

# PROJECT REPORT

## 1. INTRODUCTION

### 1.1 Overview

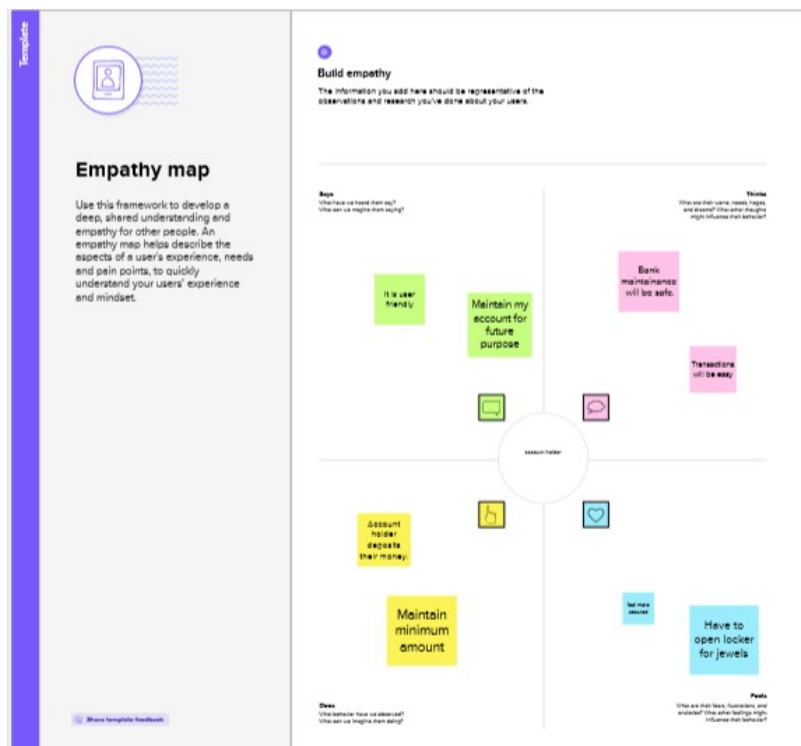
The banking industry world wide is being transformed. The global forces for change include technological innovation; the deregulation of financial services at the national level and opening up to international competition; and equally important changes in corporate behaviour, such as growing disintermediation and increased emphasis on shareholder value.

### 1.2 Purpose

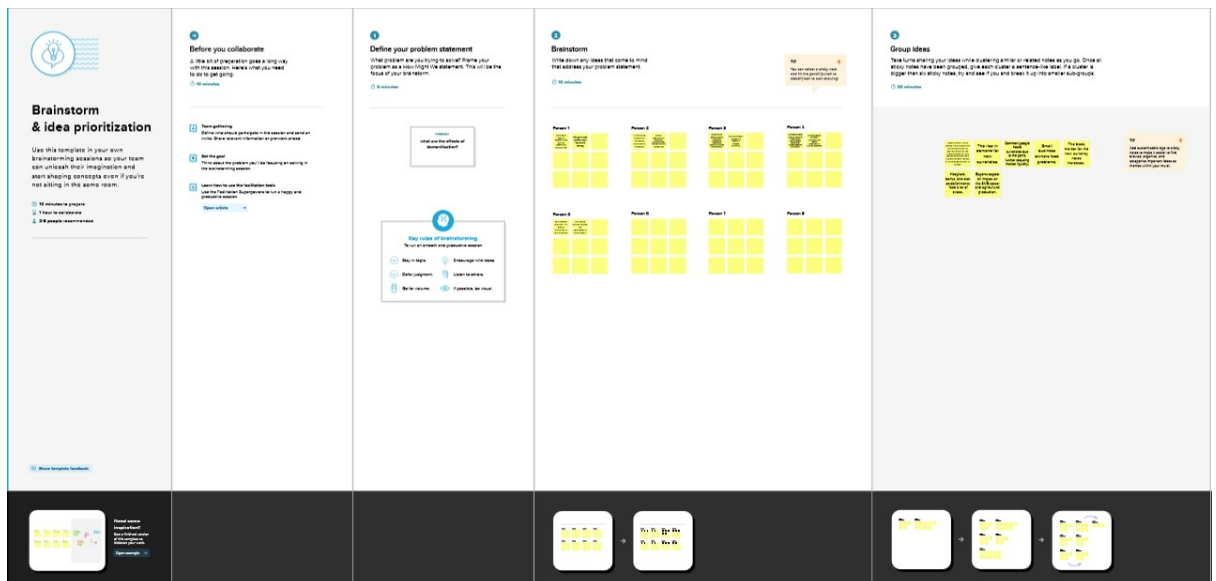
- To identify the financial crisis of banks.
- The banking industries which transformed as a result of privatizations of state owned banks.

## 2. PROBLEM DEFINITION & DESIGN THINKING

### 2.1 Empathy map

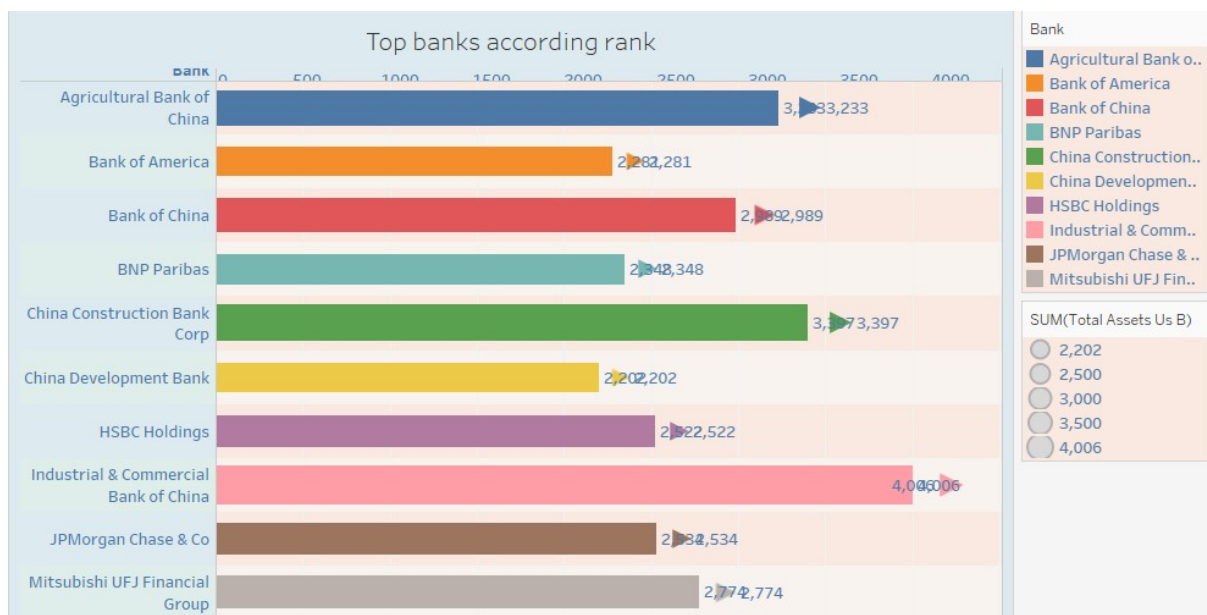


## 2.2 Ideation & Brainstorming map



## 3.RESULT

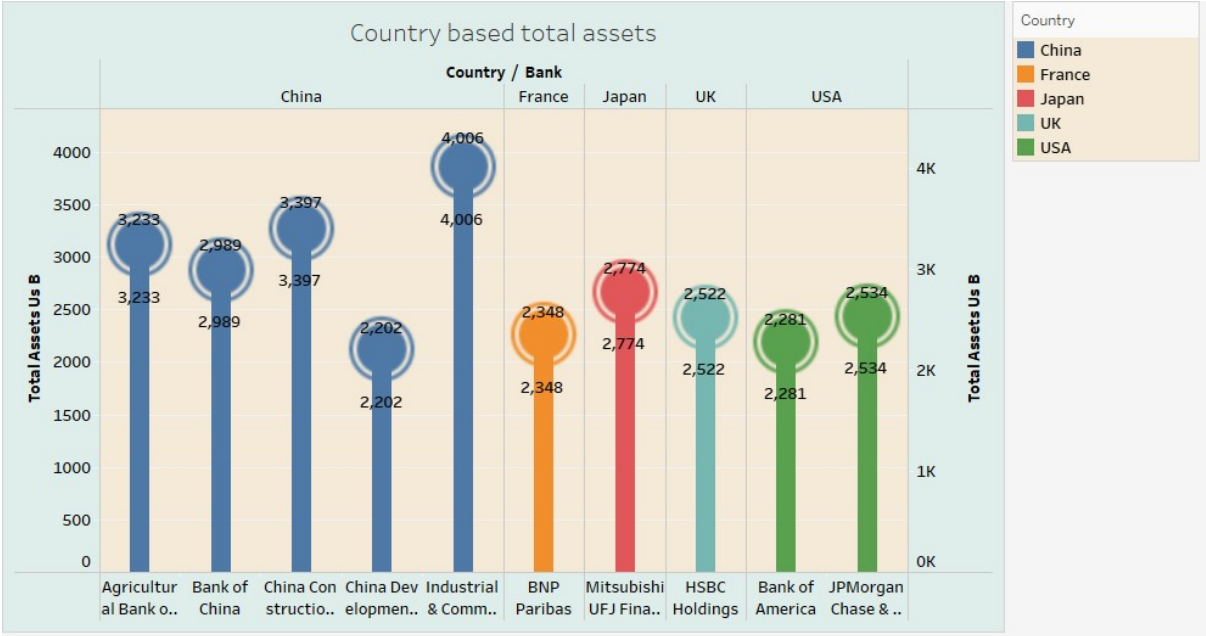
### Bar chart



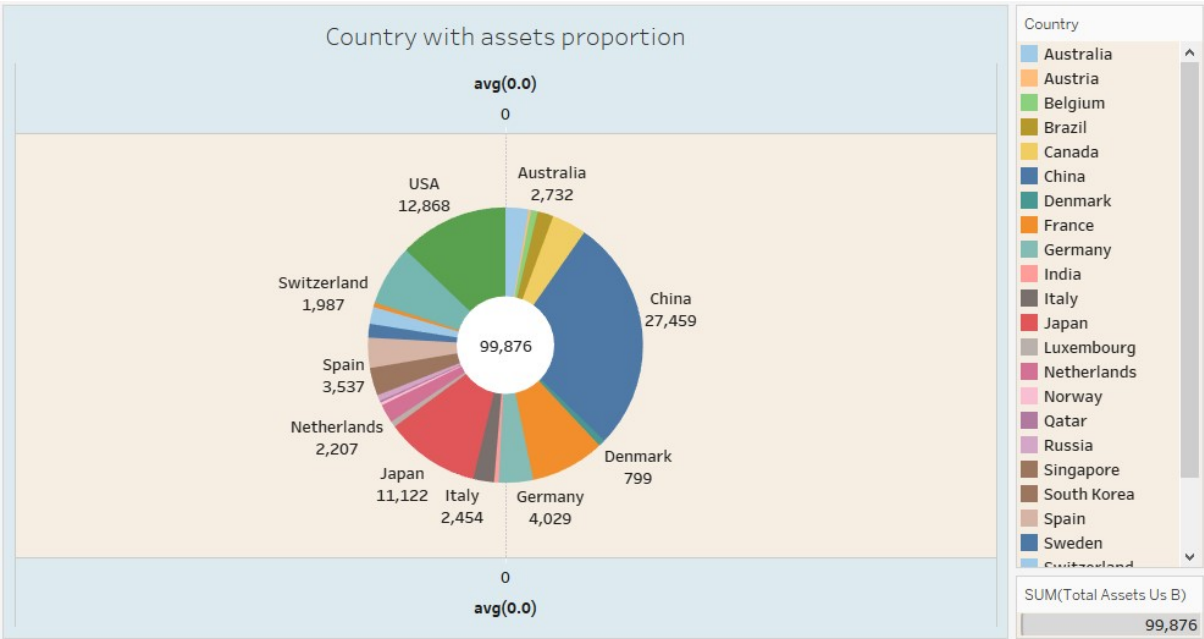
Cloud chart



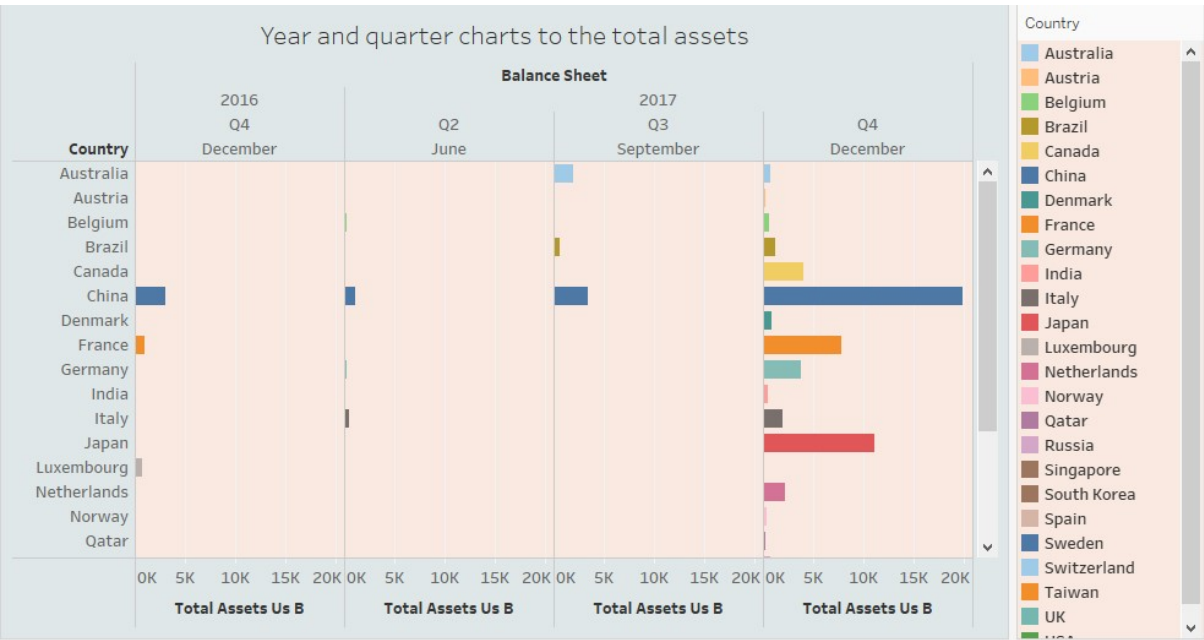
Pop chart



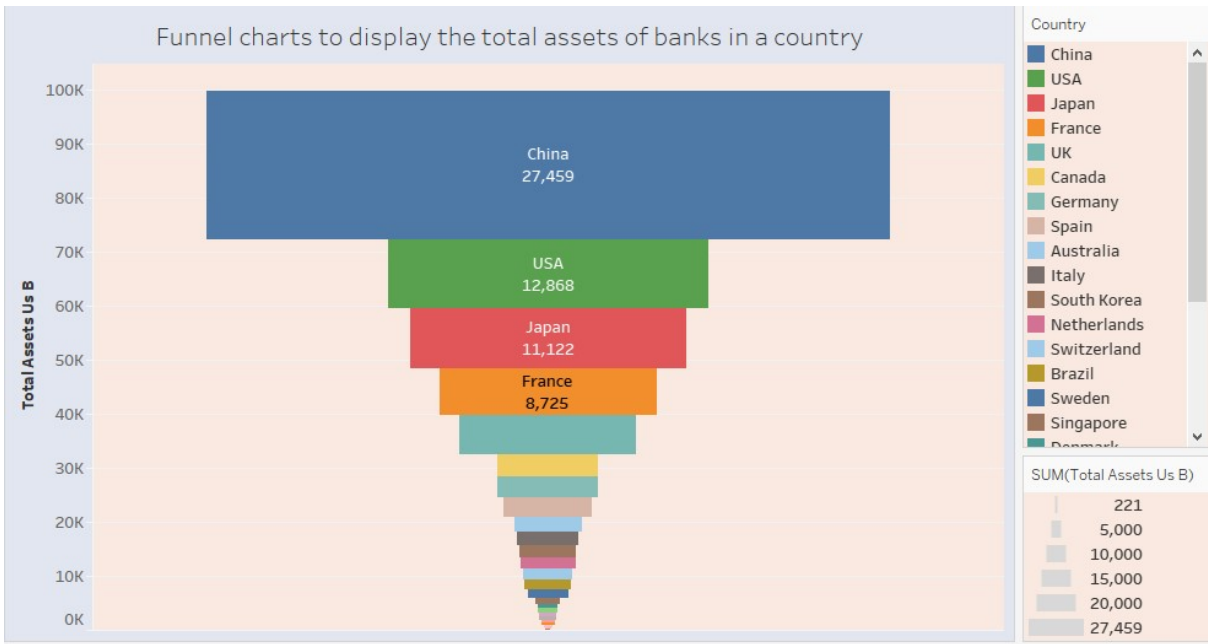
Pie chart



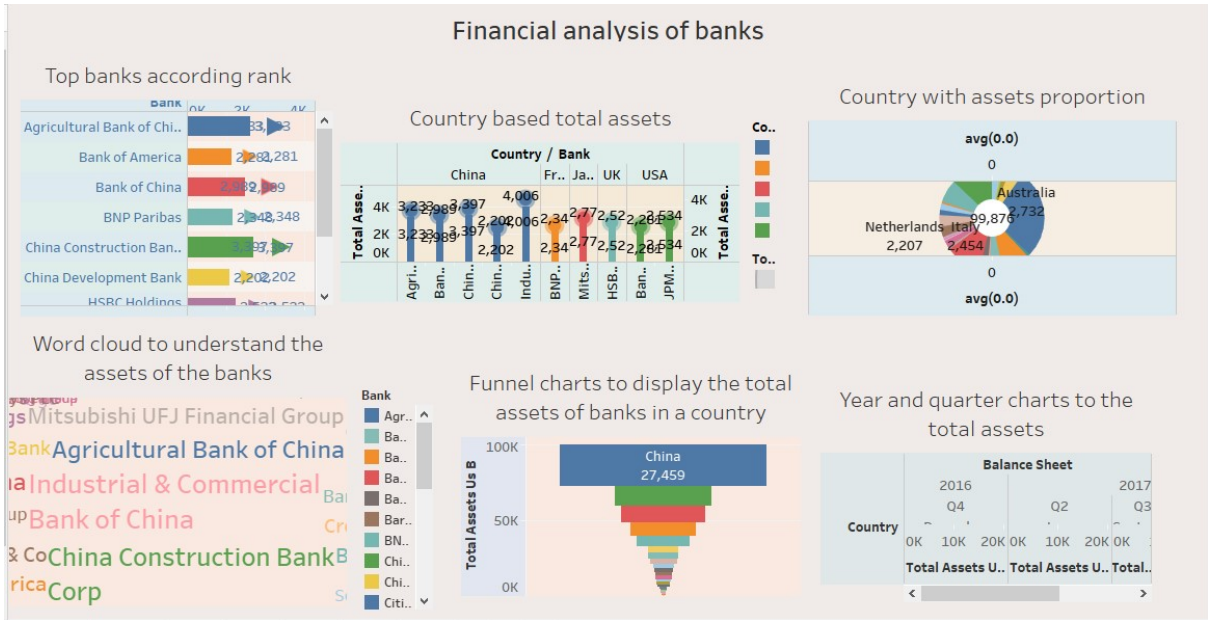
Bar plot



Funnel chart



Leading banks dashboard



## **4. ADVANTAGES**

- Confidentiality of information
- Economical
- Flexible
- Lesser formalities
- Encourage savings
- Facilities digital transactions

## **DISADVANTAGES**

- Procedural difficulty
- Difficulty in renewal
- Need for security
- Stringent terms and conditions
- Bankruptcy
- Risk of online frauds

## **5. PURPOSE**

- Electronic billing
- ID verification
- Mobile payments
- Digital only banking
- International commerce

## **6. CONCLUSION**

This paper focuses on cleaning, descriptive analysis, data analysis of related contents and data visualization of leading banks dataset to derive the recent banking crisis and privatization of state owned banks.

## **7. FUTURE SCOPE**

Banking is facing a future marketed by fundamental restructuring. But we also believe that banks successfully manage this transition will become bigger and more profitable and grow faster while leading to a value creation opportunity of up to \$20 trillion.

## **8. APPENDIX**

### **A. Source code**

**Dashboard link:**

<https://public.tableau.com/app/profile/jothilakshmi.v/viz/newdasboard/Dashboard1?publish=yes>