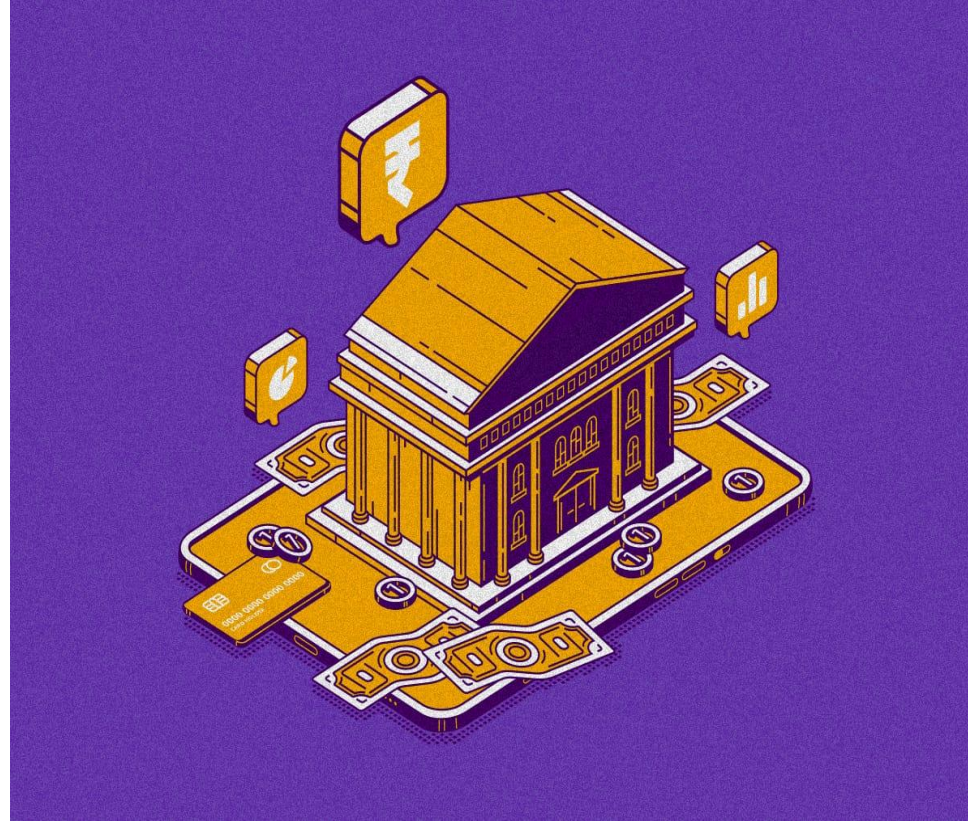


A COMPREHENSIVE ANALYSIS OF FINANCIAL PERFORMANCE: INSIGHTS FROM A LEADING BANKS



1.INTRODUCTION

1.1 OVERVIEW

The banking industry world-wide is being transformed. The global forces for change include technological innovation; the deregulation of financial services at the national level and opening-up to international competition and equally important changes in corporate behavior, such as growing disintermediation and increased emphasis on shareholder value. In addition, recent banking crises in Asia and Latin America have accentuated these pressures.

1.2 PURPOSE

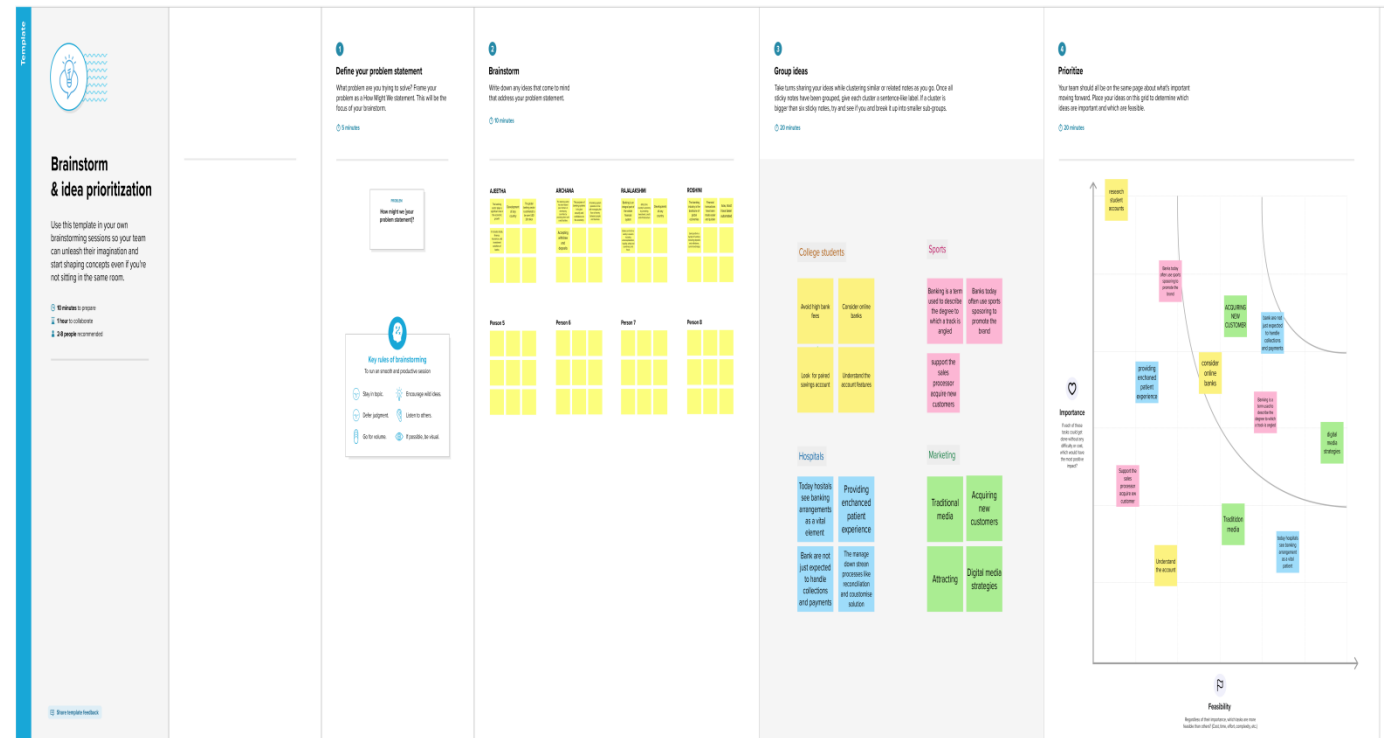
The banking industries in central Europe and Latin America have also been transformed as a result of privatizations of state-owned banks that had dominated their banking systems in the past. In this project we are trying to analysis the bank related data and able to extract some insights from the data using Business Intelligence tools. To Extract the Insights from the data and put the data in the form of visualizations, Dashboards and Story we employed Tableau tool.

2. PROJECT DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP



2.2 BRAINSTORMING AND IDEA PRIORITIZATION



3.RESULT

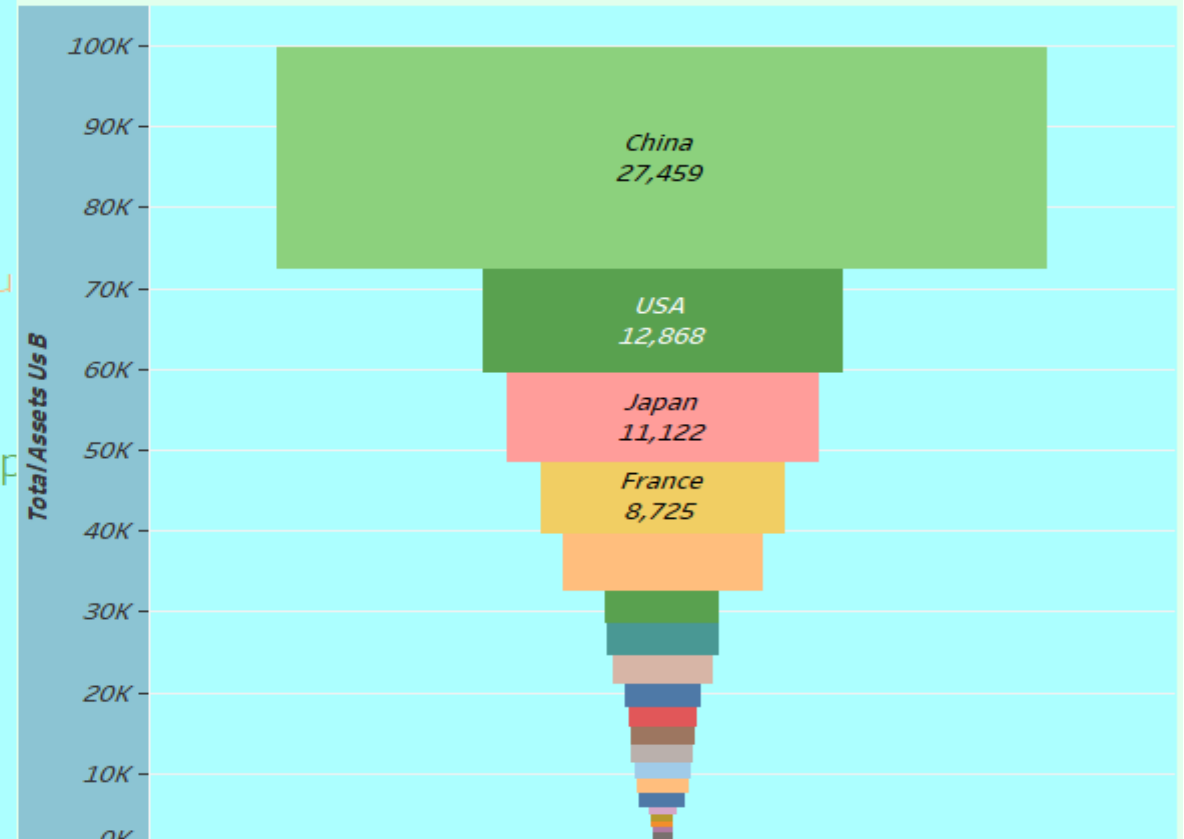
DASHBOARD

Financial analysis of banks

Top banks according to total assests

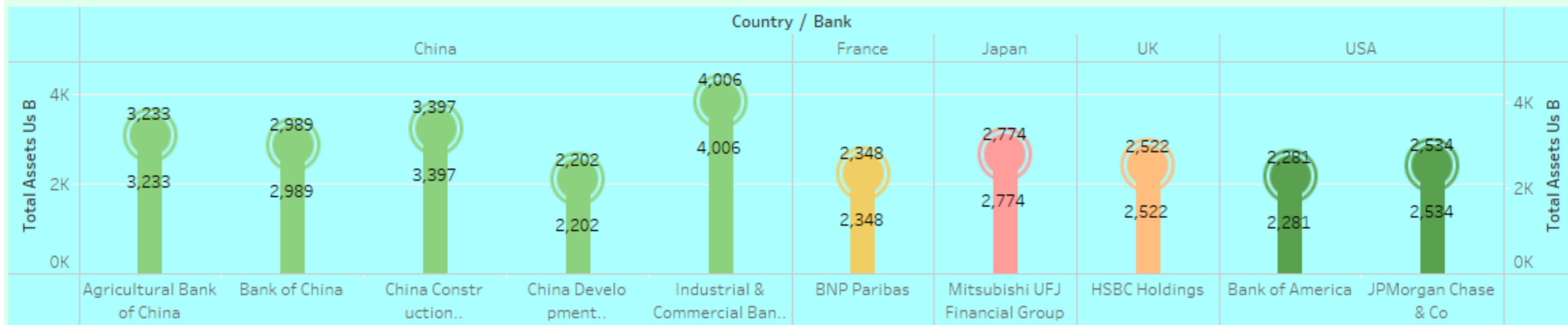
Lloyds Banking Group
Japan Post Bank
HSBC Holdings Banco Santander
Postal Savings Bank of China Societe Generale
Sumitomo Mitsui Financial Group Wells Fargo Credit Agricole Group
Mizuho Financial Group Agricultural Bank of China
Industrial & Commercial Bank of China
China Development Bank China Construction Bank Corp
JPMorgan Chase & Co Mitsubishi UFJ Financial Group
Bank of America Bank of China BNP Paribas Citigroup Inc
Barclays PLC Bank of Communications Groupe BPCE
Royal Bank of Canada Deutsche Bank

Funnel chart to display the total assests of banks in a country

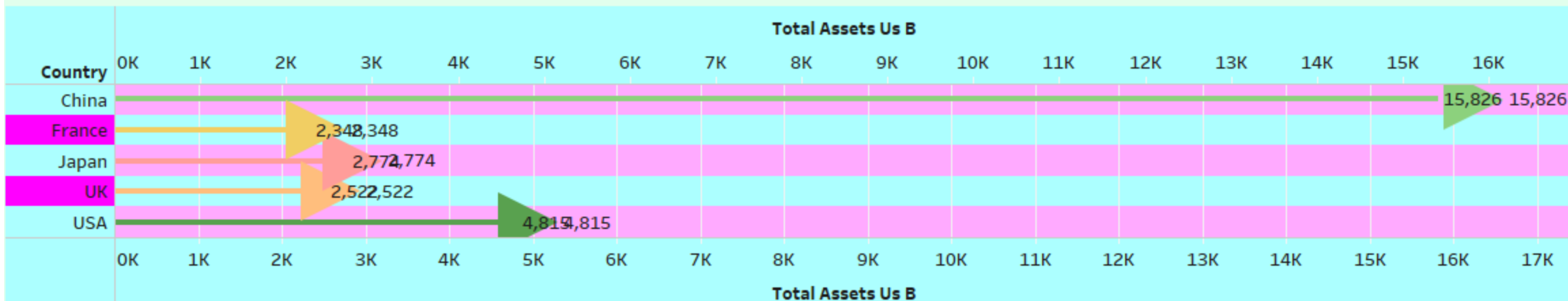


Financial analysis of banks-1

Top banks according to country based on total assests

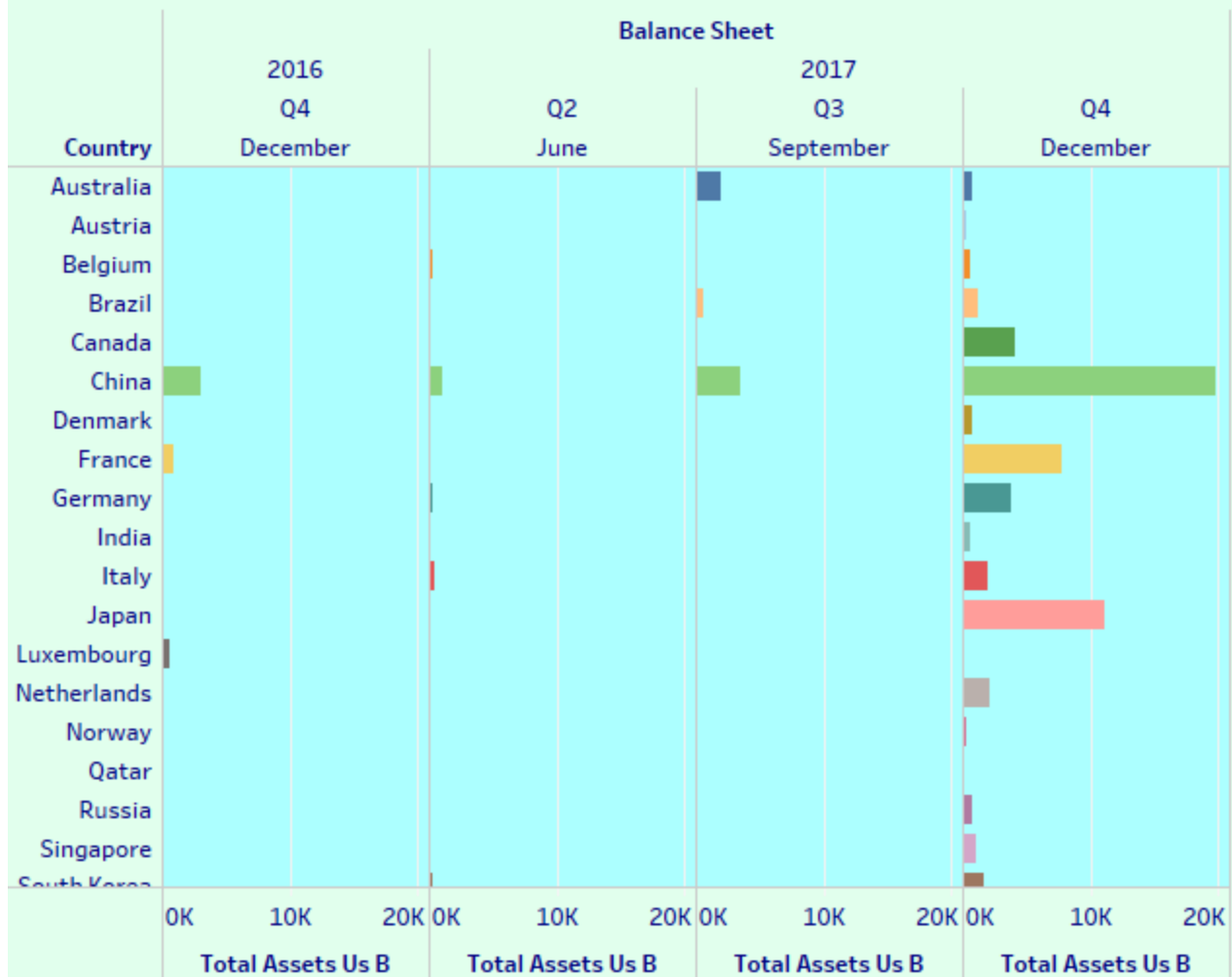


Top banks according rank

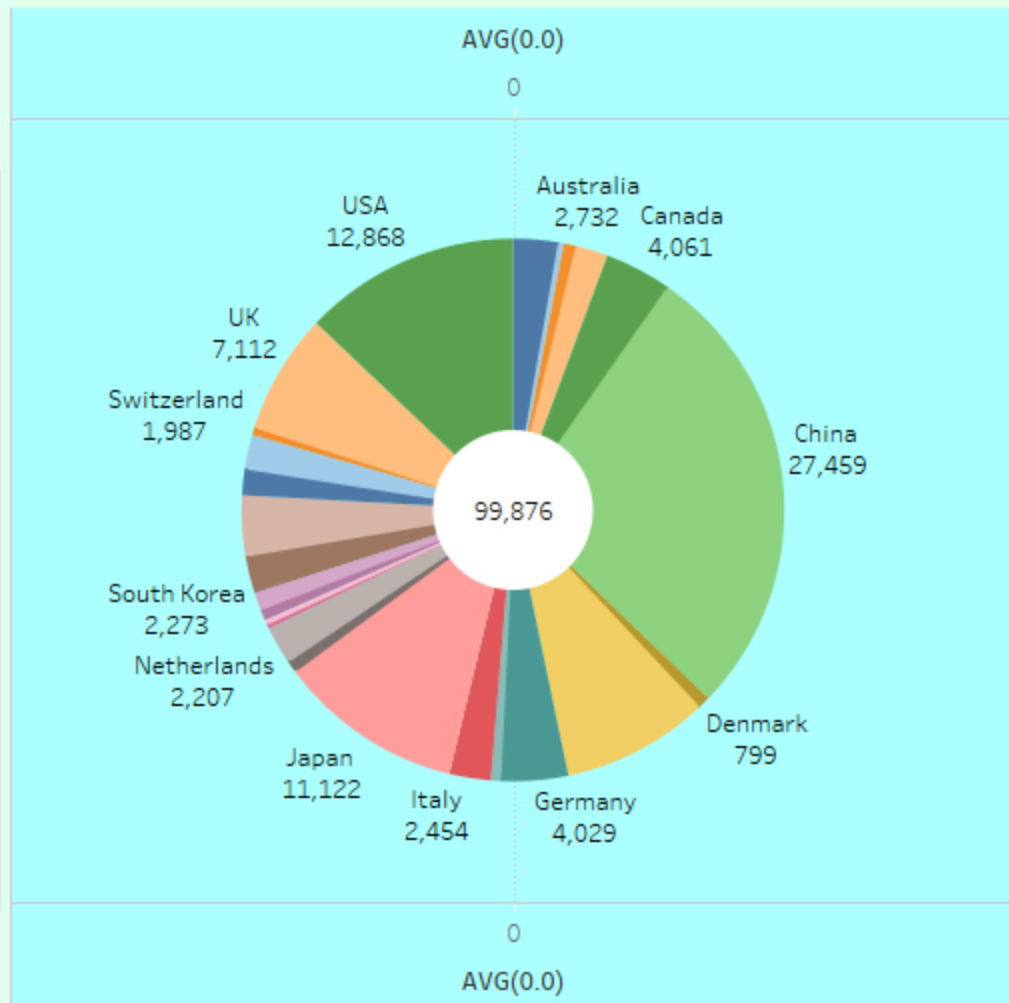


Financial analysis of banks-2

Total assest analysis according to year and quarter



Top countries with assest proportion



STORY

Story board

Top banks according to total assests

Top banks according to country based on total assests

Top banks according rank

Funnel chart to display the total assest of banks in a country

Total assests analysis according to year and quarter

Top countries with assest proportion

Citigroup Inc Japan Post Bank Groupe BPCE
HSBC Holdings Bank of America Royal Bank of Canada
Mizuho Financial Group Lloyds Banking Group
Credit Agricole Group Agricultural Bank of China
Sumitomo Mitsui Financial Group China Construction Bank Corp
Industrial & Commercial Bank of China
JPMorgan Chase & Co Mitsubishi UFJ Financial Group
Barclays PLC China Development Bank Postal Savings Bank of China
Bank of Communications Bank of China Banco Santander Deutsche Bank
BNP Paribas Societe Generale
Wells Fargo

Bank

- Agricultural Bank of Chi..
- Banco Santander
- Bank of America
- Bank of China
- Bank of Communications
- Barclays PLC
- BNP Paribas
- China Construction Ban..
- China Development Bank
- Citigroup Inc
- Credit Agricole Group
- Deutsche Bank
- Groupe BPCE
- HSBC Holdings
- Industrial & Commercia..
- Japan Post Bank
- JPMorgan Chase & Co
- Lloyds Banking Group
- Mitsubishi UFJ Financia..
- Mizuho Financial Group

Story board

Top banks according to total assests

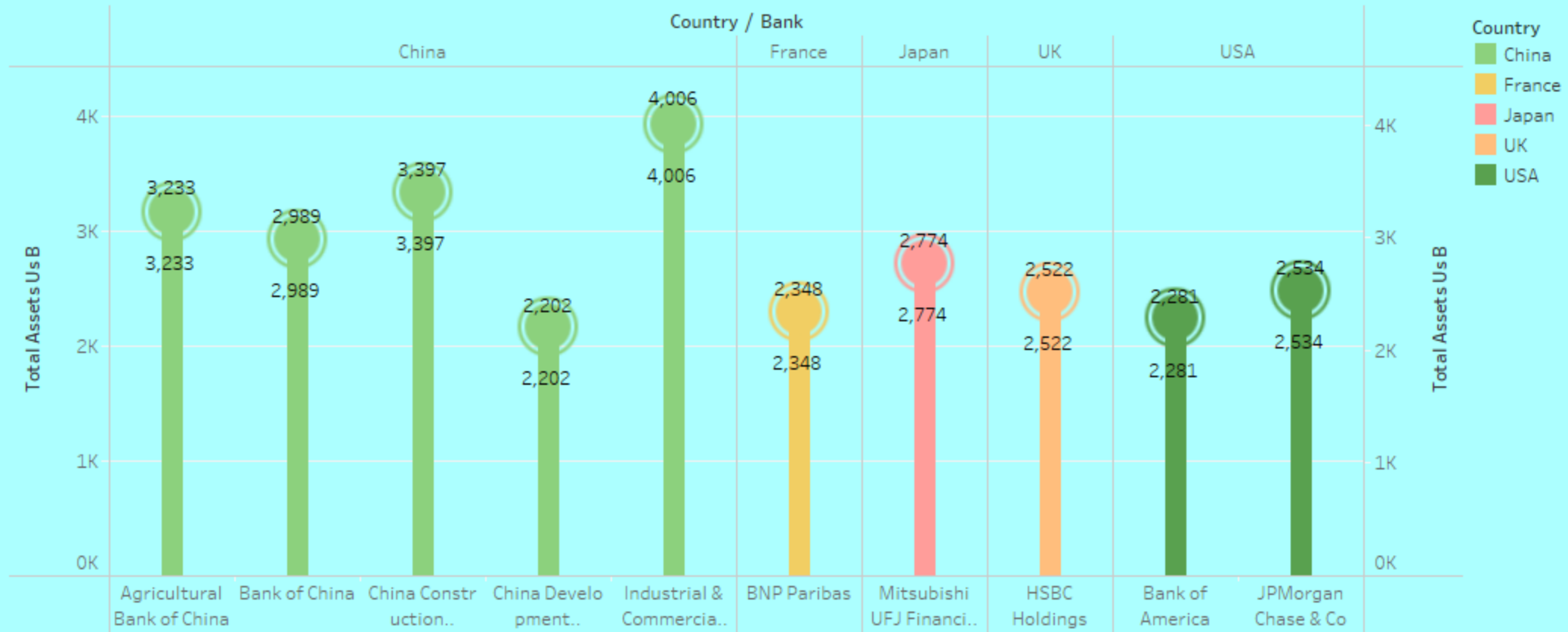
Top banks according to country based on total assests

Top banks according rank

Funnel chart to display the total assest of banks in a country

Total assests analysis according to year and quarter

Top countries with assest proportion



Story board

Top banks according to total assests

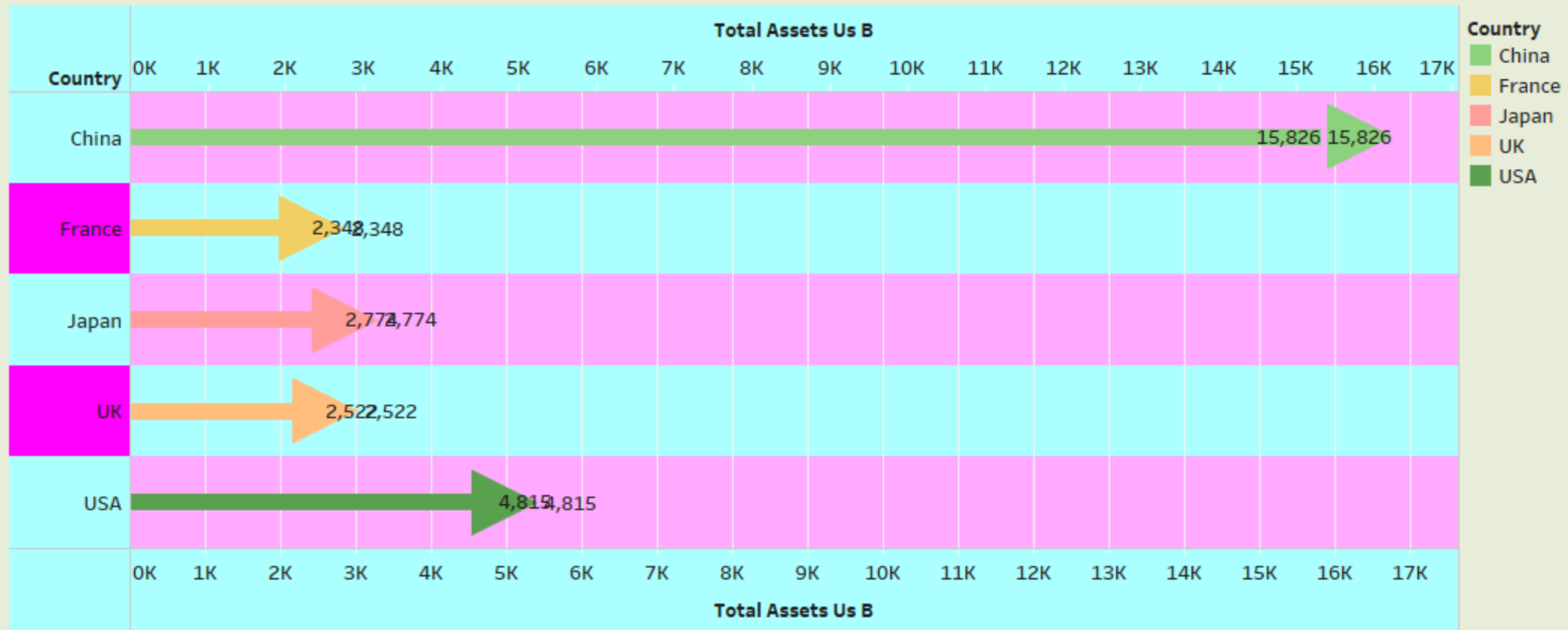
Top banks according to country based on total assests

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Story board

Top banks according to total assests

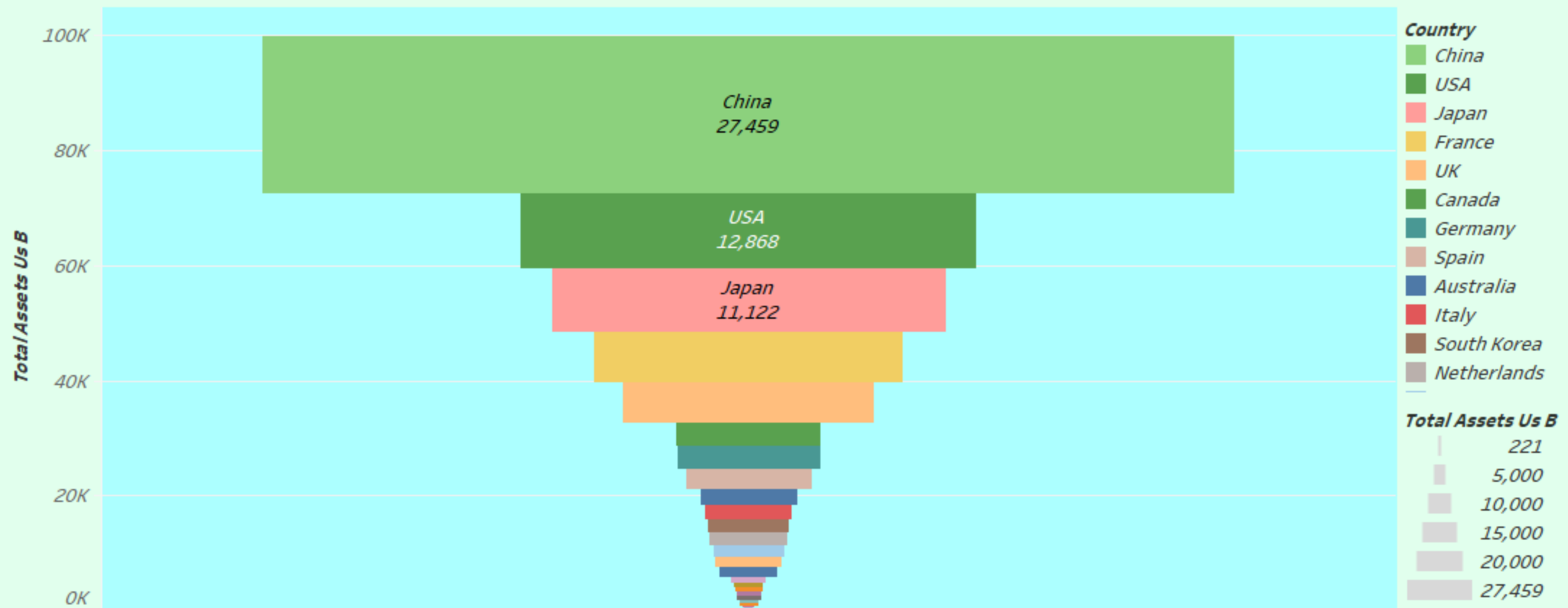
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Total assests analysis according to year and quarter

Top countries with assest proportion



Story board

Top banks according to total assests

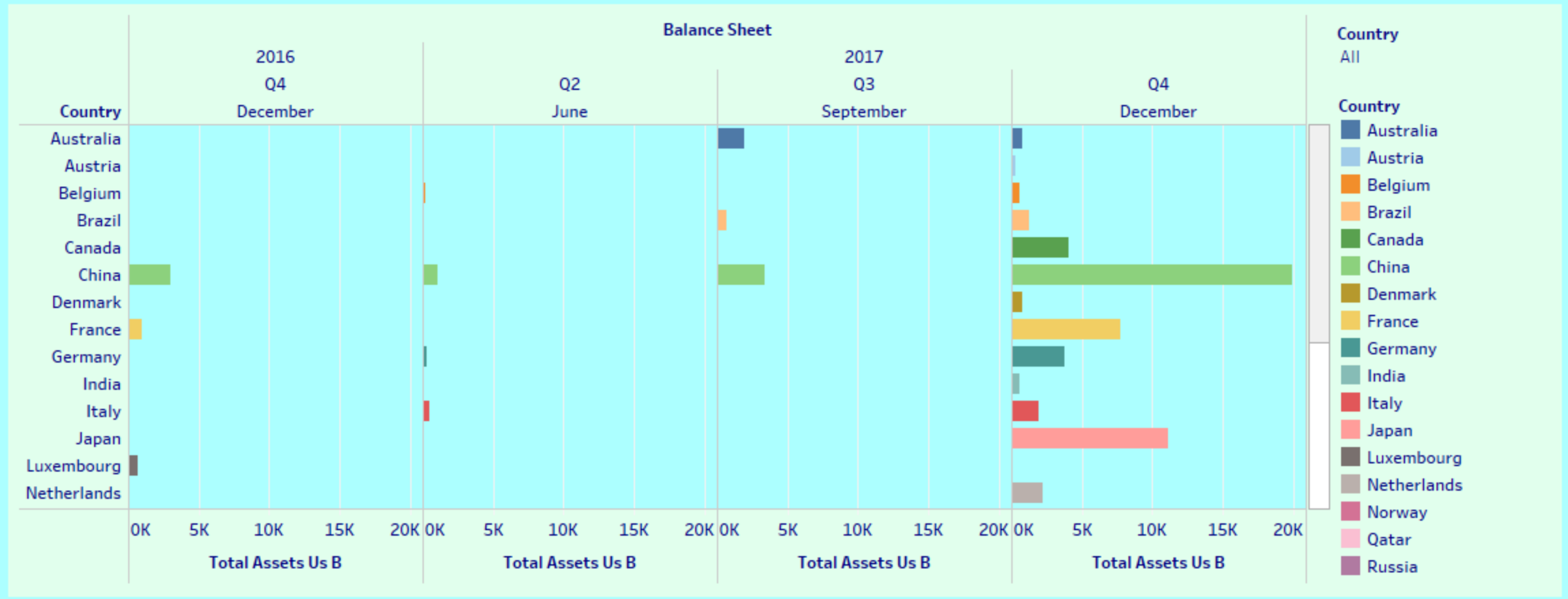
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Total assests analysis according to year and quarter

Top countries with assest proportion



Story board

Top banks according to total assests

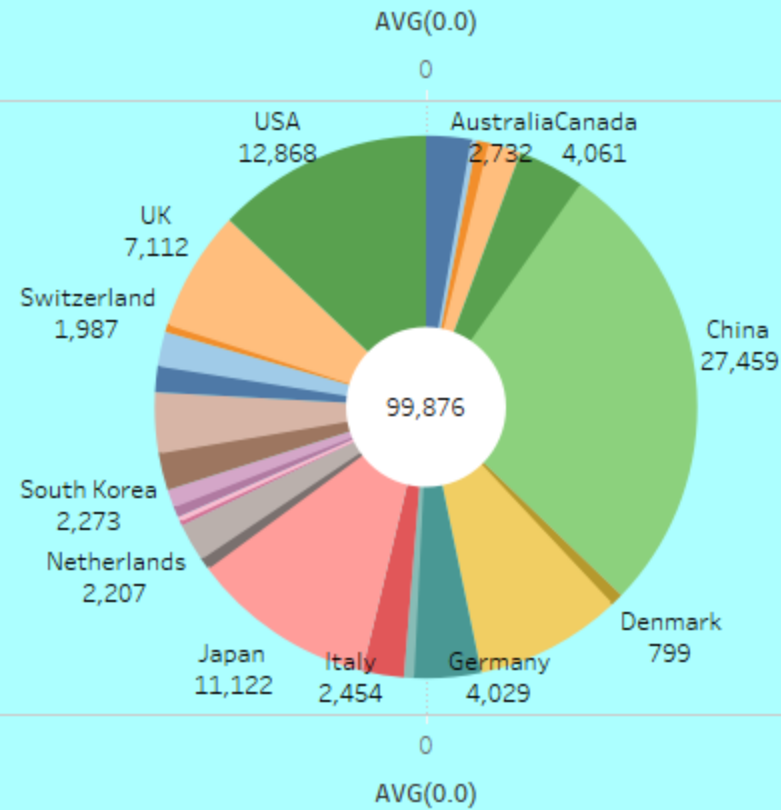
Top banks according to country based on total assests

Top banks according rank

Funnel chart to display the total assest of banks in a country

Total assests analysis according to year and quarter

Top countries with assest proportion



Country

Australia
Austria
Belgium
Brazil
Canada
China
Denmark
France
Germany
India
Italy
Japan
Luxembourg
Netherlands
Norway
Qatar
Russia

Total Assets Us B

99,876

4.ADVANTAGES & DISADVANTAGES

ADVANTAGES

- **The ability to detect patterns**

Financial statements reveal how much a company earn per year in sales. The sales may change, but financial planners should be able to identify a pattern over years of sales figures.

- **A change to budget outline**

Another advantage of using financial statements for future planning and decision making is that they show the company's budgets.

DISADVANTAGES

- **Based on market pattern**

One disadvantages of using financial statements for decision making is that the data and figures are based on the market at that given time. It may sell much less if a competitor releases a similar product.

- **At-one-time-analysis**

Another disadvantages is that a single financial statement only shows how a company is doing at one single time. The financial statements becomes a continuous analysis, which is more useful than using a single statement.

5.APPLICATIONS

- The banking industry world-wide is being transformed. The global forces for change include technological innovation the deregulation of financial services at the national level and opening up to international competition and equally important changes in corporate behavior, such as growing disintermediation and increased emphasis on shareholder value. In addition, recent banking crises in Asia and Latin America have accentuated these pressures. The banking industries in central Europe and Latin America have also been transformed as a result of privatizations of state owned banks that had dominated their banking systems in the past. In this project we are trying to analysis the bank related data and able to extract some insights from the data using Business Intelligence tools.

6.CONCLUSION

- Read the project description and understand the project by brainstorming and ideation and empathy map I shown you what the project is all about. After that I have downloaded the data and inserted the dataset. Apart from that, I am interested in downloading the tableau and using the dashboard and story in graph. I have written all the project of advantages, disadvantages and applications.

7.FUTURE SCOPE

- The role of a financial analyst is one of the most sought-after positions in the financial services industry. This is due to the fact that analysts have a scope to work in a range of industries together with high earning potential. An analyst plays a critical role in any business that he or she is representing on behalf of their firm. In general, financial analysts work for KPOs, banks, investment firms, investment banks, insurance companies and even individual companies. A good analyst should be able to evaluate the company's overall position in the industry in terms of its strengths, performance, prospects compared to its competitors. This involves an in-depth understanding of the company's investments, finances, growth plans, etc.