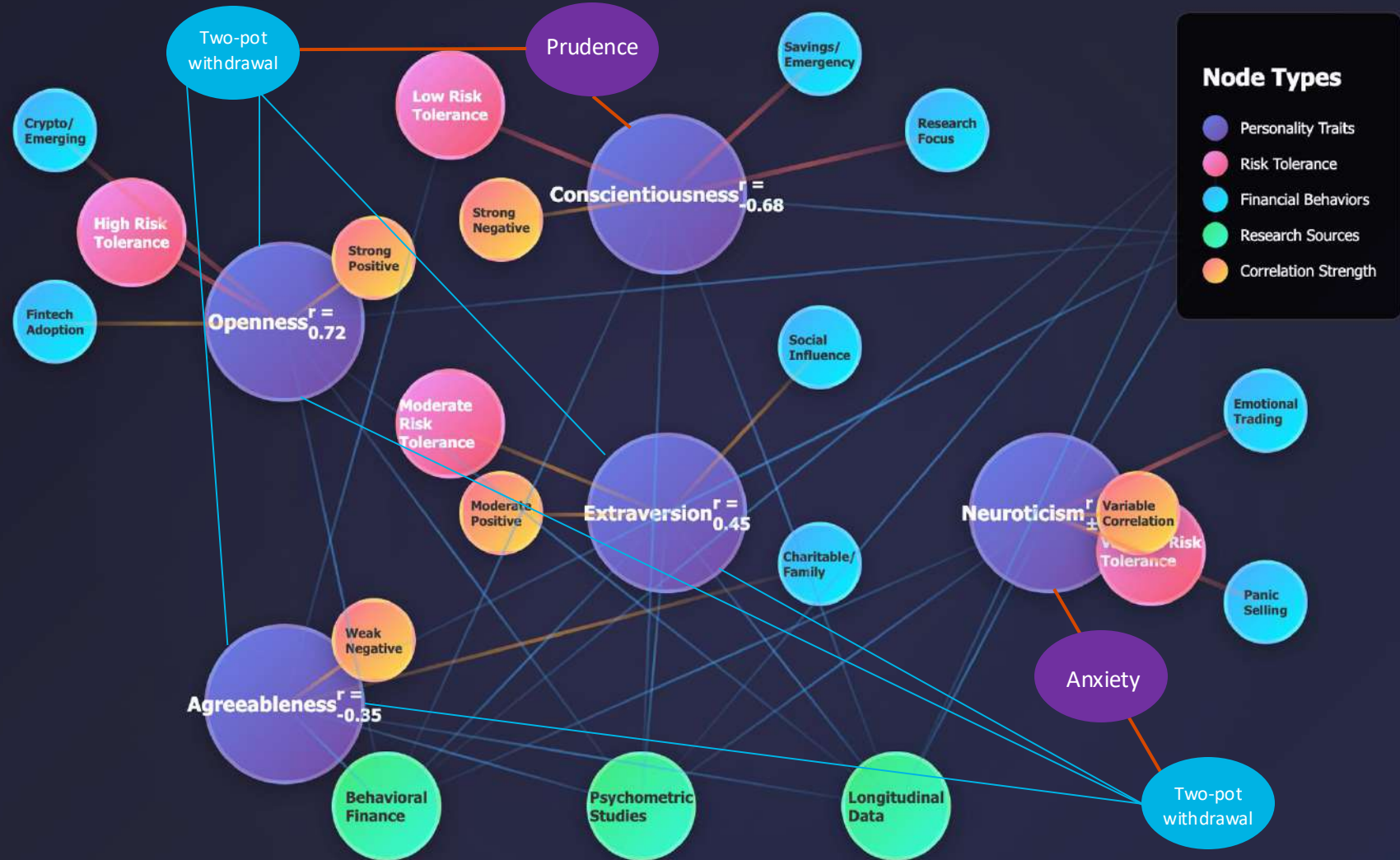
# Knowledge Graph RAG

Big Five Personality Traits → Financial Risk Behavior Network

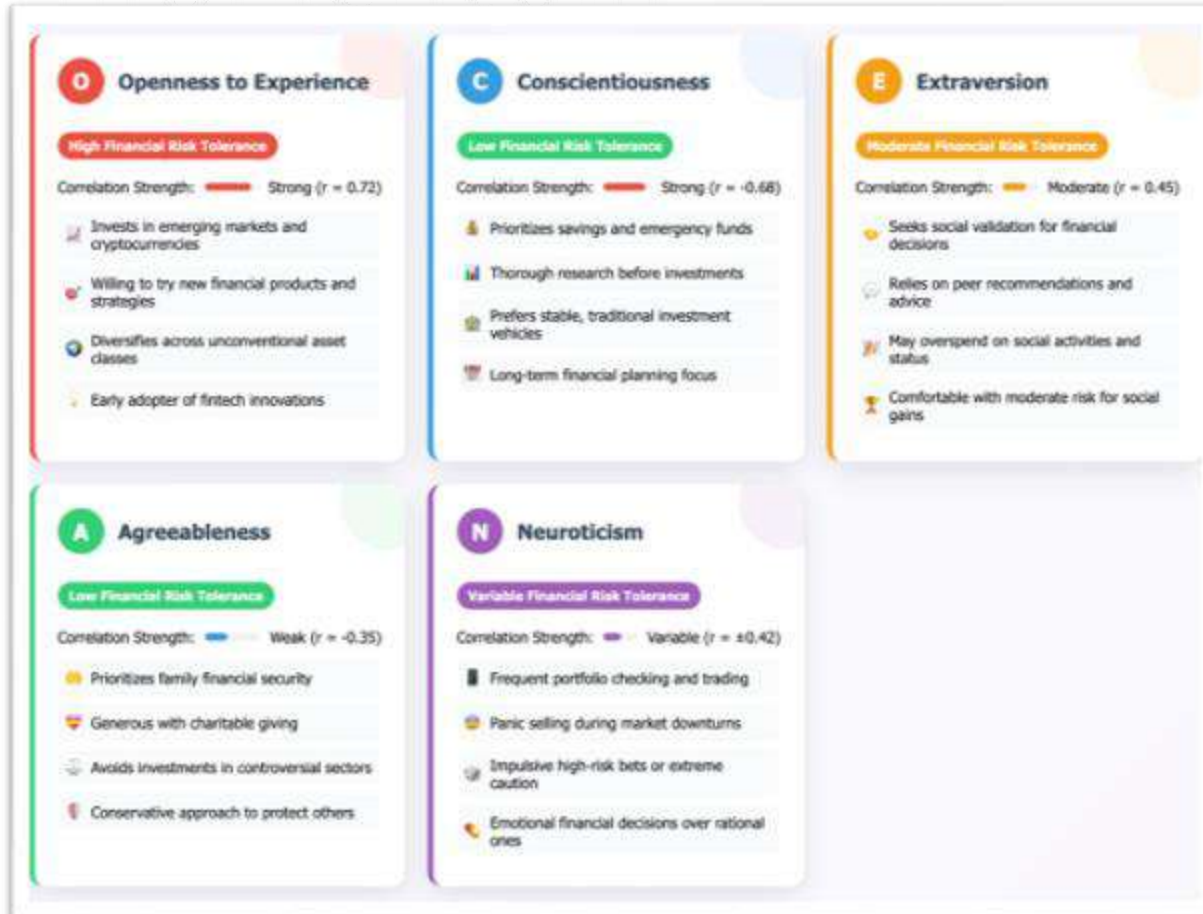


Better  
connections with  
graph RAGs





# Graph RAG summary



## Openness to Experience

### High Financial Risk Tolerance

Correlation Strength:  Strong ( $r = 0.72$ )



Invests in emerging markets and cryptocurrencies



Willing to try new financial products and strategies



Diversifies across unconventional asset classes



Early adopter of fintech innovations



## Conscientiousness

### Low Financial Risk Tolerance

Correlation Strength:  Strong ( $r = -0.68$ )



Prioritizes savings and emergency funds



Thorough research before investments



Prefers stable, traditional investment vehicles



Long-term financial planning focus

**E**

## Extraversion

### Moderate Financial Risk Tolerance

Correlation Strength:  Moderate ( $r = 0.45$ )



Seeks social validation for financial decisions



Relies on peer recommendations and advice



May overspend on social activities and status



Comfortable with moderate risk for social gains





## Agreeableness

### Low Financial Risk Tolerance

Correlation Strength:  Weak ( $r = -0.35$ )



Prioritizes family financial security



Generous with charitable giving



Avoids investments in controversial sectors



Conservative approach to protect others



## Neuroticism

### Variable Financial Risk Tolerance

Correlation Strength:  Variable ( $r = \pm 0.42$ )



Frequent portfolio checking and trading



Panic selling during market downturns



Impulsive high-risk bets or extreme caution



Emotional financial decisions over rational ones

Adding context with risk  
behaviour, money attitudes and  
personality



# Adding context with risk behaviour, money attitudes and personality



Risk Behaviour   Money Attitudes   Personality



Confidence  
Low

Preference  
Med

MarketDeclineAnxiety  
Med

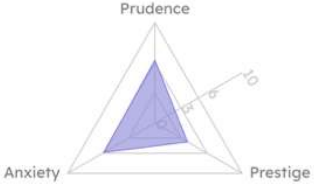
RiskPerception  
Med

Switch in declines  
Med

Bad Experience  
High

Financial Market Knowledge  
Low

Risk Behaviour   Money Attitudes   Personality

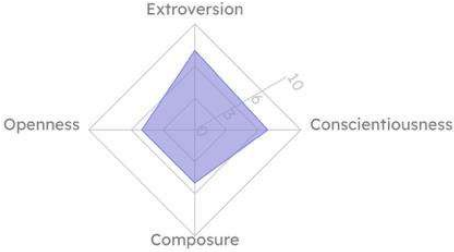


Prudence  
Med

Prestige  
Med

Money Anxiety  
Med

Risk Behaviour   Money Attitudes   Personality



Extroversion  
High

Conscientiousness  
High

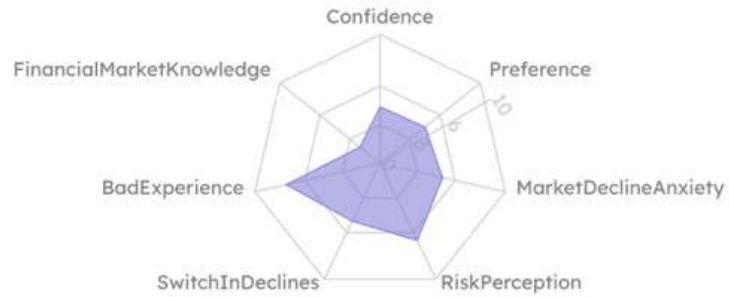
Composure  
Med

Openness  
Med

Risk Behaviour

Money Attitudes

Personality



Confidence

Low

Preference

Med

MarketDeclineAnxiety

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RiskPerception

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Switch in declines

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Bad Experience

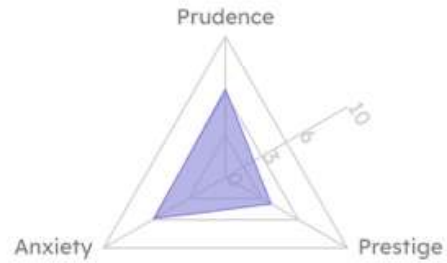
High

Financial Market Knowledge

Low







Prudence

Med

Prestige

Med

Money Anxiety

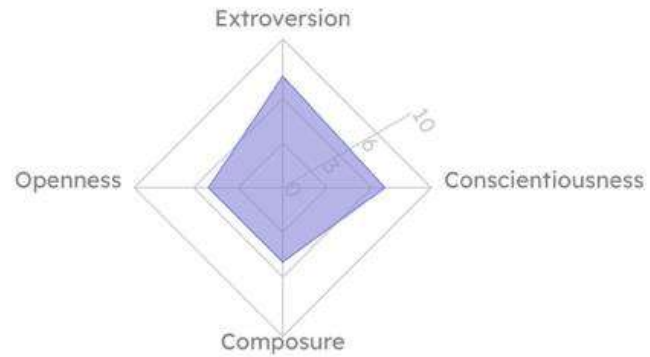
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Risk Behaviour

Money Attitudes

Personality



Extroversion

**High**

Conscientiousness

**High**

Composure

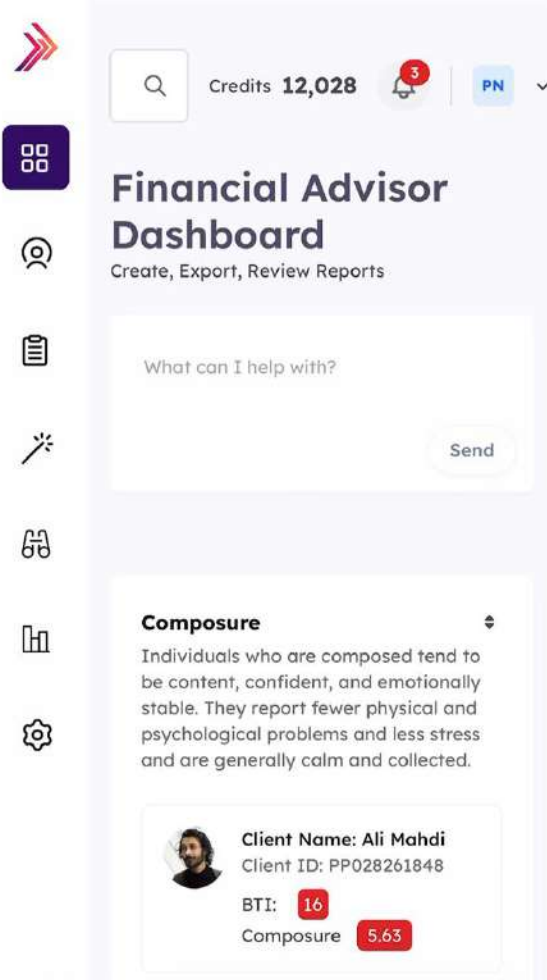
**Med**

Openness

**Med**



# Auto client segmentation



The screenshot shows a mobile app interface for a Financial Advisor. At the top, there's a status bar with the time 08:06 and various icons. Below it, a navigation bar contains a search icon, a credits balance of 12,028, a notification bell with 3 alerts, and a profile icon labeled 'PN'. The main heading is 'Financial Advisor Dashboard' with a subtitle 'Create, Export, Review Reports'. A search bar asks 'What can I help with?' with a 'Send' button. Below this, a section titled 'Composure' describes individuals who are content and emotionally stable. At the bottom, a client profile for Ali Mahdi (ID: PP028261848) is shown with a BTI score of 16 and a Composure score of 5.63.

08:06

Credits 12,028

PN

## Financial Advisor Dashboard

Create, Export, Review Reports

What can I help with?

Send

### Composure

Individuals who are composed tend to be content, confident, and emotionally stable. They report fewer physical and psychological problems and less stress and are generally calm and collected.

**Client Name:** Ali Mahdi  
**Client ID:** PP028261848

**BTI:** 16  
**Composure:** 5.63

## Behaviour Tax Risk

Composure

Moderate

Money Anxiety

Moderate

Switch in downturn

High



Candice

### Behaviour Tax Indicator



#### WARNING INDICATORS

Loss aversion

16:24

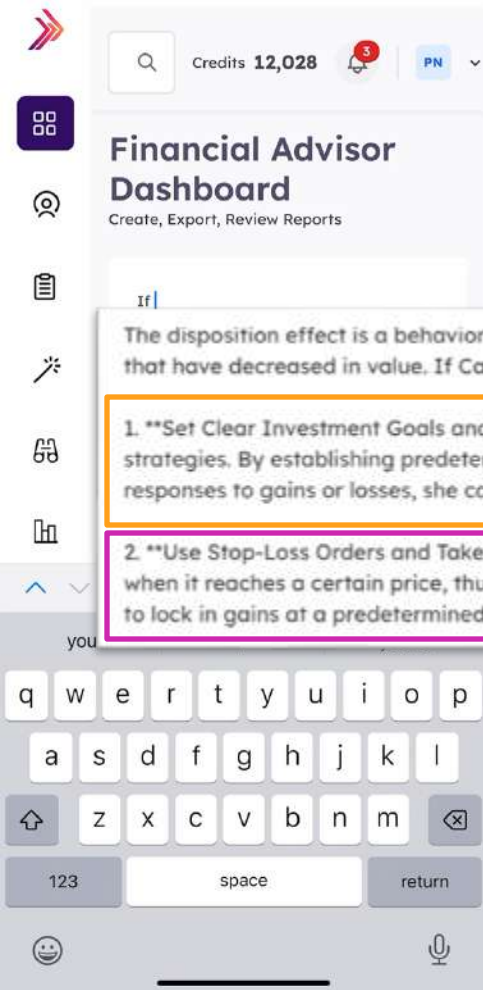


# Adviser content generation

Advice link

Product Link

m



## Financial Advisor Dashboard

Create, Export, Review Reports

If

The disposition effect is a behavioral finance term that describes an investor's tendency to sell assets that have increased in value while keeping assets that have decreased in value. If Candice has a high disposition effect and wants to address it, she can consider the following actions:

1. **\*\*Set Clear Investment Goals and Exit Strategies\*\***: Candice should define her investment objectives and develop a plan with clear entry and exit strategies. By establishing predetermined criteria for selling investments based on financial goals and performance indicators rather than emotional responses to gains or losses, she can better avoid the pitfalls of the disposition effect.

2. **\*\*Use Stop-Loss Orders and Take-Profit Levels\*\***: Implementing stop-loss orders can help Candice minimize losses by automatically selling a security when it reaches a certain price, thus removing some emotional biases from her decision-making process. Similarly, setting take-profit levels can enable her to lock in gains at a predetermined price, ensuring she captures profits without succumbing to the natural inclination to hold onto winners indefinitely.

# Adviser content generation

## Financial Advisor Dashboard

Create, Export, Review Reports

What can I help with?

TODAY

What is a good stop loss level for Candice?

Determining a stop loss level for a client like Candice requires understanding her specific financial situation, risk tolerance, investment strategy, and the particular asset or assets you are discussing. Stop loss levels are typically used to limit potential losses on an investment by automatically selling a security when it reaches a certain price. Here are some general guidelines to consider:

1. **Risk Tolerance**: Understand Candice's risk tolerance. More conservative investors may prefer tighter stop losses (e.g., 5-10% below the purchase price), while more aggressive investors might be comfortable with wider stop losses (e.g., 15-20% or more).

Candice's risk preference is low to moderate and therefore she may prefer tighter stop loss levels e.g., (5 -10% below the purchase price)

### Risk Preference



### WARNING INDICATORS

⚠ Disposition effect

Income Portfolio  
Step1 over one-year rolling periods

[Download PDF](#)



## Financial Advisor Dashboard

Create, Export, Review Reports

What can

# Adviser content generation

1. **\*\*Loss Aversion\*\***: The bias likely most relevant to Candice is loss aversion as she has low composure and relatively high levels of money anxiety. The fear of losses can lead to overly conservative investments or prematurely selling assets during downturns.
2. **\*\*Addressing Loss Aversion\*\***: A focus on long-term goals and maintaining a well-diversified portfolio can help balance risk. Regular portfolio reviews with a financial advisor could also provide guidance during volatile periods.

Confidence

nudgeflow.ai

Done

### Behaviour Tax Indicator



WARNING INDICATORS

⚠ Loss aversion

### Money Fingerprint Results

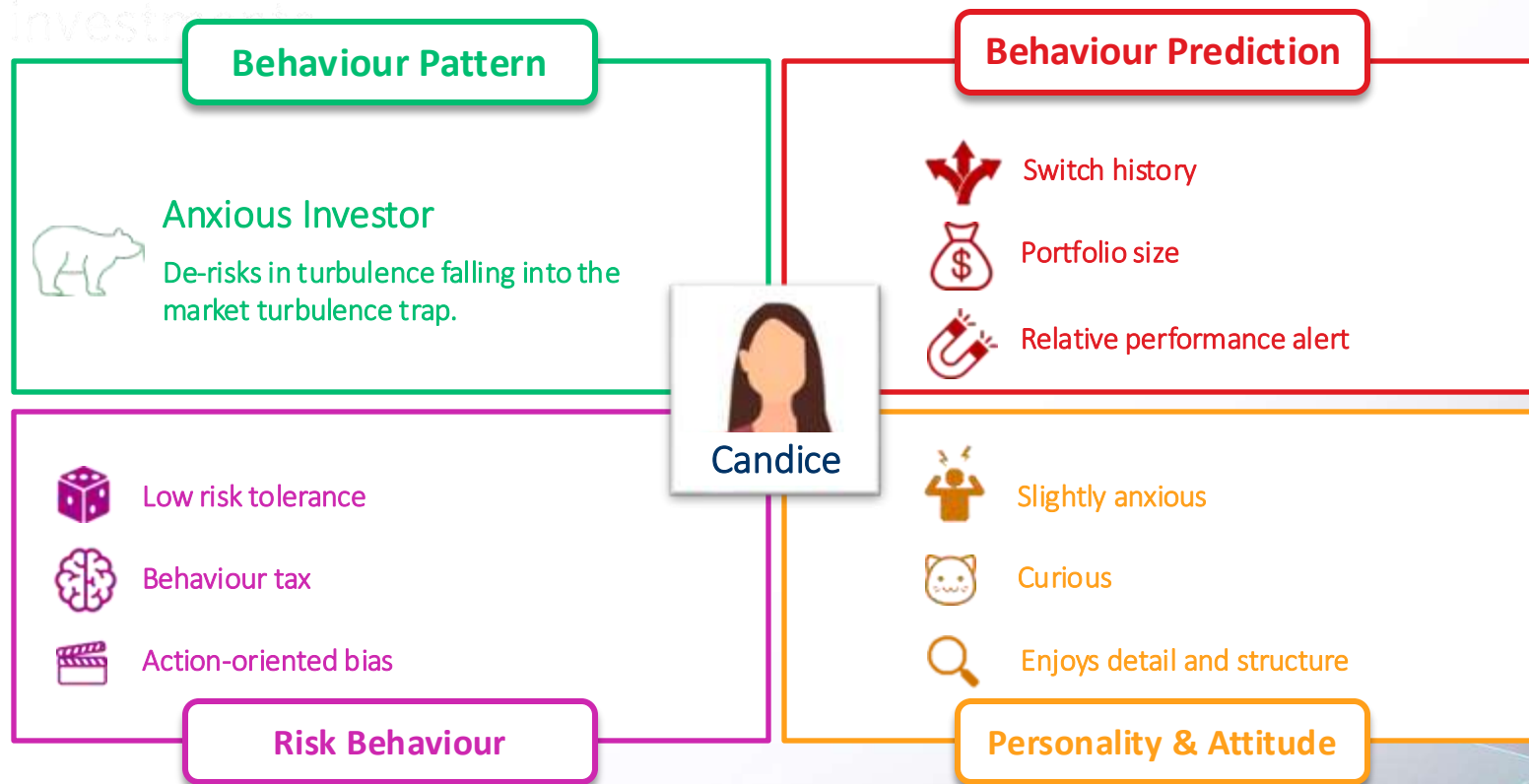
Risk Behaviour

Money Attitudes

Personality



# Adding contextual colour



**momentum**  
investments

Thank You

