DRAFT SHORT SUMMARY

This draft uses data from the Global Financial Development Database (GFDD). I focused on three key indicators. The first is the percentage of adults saving at a financial institution (ai06). The second is domestic credit to the private sector as a percentage of GDP (di14). The third is life insurance premium volume to GDP (di09). These indicators help me see how people use financial services and how developed the financial markets are. They also show how mature the life insurance market is in different regions.

The main objective is to compare trends between Western Europe and the Middle East. I want to understand if it would be interesting for a European unit-linked life insurance company to expand its business to the Middle East. I chose these indicators because they give a clear picture of savings habits, access to credit, and insurance market penetration.

My data covers the period from 2001 to 2021. I kept important columns like country, iso3, iso2, region, income, year, ai06, di09, and di14. I also created annex tables for regions and countries to organize the data better. These tables help me filter and compare the information easily. I used these tables to build relationships in Power BI. This way, I can use slicers to filter by region or country.

In my draft dashboard, I added several visuals. I created KPI cards that show the latest values for each indicator. These cards provide a quick view of the key numbers. I also added a line chart that shows the evolution of the three indicators over time. The line chart shows how each value changes from year to year. I set up a map visual to show data by country. The map uses coloured bubbles to represent the magnitude of one of the indicators. I added slicers to let the user filter by year, region, and income. This makes the dashboard interactive.

I created a separate slicer for the year that affects only the map. This helps to focus on the geographic data for a specific year. I also set up slicers for region and country. These slicers help to compare data for Europe and the Middle East.

The overall design of my draft dashboard is simple. I did not have much time to work on advanced graphic design. The layout is basic and the colours are standard. I focused on making sure that the data is clear and that the dashboard works. I plan to improve the design in future iterations, but for now, the main goal is to show the data and its trends.

This draft is a work in progress. I am still refining the measures and visuals. The draft shows that it is possible to combine KPIs, line charts, and maps in one dashboard. The design allows a user to see both current numbers and historical trends. The data model uses annex tables to improve clarity and filter options.

In conclusion, my draft dashboard compares key financial indicators between Western Europe and the Middle East. It shows trends over time and uses simple visuals to present the data. I did not focus on advanced graphic design due to time constraints. My goal is to improve the dashboard with better design and more refined analysis for the final assignment.