

FinEdu: An AI-Driven Unified Financial Education Platform

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Abstract: *Financial literacy remains a critical challenge among retail investors, particularly in emerging markets where access to structured and personalized financial education is limited. Existing platforms often provide generic content without adapting to individual user needs, resulting in ineffective learning outcomes and poor financial decision-making. This paper presents FinEdu, an AI-driven unified financial education platform designed to provide personalized learning experiences and integrated investment tools. The system incorporates user profiling, adaptive content recommendation, and intelligent stock screening features to enhance user engagement and learning efficiency. By analyzing user behavior and knowledge levels, the platform dynamically suggests relevant courses and financial tools tailored to individual requirements. The integration of education and investment tools within a single platform demonstrates the potential to significantly improve financial literacy and decision-making among retail investors.*

Keywords: Financial Education, Artificial Intelligence, Personalized Learning, FinTech, Stock Screener, Recommendation System

