WELDFORD BANK

Analyst Team Report

PROJECT: BIG DATA II

DATA SCIENCE
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1. Final Dashboard Report - Welford Bank

To make this dashboard we have chosen Power BI as a visualization tool. It is an easy to use tool, very intuitive and allows you to create interactive reports quickly. In addition, it connects well with different data sources and offers many options for filtering and presenting information.

2. Why Power BI

We decided to use Power BI because we already knew a little about how it works and it adapts well to projects with little time. Also because it allows us to include filters by year, type of product or channel without great difficulty.

3. About the data used

We did not perform an exploratory data analysis (EDA). It was not necessary in this case, because we generated the data ourselves. So we already knew what they contained and how they were organized. Even so, we have encountered some limitations.

4. Limitations encountered

Due to the short time available, the data generation was not perfect. Some datasets had few values or columns with repeated information. This meant that some initial visualizations could not be performed as they were in the sketch.

For example:

- In the "Digital and Customer Service" dashboard we wanted to include a satisfaction meter, but there was not enough reliable data. We changed it to an alternative visualization with interaction and time data.

- In the "Security and Compliance" part, the traffic light type chart could not be displayed the same, so we used a pie chart with the values we did have.

5. Changes between the sketch and the final dashboard

Although the general structure has been maintained, several elements have been adjusted:

- The layout has been simplified in some views to show only what made sense with the available data.

- Some KPI cards show unrepresentative figures for the data generated (such as very small values). It was decided to leave them anyway because they represented the concept well.

- Some area or scatter plots were replaced by clearer columns or lines.

6. Final assessment

Despite the limitations, we believe that the final dashboard conveys the initial idea well. The visualizations show relevant information about the different areas of the bank: financial products, transactions, customers, risks and fraud. In addition, filters have been included to better explore the data.

If more time were available, the quality of the data could be improved and the analysis could be extended. But for this work, the result is clear, functional and visually coherent.