ITC
Enduring Value

STOCKS DASHBOARD

By ProCapitas

KEY STAKEHOLDERS

Organisation

ProCapitas

Teams

Analytics department

Finance department

Client

BACKGROUND

ITC is one of India's foremost private sector companies and a diversified conglomerate with businesses spanning **Fast Moving Consumer Goods, Paperboards and Packaging, Agri Business and Information Technology.**

ITC was ranked as India's most admired company, according to a survey conducted by Fortune India, in association with Hay Group.

WHAT AND WHY KPI IN DASHBOARD ?

Average High and Low = Average high and low are on the basis of recent day to day trading. The measure is used for client in order to make comparison and decision that whether it is right for investor to invest or not.

Average Open = Is used so that the client is informed about at what price or jump is in opening price.

Maximum Volume = Is presented for client for reference what was the highest jump in trade volume.

Average Price = Is used so that the client is informed about at what is the average price of stock for further comparision.

VISUALISATION

- Average of open as per 2022 - 2024 and prediction for 2025
- Average of price as per 2022 - 2024.
- Combined axis chart - average of high and low by year, quarter and month in 2024.
- Maximum of volume as per 2022 - 2024.
- Total sum of volume y year, quarter and month in 2024.
- Average of high by year, quarter and month in 2024.
- Average of low by year, quarter and month in 2024.

WHY PREDICTIVE ANALYSIS

The predictive analysis is done with the help of Power BI software at 90 % confidence interval which is very high confidence interval indicating safety and a chance of failure of 10 %.

The analysis is done for ProCapitas client, assisting in taking financial investment decisions with help of AI and advanced trusted softwares in guidance of financial experts from team.

THANK

YOU