

COMPREHENSIVE ANALYSIS OF FINANCIAL PERFORMANCE

INSIGHT A LEADING BANKS

1.INTRODUCTION

1.1 Overview:

The banking 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 competitions; 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 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 visualization, Dashboards and Story we employed Tableau tool..

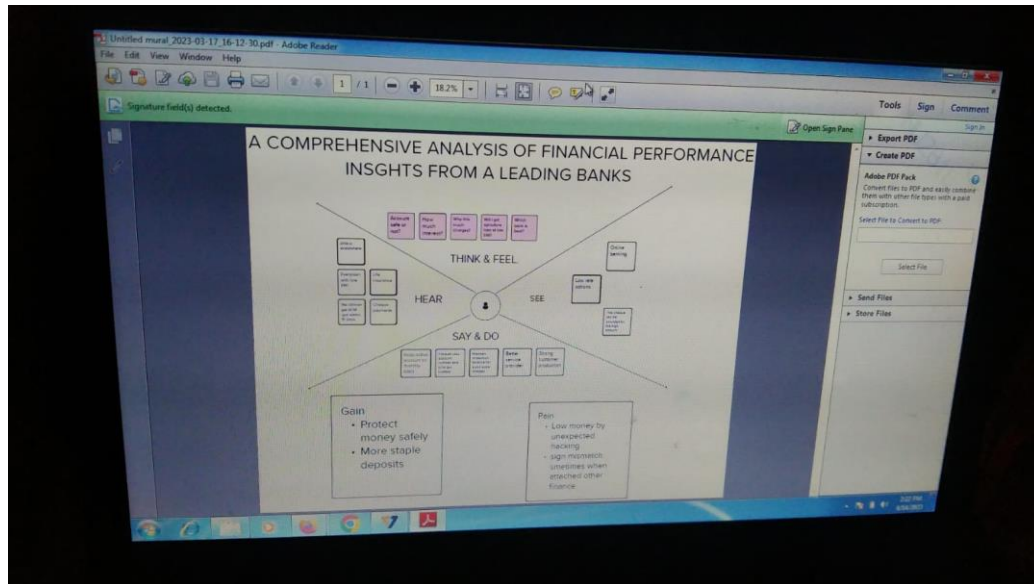
1.2 Purpose:

By this project, we can know the following data's...

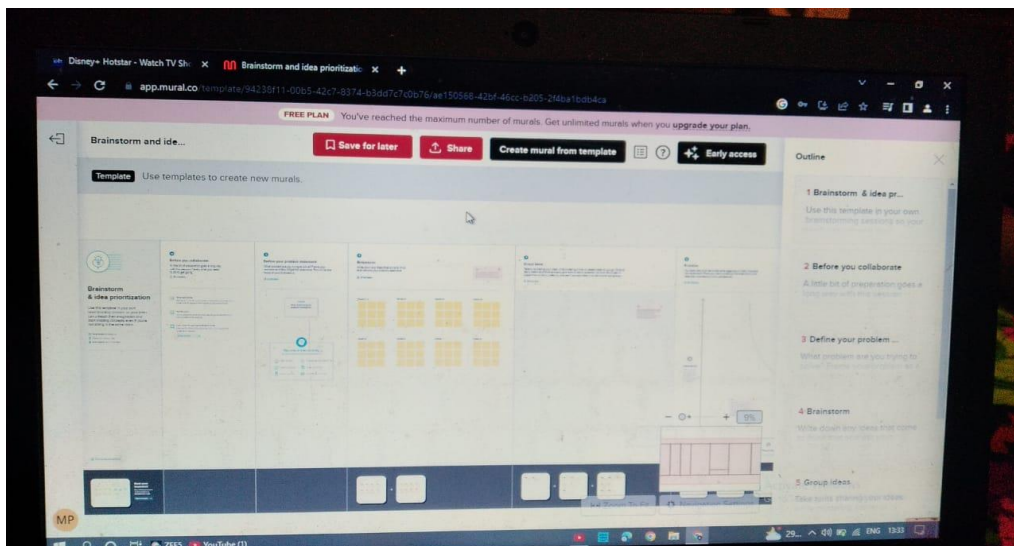
- 1) Top banks according rank and assets
- 2) Top banks according to total assets
- 3) Top banks according to country based on total assets
- 4) Top 10 country's with assets proportion..
- 5) Country with total assets using funnel chart in increasing order
- 6) Total assets analysis according to year and quarter

2.PROBLEM DEFINITION & DESIGN THINKING :

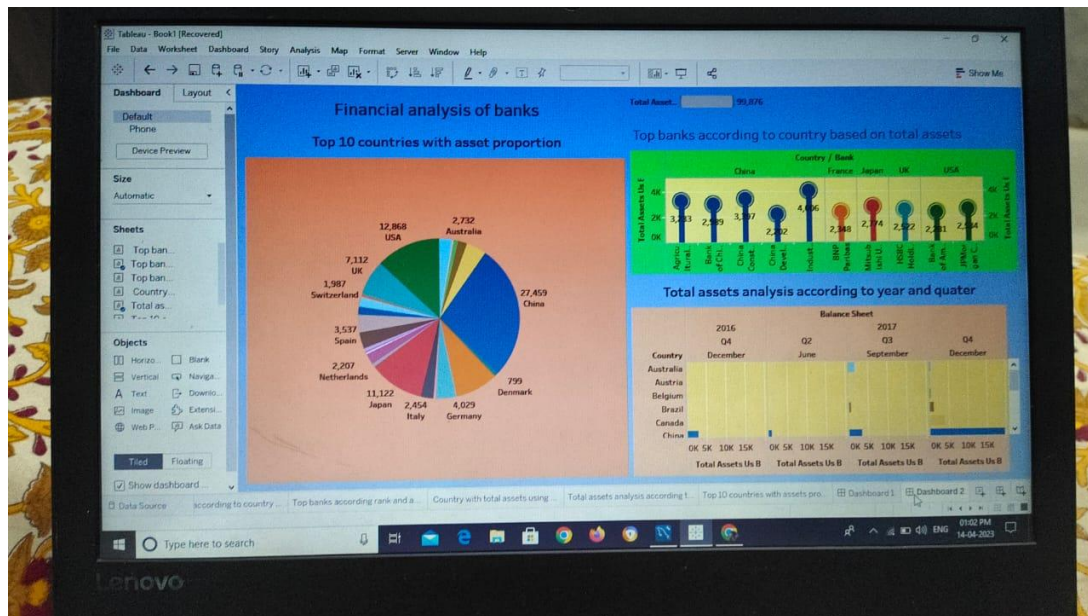
2.1. Empathy map



2.2 Ideation & Brainstorming map



3. RESULT



4. ADVANTAGES & DISADVANTAGES

- It is easy to implement.
- Can handle large amounts of data.
- Allows us to customize dashboard.
- The representation of data is easy.
- Make it easy to compare data.

5. APPLICATIONS:

Financial analysis is used to evaluate economic trends, set financial policy, build long-term plans for business activity and identity projects or companies for investment. This is done through the synthesis of financial number and data.

6. CONCLUSION

Analysis of financial statement is extremely important for every business to grow and increase their revenue. It should not be compromised since it increases the efficiency of business operations. Better processes and expert analysis process.

7. FUTURE SCOPE

Analyze financial ratio to access profitability, solvency, without capital management, liquidity and operating effectiveness. Compare current performance with historical conditions using and trend analysis. Compare with peer companies or industry averages to find out how well companies are performing.

8.APPENDIX

https://public.tableau.com/app/profile/bala.karthika/viz/Book1_16814622497410/Story1?publish

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