

# A Comprehensive Analysis of Financial Performance: Insights from a Leading Banks

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# Introduction

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. To Extract the Insights from the data and put the data in the form of visualizations, Dashboards and Story we employed Tableau tool.

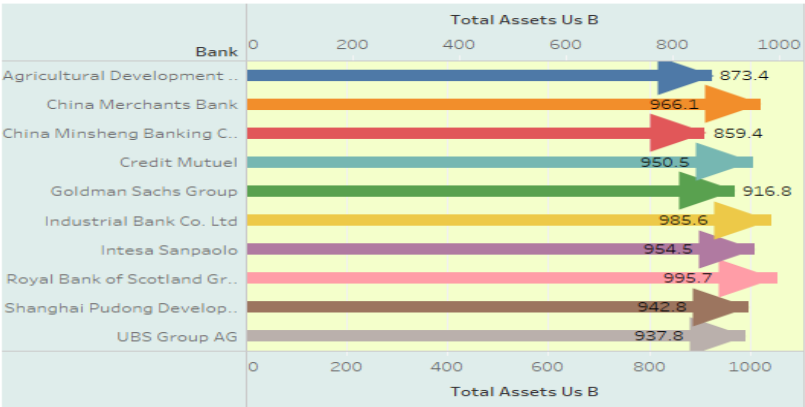
# Aim

To Extract the Insights from the data with SQL and put the data in the form of visualizations, Dashboards and Story we employed Tableau tool and published in Tableau public.

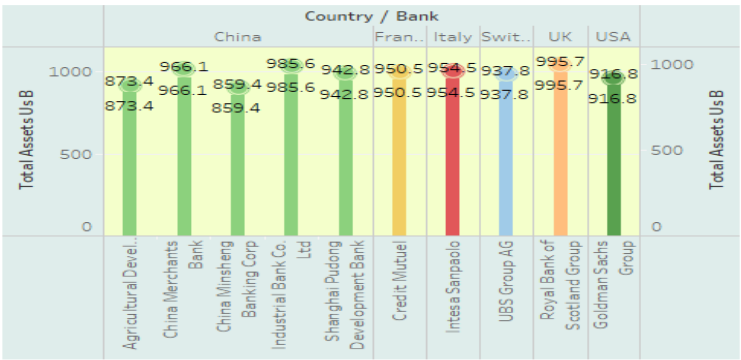
# Dashboard

## Financial Analysis of Banks

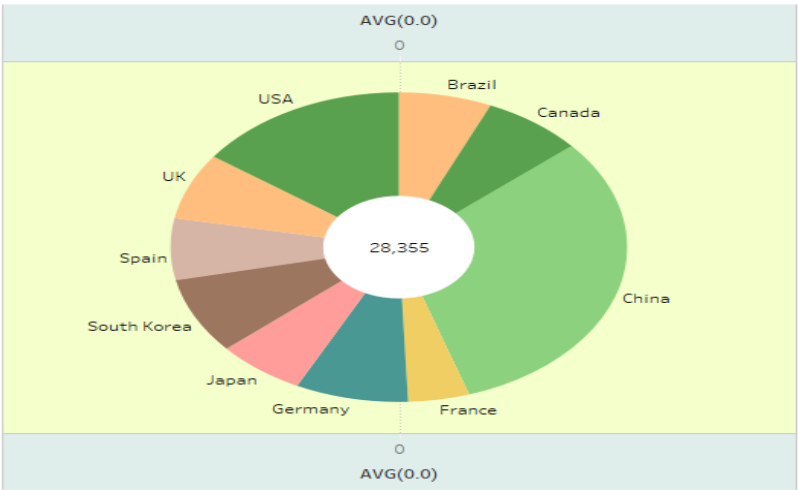
Top 10 banks according to rank



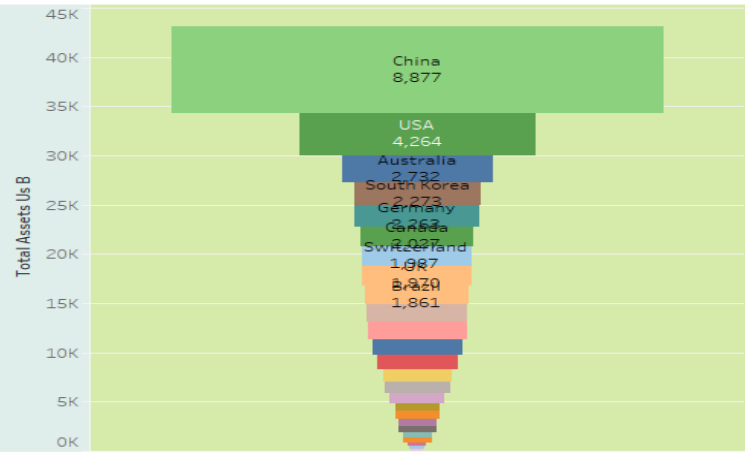
Top banks according to country based on total assets



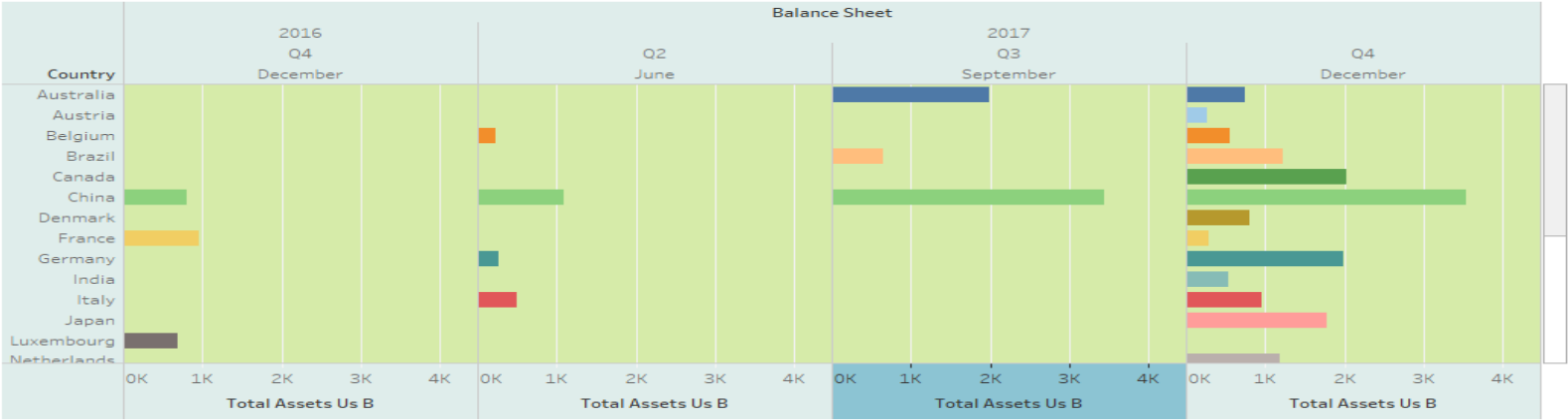
Top 10 Countries with assets proportion



Country with total assets using funnel chart



Total assets analysis according to year and quarter

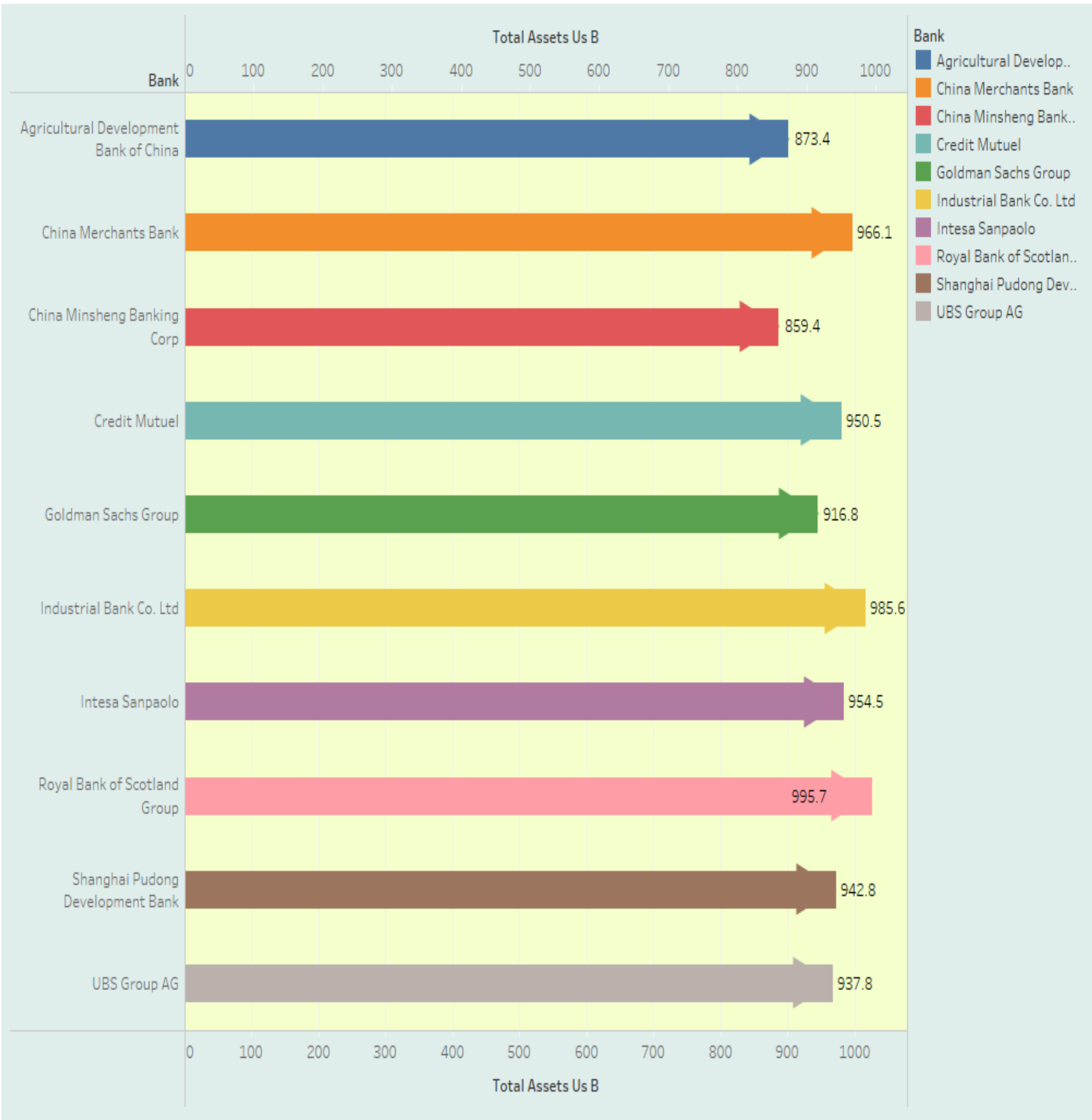


Word cloud to understand the assets of the banks



# Story Board

Top 10 banks according to rank	Word cloud to understand the assets of the banks	Top banks according to country based on total assets	Top 10 Countries with assets proportion	Country with total assets using funnel chart	Total assets analysis according to year and quarter
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# Story Board

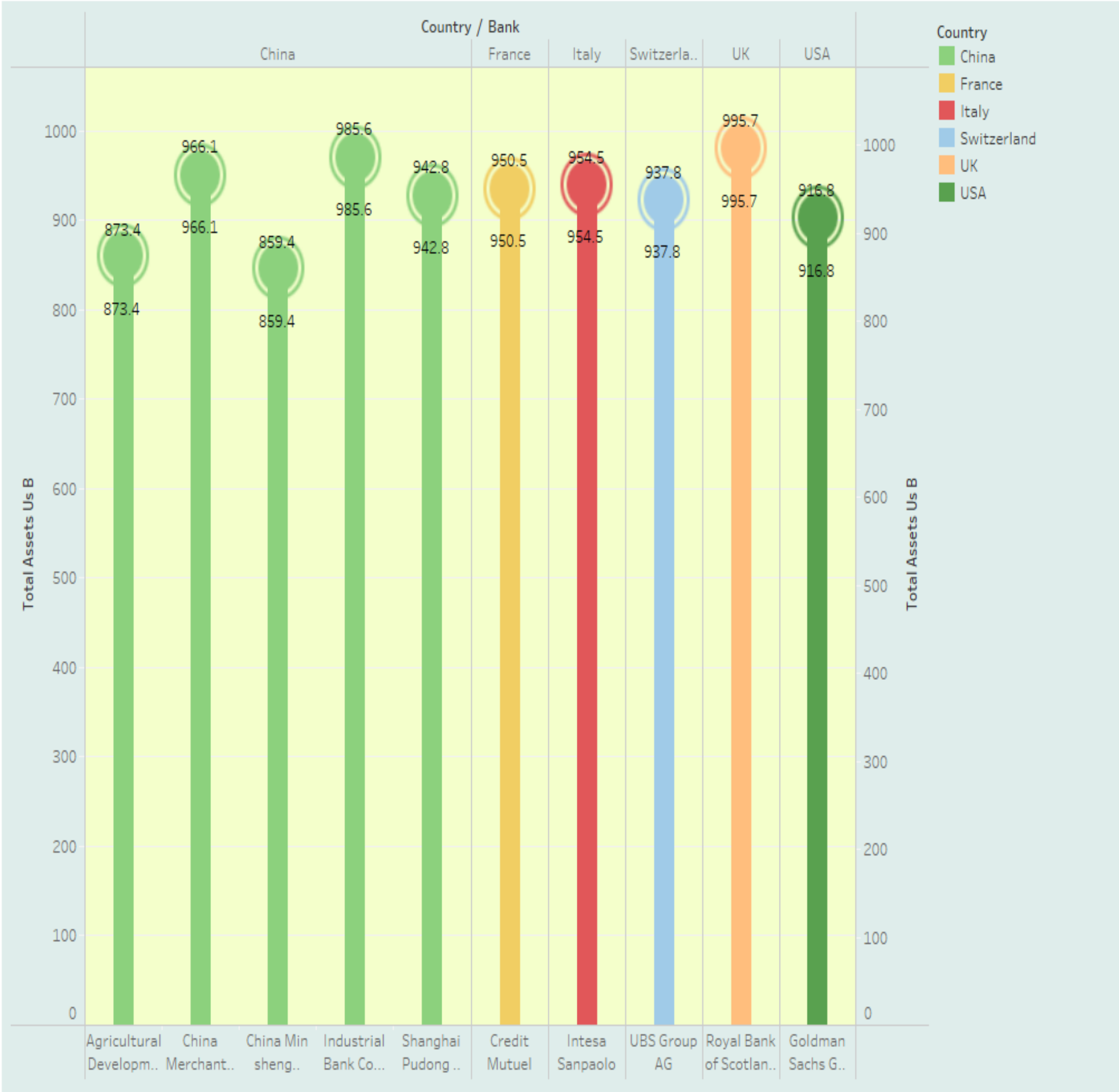
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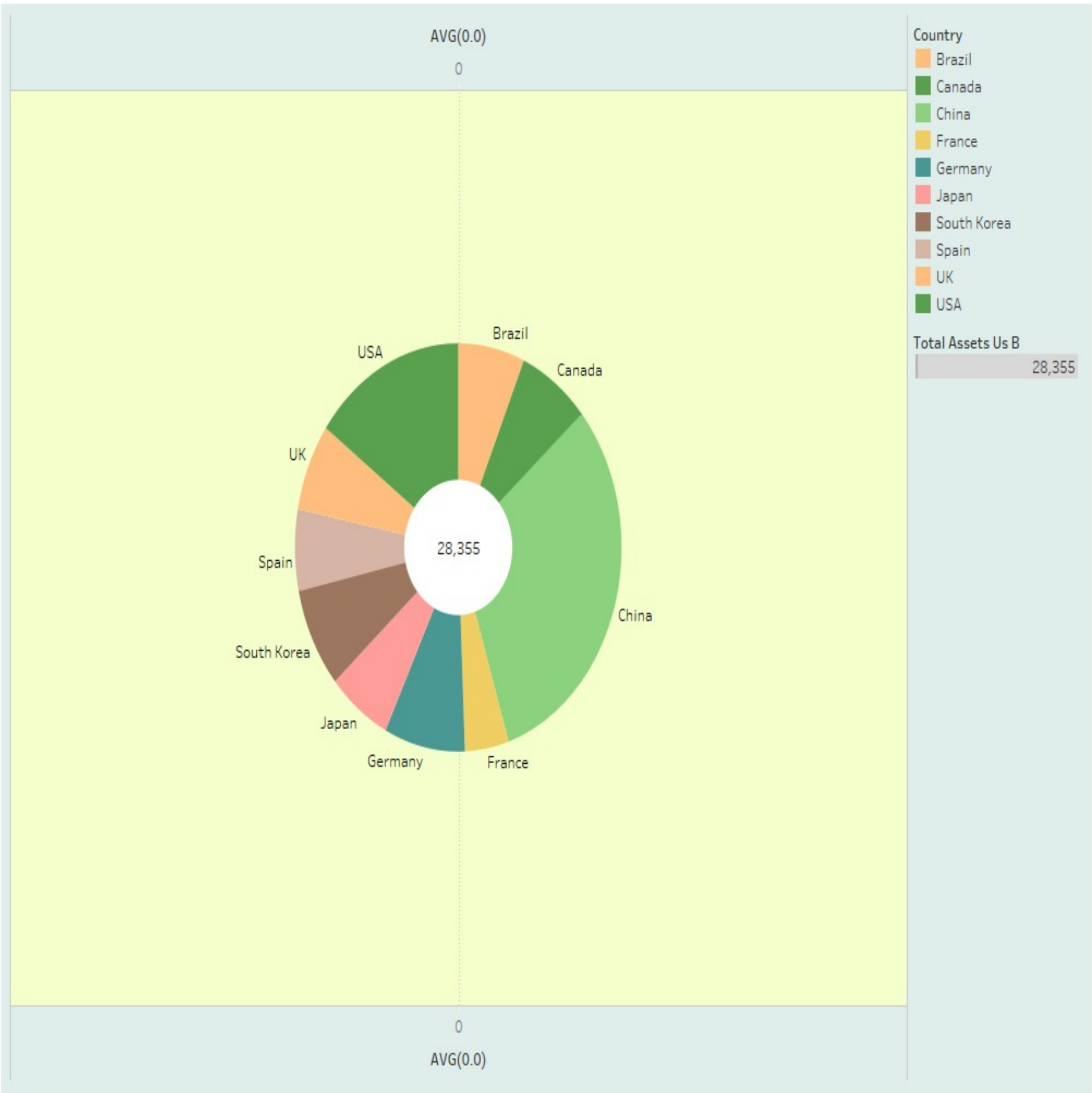
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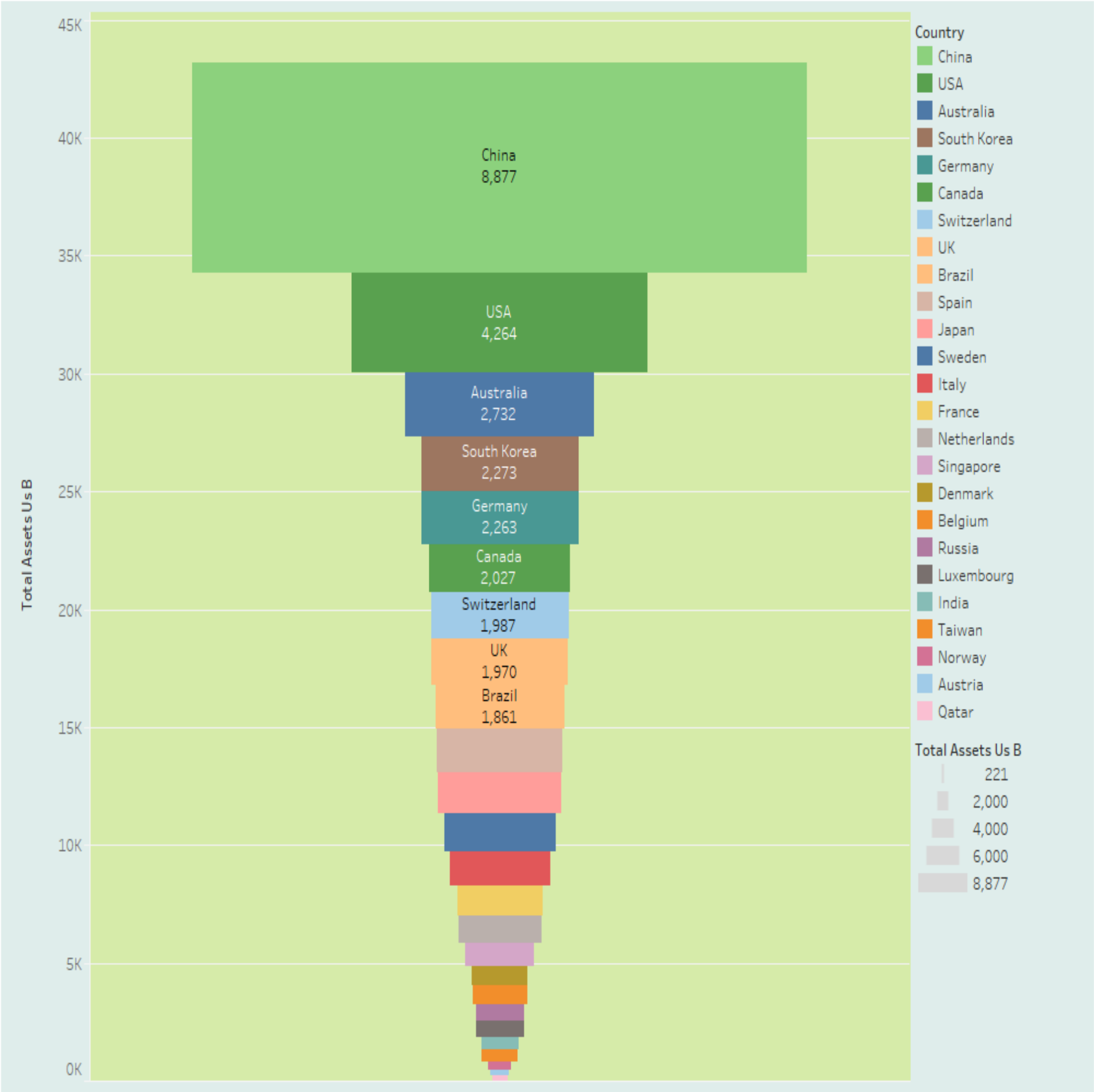
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# Story Board

Top 10 banks according to rank

Word cloud to understand the assets of the banks

Top banks according to country based on total assets

Top 10 Countries with assets proportion

Country with total assets using funnel chart

Total assets analysis according to year and quarter



# Conclusion

We have extracted the Insights from the data and put the data in the form of visualizations, Dashboards and Story. We conclude from that visualizations China, is a country, have large assets in the banking industries and Royal Bank of Scotland Group hold large assets in the world wide.