



# International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

*(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)*



**Impact Factor: 8.699**

**Volume 14, Issue 5, May 2025**

# Wealth Building Plan Application using Data Analytics

R.J.Poovaraghan<sup>[1]</sup>, P.G.Tharun<sup>[2]</sup>, G.Shanthosh<sup>[3]</sup>, E.Dinesh<sup>[4]</sup>

Assistant professor, Dept. of IT, Jaya Engineering College, Chennai, Tamil Nadu, India<sup>[1]</sup>

UG Student, Dept. of IT, Jaya Engineering College, Chennai, Tamil Nadu, India<sup>[2],[3] & [4]</sup>

**ABSTRACT:** This project explores how savings, investments, and insurance collectively support wealth-building. It examines saving methods, investing in assets such as stocks, mutual funds, and bonds, and the role of government schemes in financial growth. Insurance is highlighted as a key tool for wealth protection and risk management. Tax planning is also included as a vital component of a complete financial strategy.

Using data analytics, the project analyzes financial behavior to reveal spending patterns, investment performance, and the long-term benefits of insurance and tax efficiency. Findings show that individuals who save consistently, invest wisely, leverage government schemes, and maintain insurance coverage are more likely to achieve long-term financial success. This data-driven approach encourages informed financial decisions, promoting long-term financial well-being.

**KEYWORDS:** Wealth Building, Data Analytics, Savings, Investments, Stocks, Mutual Funds, Bonds, Government Schemes, Insurance, Tax Planning, Risk Management.

## I. INTRODUCTION

Building long-term wealth is a key financial goal for individuals seeking financial security and independence. Effective wealth-building requires a balanced approach that includes saving, investing, and protecting assets. Savings provide a foundation of financial stability, while investments in instruments such as stocks, mutual funds, and bonds offer growth opportunities. Additionally, government schemes play a crucial role in supporting financial inclusion and promoting investment habits among the general population. Insurance is essential for managing financial risks and protecting wealth from unforeseen events. Alongside these, tax planning ensures optimal use of financial resources by minimizing liabilities and maximizing returns. When strategically combined, these elements form a comprehensive financial plan tailored to individual goals and risk tolerance. The integration of data analytics into personal finance further enhances decision-making. By analyzing financial behavior, individuals can gain insights into their spending patterns, investment performance, and risk exposure. These insights empower users to make informed, personalized financial choices that align with their long-term objectives.

## II. SYSTEM MODEL AND ASSUMPTIONS

The proposed system is a mobile application designed to guide users in wealth-building by integrating savings, investments, insurance, government schemes, and tax planning into a unified platform. The app leverages Firebase as the backend infrastructure to manage user authentication, real-time database operations, cloud storage, and analytics. The system is modeled to collect and analyze user financial data to provide personalized recommendations based on their financial goals, income level, spending habits, and risk appetite.

The core modules of the application include user profiling, savings tracking, investment portfolio management (covering stocks, mutual funds, and bonds), insurance planning, and tax optimization. A key component of the system is the data analytics engine, which evaluates financial behavior patterns to suggest suitable investment options and risk management strategies. Firebase Authentication ensures secure user login, while Firestore Database stores dynamic financial records and personalized investment plans. Cloud Functions and Firebase Analytics help in automating backend processes and tracking user interaction with financial tools.

This model assumes that users provide accurate financial data and are open to digital financial management. It also assumes regular updates of market trends, government policies, and investment performance through external APIs. All recommendations are data-driven but generalized, as future returns and economic conditions are inherently uncertain. The system is designed to support users with varying financial literacy levels, offering simplified insights and guidance to help them make informed financial decisions through a mobile-first, cloud-based platform.

### III. EFFICIENT COMMUNICATION

Efficient communication within the application is essential to guide users through their financial journey and ensure timely delivery of important information. In this project, communication is implemented through coded in-app messaging rather than external notification services like Firebase Cloud Messaging (FCM). The system uses programmatically generated messages and alerts that are triggered by user actions and system events, ensuring that financial suggestions, confirmations, and warnings are contextually delivered within the app interface.

For example, when a user completes a financial profile or updates investment preferences, the app responds with tailored messages displaying recommended investment plans or risk management tips. These messages are dynamically generated using conditional logic and Firebase's real-time database, which ensures that the displayed content is based on the most current user data. Additionally, success or error prompts are provided during actions such as savings input, investment selection, or insurance updates to maintain clarity and transparency throughout the process.

Communication between the frontend and backend is handled via Firebase's real-time data synchronization, enabling instant reflection of changes made by the user. This real-time feedback mechanism enhances user interaction without relying on background notifications or external push services.

Overall, the communication model ensures a seamless and responsive user experience by relying on coded in-app messages and database interactions, which support effective financial decision-making within the app environment.

### IV. SECURITY

Ensuring the security of user data is paramount in the design and implementation of this wealth-building application. The app deals with highly sensitive financial information, making it essential to protect user privacy and maintain data integrity. To achieve this, a layered security approach is adopted that combines strong authentication methods, encryption protocols, and strict access control policies. The system not only safeguards data during transmission and storage but also enforces secure coding practices to minimize vulnerabilities. Continuous monitoring of user activity and system behavior helps in detecting and responding to threats promptly. This holistic security framework builds trust and confidence among users, enabling them to manage their financial information securely.

#### 1. Secure Authentication

The application uses Firebase Authentication with email and password sign-in, enhanced by email verification to prevent unauthorized access. User sessions are managed securely, reducing risks of session hijacking and ensuring that only authenticated users can access sensitive data.

#### 2. Data Encryption and Storage

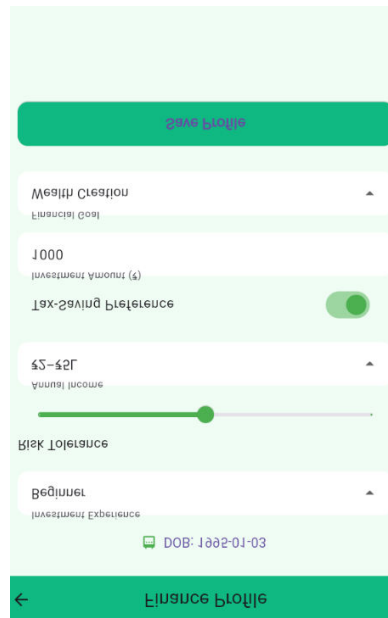
All data exchanged between the app and backend is encrypted with TLS protocols to protect it in transit. User financial data is stored securely in Firebase Firestore with encryption at rest, ensuring protection even if physical storage devices are compromised.

#### 3. Access Control and Safe Coding

Role-based access is enforced through Firebase Security Rules to restrict user data access appropriately. Input validation and sanitization prevent common attacks like injection and XSS. Logging mechanisms monitor user activity, allowing early detection of suspicious behavior.



## V. RESULT AND DISCUSSION

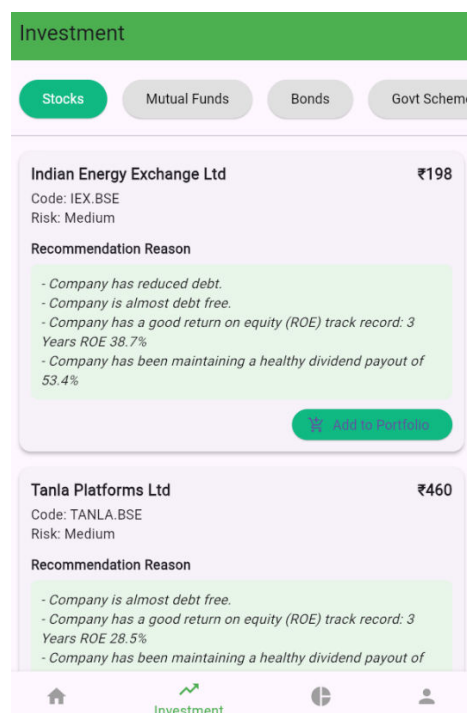


The form is titled "Finance Profile" and contains the following fields:

- Financial Goal:** A dropdown menu with "Wealth Creation" selected.
- Investment Amount (\$):** A text input field with "1000" entered.
- Tax-Saving Preference:** A toggle switch that is currently turned on.
- Annual Income:** A range slider with "₹5-₹25" selected.
- Risk Tolerance:** A dropdown menu with "Beginner" selected.
- Investment Experience:** A dropdown menu with "Beginner" selected.
- DOB:** A date input field with "1992-01-03" entered.

Figure 1: user Input Form

This screen collects the user's financial details such as investment experience, risk tolerance, annual income, tax-saving preference, and financial goal. The information is used to personalize investment recommendations.



The screen is titled "Investment" and shows two stock suggestions:

- Indian Energy Exchange Ltd** (₹198)
  - Code: IEX.BSE
  - Risk: Medium
  - Recommendation Reason:
    - Company has reduced debt.
    - Company is almost debt free.
    - Company has a good return on equity (ROE) track record: 3 Years ROE 38.7%
    - Company has been maintaining a healthy dividend payout of 53.4%
  - [Add to Portfolio](#)
- Tanla Platforms Ltd** (₹460)
  - Code: TANLA.BSE
  - Risk: Medium
  - Recommendation Reason:
    - Company is almost debt free.
    - Company has a good return on equity (ROE) track record: 3 Years ROE 28.5%
    - Company has been maintaining a healthy dividend payout of

Figure 2: suggestion stock

Displays personalized stock investment suggestions based on the user's profile. Each card includes company details, risk level, and a recommendation reason with an option to add to the portfolio.

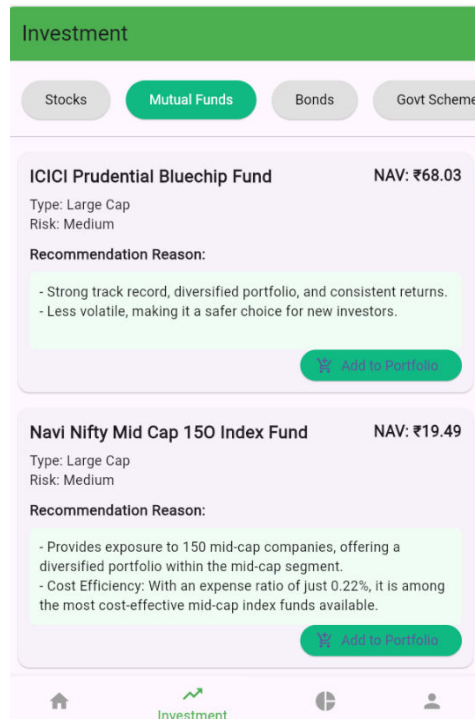


Figure 3: suggestion Mutual Funds

Shows mutual fund options tailored to the user, highlighting NAV, type, and risk. It provides concise reasons for recommendation and includes an “Add to Portfolio” button.

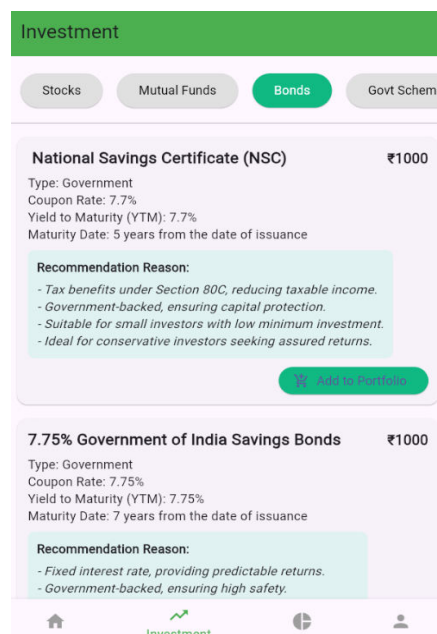


Figure 4: suggestion Bonds

Lists government bond options with details like coupon rate, maturity, and yield. Each suggestion includes benefits such as tax savings and safety, suitable for conservative investors.

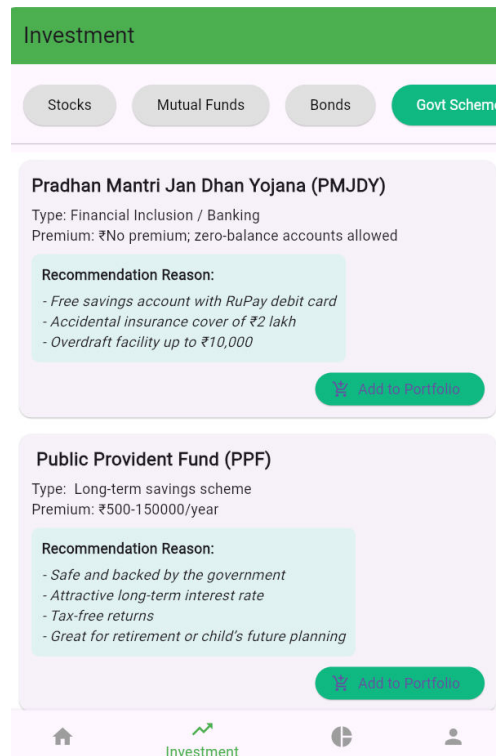


Figure 5: suggestion Govt schemes

Displays recommended government schemes like PPF, SSY, and PMVVY based on the user's profile. Each scheme card includes benefits like tax savings, fixed returns, and eligibility details with an "Add to Portfolio" option.

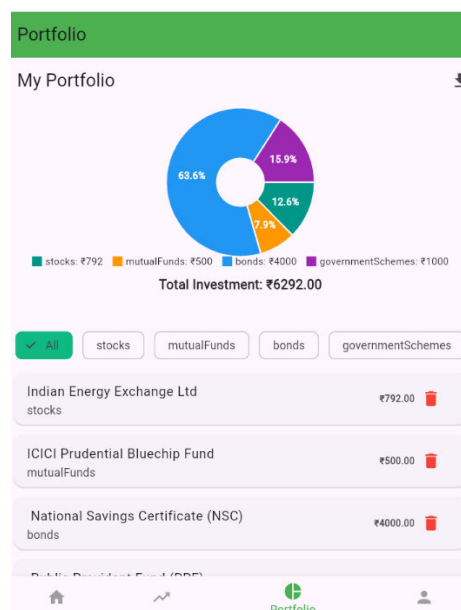


Figure 6: Portfolio page

Shows all the investments the user has added from various sections (stocks, mutual funds, bonds, schemes). It allows users to track their selected options and manage their personalized investment plan efficiently.

## VI. CONCLUSION

The Wealth Building Plan Application successfully provides users with personalized investment recommendations based on their financial profile, risk tolerance, and goals. By integrating real-time data, Firebase backend, and a user-friendly interface, the app helps users make informed decisions across diverse investment categories such as stocks, mutual funds, bonds, government schemes, insurance, and tax-saving options. The inclusion of portfolio tracking empowers users to manage and review their investments effectively, fostering better financial planning and wealth creation.

## REFERENCES

- [1] Mishra, R., "A Study on Investment Avenues and Investor Behavior in India", International Journal of Research and Analytical Reviews, ISSN: 2348-1269, Volume 6, Issue 1, January 2019.
- [2] Sharma, S. & Mehta, D., "Role of Insurance in Personal Finance Planning", International Journal of Management and Applied Science, ISSN: 2394-7926, Volume 4, Issue 3, March 2018.
- [3] Gupta, R., "Digital Transformation in Wealth Management Using Data Analytics", International Journal of Advanced Research in Computer Science, ISSN: 0976-5697, Volume 10, Issue 5, 2019.
- [4] Kumar, A., "A Comprehensive Study on Mutual Funds and Their Performance in India", International Journal of Recent Technology and Engineering, ISSN: 2277-3878, Volume 8, Issue 3, September 2019.
- [5] Singh, V., "Personal Finance and Wealth Building: A Strategic Approach", International Journal of Engineering Research & Technology (IJERT), ISSN: 2278-0181, Volume 10, Issue 6, June 2021.
- [6] Pedregosa, F. et al., "Scikit-learn: Machine Learning in Python", Journal of Machine Learning Research, ISSN: 1532-4435, Volume 12, pp. 2825–2830, 2011.
- [7] Fama, E. F., & French, K. R., "Common Risk Factors in the Returns on Stocks and Bonds", Journal of Financial Economics, ISSN: 0304-405X, Volume 33, pp. 3–56, 1993.
- [8] Markowitz, H., "Portfolio Selection", The Journal of Finance, ISSN: 0022-1082, Volume 7, Issue 1, pp. 77–91, 1952.
- [9] Damodaran, A., "Investment Valuation: Tools and Techniques for Determining the Value of Any Asset", Wiley Finance Series, ISBN: 978-1-118-13791-1, 2012.
- [10] Bodie, Z., Kane, A., & Marcus, A. J., "Investments", McGraw-Hill Education, ISBN: 978-1-259-27935-5, 2018.



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 9940 572 462  6381 907 438  [ijirset@gmail.com](mailto:ijirset@gmail.com)



[www.ijirset.com](http://www.ijirset.com)

Scan to save the contact details