

**A COMPREHENSIVE ANALYSIS OF A**

**FINANCIAL PERFORMANCE:**

**INSIGHTS FROM A LEADING BANKS**

**A Project Based Experimental Learning Program**

## **1. INTRODUCTION**

### **1.1 OVERVIEW**

**Comprehensive Analysis in the financial world refers to the complete analysis of every relevant aspect of a company's financial operations. The goal of such analysis is to provide a complete picture of the financial status of a company both in the current time and projected into the future. Financial analysis is the process of evaluating business, projects, budgets and other finance- related transactions to determine their performance and suitability. The process of reviewing and analyzing a company's financial statements to make better economic decisions. It evaluates a company's performance or value through a company's balance sheet, income statement or statement of cash flows. It is the process of collecting and tracking data on company's finances, including its revenues, expense, profiles, capital and cash flow.**

### **1.2 PURPOSE**

**It demonstrates the inter relationship between the income statement and balance sheet and describes the risk and return trade- off underlying management decisions. It is used to evaluate economic trends, set financial policies, build long-term plan for business activity and identify project or companies for investments.**

## **2. PROBLEM DEFINITION & DESIGN THINKING**

### **2.1 EMPATHY MAP**

## Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

[Share template feedback](#)

### Build empathy

The information you add here should be representative of the observations and research you've done about your users.

**Keys**  
What do we hear (from say)?  
What do we observe (from action)?

A complete analysis of relevant aspect of a company's financial operations.

It evaluates a company's performance or value a company's balance sheet, income statement of cash flows.

Analysis of Financial Performance ; Banks

Helps in funds allocation.

Improves profitability and value of the organization.

**Does**  
What behavior have we observed?  
What do we imagine them doing?

**Feels**  
What are their fears, frustrations, and attitudes? What other feelings might influence their behavior?

## 2.2 IDEATION & BRAINSTORM MAP

### 3. RESULT



#### **4. ADVANTAGES & DISADVANTAGES**

## **ADVANTAGES**

- It provides a overview of how well the company manage its assets and liabilities.
- It can help fund manager make future business decisions.
- It can also help to review the historical trends for past successes.
- It provides internal & external stake holders with the opportunity to make informed decisions regarding investing.

## **DISADVANTAGES**

- The financial analysis does not contemplate cost price level changes.
- Value of intangible assets ignored.
- The financial analysis are outlined on the basis of accounting concept so it does not mirror the current position.
- Problems with inputs that will influence also the quality of the output from the financial analysis: financial statements are prepared with a certain time lag (usually up to 6 months), the current situation can already be different.

## **5. APPLICATIONS**

- To access financial statements which contain information past performances and interpret it as a basis for forecasting future rates of return and for assessing risk.
- It convey an understanding of some financial aspects of a business firm.
- To present a true and fair view of the financial performance and position.

## **6. CONCLUSION**

Financial analysis are an important tool for business to judge their strength and weakness. This also helps them in considering the growth and development of the financials. Therefore, they are considered one of the most useful tools by business entities.

A literature survey for the financial analysis of banks would involve researching and reviewing previous studies, articles, and reports on the topic. This could include information on the methods and techniques used for financial analysis of banks, as well as the results and conclusions of these studies.

## **7. FUTURE SCOPE**

Banking has emerged as one of the most rapidly growing industries in the country. The rapid growth and advancements in the banking sector have paved the way for a wide range of career opportunities in banks. The nature of the Indian economy over the last few years has been dicey. Big brand names and the corporate sector have seen more downs than ups. Due to changes in the economy, reputed firms are forced to shut down or sack thousands of employees. There is no job security. This is a major reason why people in large numbers today choose to go for bank jobs instead.

The future of banking will look very different from today. Faced with changing consumer expectations, emerging technologies, and new business models, banks will need to start putting strategies in place now to help them prepare for banking in 2030.

