

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

1.INTRODUCTION

Android operating system(os) is the most popular platform for mobile device since it owns 74.5% of the market place. As a result, there is a significant increase in developing third party applications by individual developers and companies to respond to this market shift.

1.1 OVERVIEW

Android is one of the most essentials and highly used operating systems. Android permission system is a core security component that offers an access control mechanism to system resource and user privacy. As search it has experienced continuous change over each android release.

1.2 PURPOSE

The financial analysis aims to analyze whether an entity is stable, liquid, solvent, or profitable enough to warrant a monetary investment. It is used to evaluate economic trends, set financial policies, build long-term plans for the business activity, and identify projects or companies for investment.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP

template

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we imagine them saying?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Profit margin is the best measure

Horizontal analysis

Tools

Analysts typically use multiple years of data to perform financial analysis.

Comprehensive financial planning involves the detailed review and analysis of all facets of your financial situation.

1 of 1

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2.2 IDEATION AND BRAINSTROMING MAP

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Sign in required We can't sync your favorites, history, password until you sign in to verify your identity [Sign in](#)

Tools: Draw, Read aloud, 1 of 1

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions as your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Workflow: 1. Brainstorm 2. Prioritize 3. Prototype

Before you collaborate

It's best to prepare your ideas in advance and write them down before you start your session. This will help you to stay focused and organized.

[Learn more](#)

Define your problem statement

What problem are you trying to solve? Write your problem statement clearly and concisely. This will help you to stay focused and organized.

[Learn more](#)

Brainstorm

Write down any ideas that come to mind. Don't worry about whether they are good or bad. Just get them down on paper.

[Learn more](#)

Group ideas

Take your ideas and group them into related clusters. This will help you to see the big picture and identify patterns.

[Learn more](#)

Prioritize

Rank your ideas based on their potential impact and effort. This will help you to focus on the most important ideas.

[Learn more](#)

After you collaborate

Review your ideas and select the best ones to move forward with. This will help you to stay focused and organized.

[Learn more](#)

Key values of Brainstorming

Brainstorming is a creative process that helps you to generate ideas and solve problems. It is a collaborative process that involves a group of people working together to generate ideas.

- 1. Brainstorming is a creative process.
- 2. Brainstorming is a collaborative process.
- 3. Brainstorming is a process that helps you to generate ideas.
- 4. Brainstorming is a process that helps you to solve problems.

Brainstorming process

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2. Brainstorming is a collaborative process.

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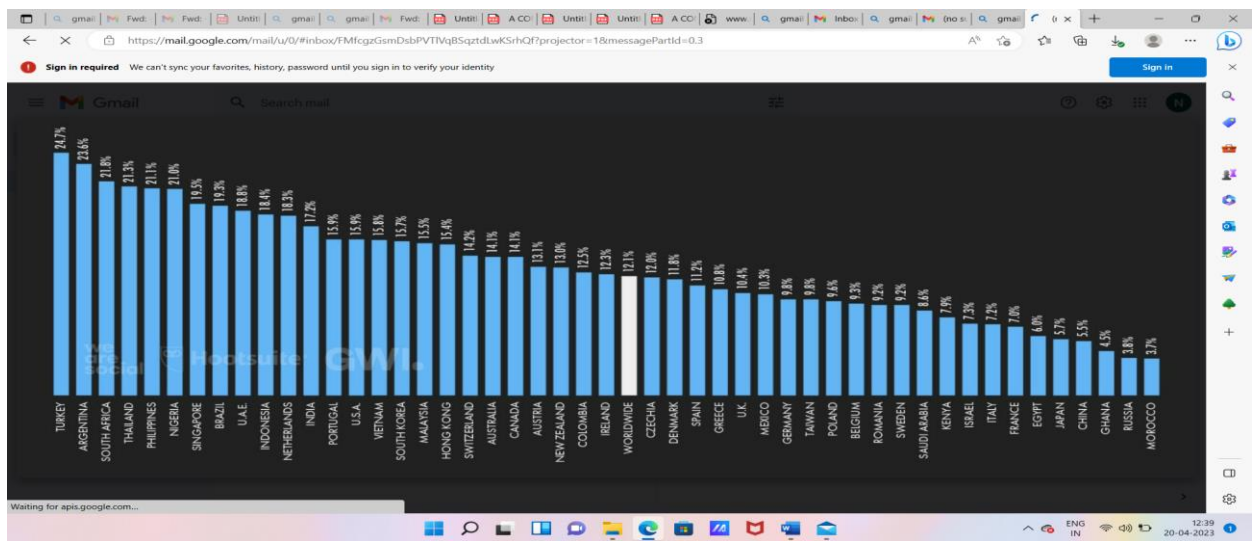
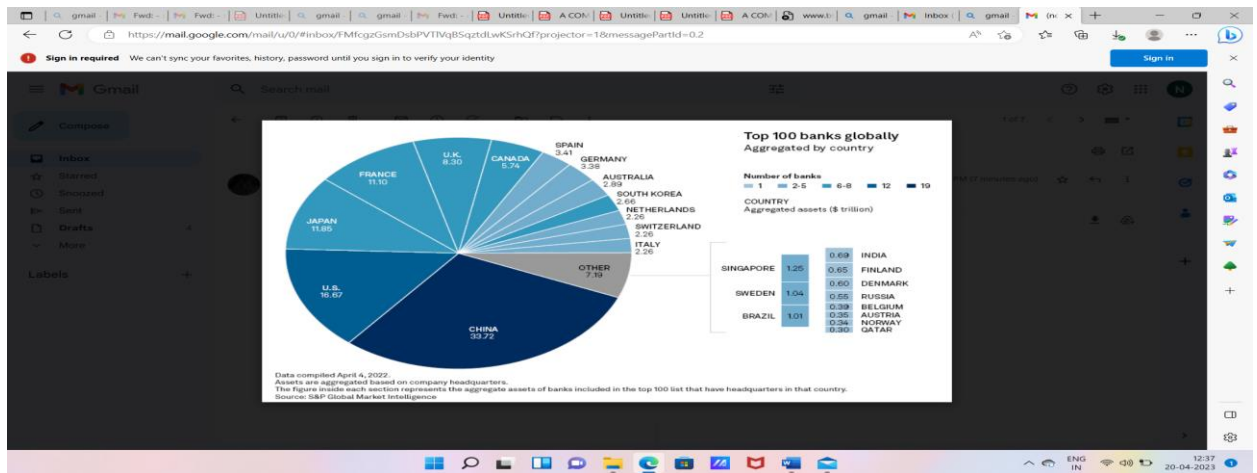
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4. ADVANTAGES AND DISADVANTAGES

ADVANTAGES

- Data analytics helps finance teams gather the information needed to gain a clear view of key performance indicator (KPIs).
- Examples include revenue generated, net income, payroll costs, etc.
- Data analytics allows finance teams to scrutinize and comprehend vital metrics, and detect fraud in revenue turnover.

DISADVANTAGES

- on the market it may change quickly, so executives should not assume that the numbers from a previous financial statement will remain the same or increase.
- Just because a company has sold 5 millions copies of a previous financial statement will remain the same or increases.

- By using the financial statement 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 computer releases a similar product or increases.

Application

1. Fraud detection.

While fraud reduction is a common goal for banks and the financial institutions, analytics can be used **to manage risk instead of simply detecting fraud.**

2. Risk modelling for investment banks.

Risk modelling is the process of simulating how a portfolio of assets (stocks, bonds, futures, options, etc.) or a single assets (such as an interest rate) moves in response to different scenarios. **When risk modelling is done correctly and consistently across all assets, you can reduce your portfolio's overall risk and improve its performance.**

3. Credit risk analysis.

Banks and financial institutions use **analytics to manage the risk associated with the loans** they make. This is done by the monitoring data they collect on the individual customers.

4. Operational and Liquidity risk.

The term “operational risk” is used to describe the potential for loss due to actions taken by the business. Operational risk encompasses risks that are **specific to an individual financial institution.**

5. performance Sales analysis.

Performance analysis is just another way you measure performance over time – whether its sales performance or cash flow analysis – and it **enables you to track and measures results over the multiple periods** so you can determine what's happening at each stage of your business.

conclusion

- To control access to sensitive data and system resource, the android platform enforces a permission-based mechanism.
- However, in an effort to enhance efficiency and improved flexibility, the android permission system has been thoroughly updated in each release.
- This paper presents a detailed an overview of the android permission system along with a formal **model of system components and relationship.**

- This study began with a review of all permissions from the first release of android OS until the current one, including all permissions at a different levels (**Normal, Dangerous, Signature, or SignatureOrSystem**) that have been added or deprecated in each release at each API level.

FUTURE SCOPE AND SIGNIFICANCE OF FINANCIAL ANALYSIS

Financial help them in reviewing the investment alternatives for judging the earning potentials of the enterprise.

With the help of financial statement analysis, assessment and prediction of the bankruptcy and probability of business failure can be done.

