



GURU FINANCE

KNOW YOUR THAI STOCKS
LIKE A GURU

MADT7104 - DIGITAL TRANSFORMATION WITH DATA ANALYTICS

AGENDA

Company Profile

Our Vision & Our Mission

Business Problem

Business overview

Business Model Canvas (BMC)

AI Flow

Revenue Model

Data Sources

Application Structure

Platform Demo

Obstacles

Revenue Model



Company Profile

GURU Finance is a platform that helps you understand financial data easily. We gather key information about publicly traded companies and present it in a reader-friendly format, including company details, earnings, financial statements, and stock trends. With GURU Finance, you can confidently analyze your investments and make informed decisions.



Our Vision



Become the trusted partner for financial information and investment guidance.



Be the leader in providing financial information and tools.



Provide comprehensive and user-friendly financial data to help users make confident investment decisions.



Redefine access to financial information through technology and digital platforms.



Our Mission

Our mission is to make financial understanding accessible to everyone and empower them to confidently analyze our data for investment decisions. We are committed to helping people gain knowledge, understanding, and success in their every investments.



Business Problem



Problem Statement

- Lack of understanding of financial statements
- Inability to read financial statements
- Complexity of financial data
- Lack of reliable sources of information
- Lack of knowledge on how to analyze financial statements
- Misinterpretation of financial data
- Difficulty in tracking financial trends and market changes



Impact Assessment

- Incorrect investment decisions due to a lack of understanding of financial statements
- Loss of investment opportunities or profits
- High investment risk
- Misinterpretation of financial statements
- High investment costs



Suggestion

- The platform acts as a financial statement interpreter for investors.
- The platform can help reduce the time spent on investment analysis.
- The platform provides users with access to all available financial information, making it easier to understand.



Business Overview

Refer to the Statistics of Investors in the Stock Exchange (SET) for 2023

- Average Number of Investors : 2,500 People/Day
 - Estimated Total Investment: 31,600 THB /Day
- Subscription Fee : 300 bath/month

Estimated Revenue

What if we can convert investors from Stock Exchange to our platform

Best case: 10% of 2,500 People (Household) :

$$250 \times 300 \times 30 = 2,250,000 \text{ THB/ Month}$$

Likely case: 5% of 2,500 People (Household) :

$$125 \times 300 \times 30 = 1,125,000 \text{ THB/ Month}$$

Worst case: 3% of 2500 People (Household) :

$$75 \times 300 \times 30 = 675,000 \text{ THB/ Month}$$

Estimated Operating Expense : 1,000,251 THB/Month

- SET API : 251 THB / Month
- Employee Salary: 500,000 THB / Month
 - PM: 100,000 THB / Month
 - Operation: 400,000 THB / Month
- Other: 500,000 THB / Month

Estimated Profit :

Best case: 1,200,000THB/ Month

Likely case: 122,249 THB/ Month

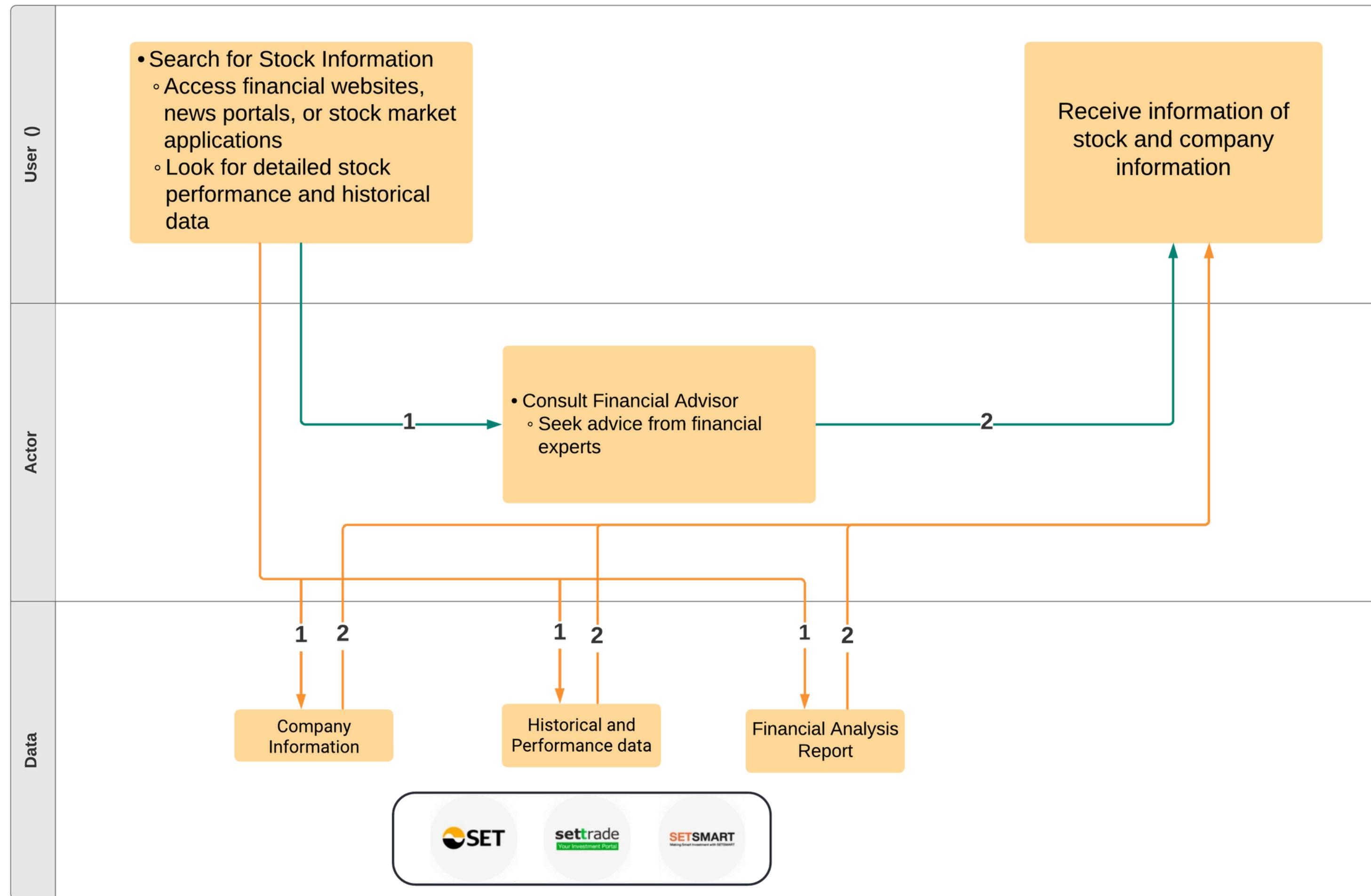
Worst case: (-325,251) THB/ Month

Business Model Canvas (BMC)

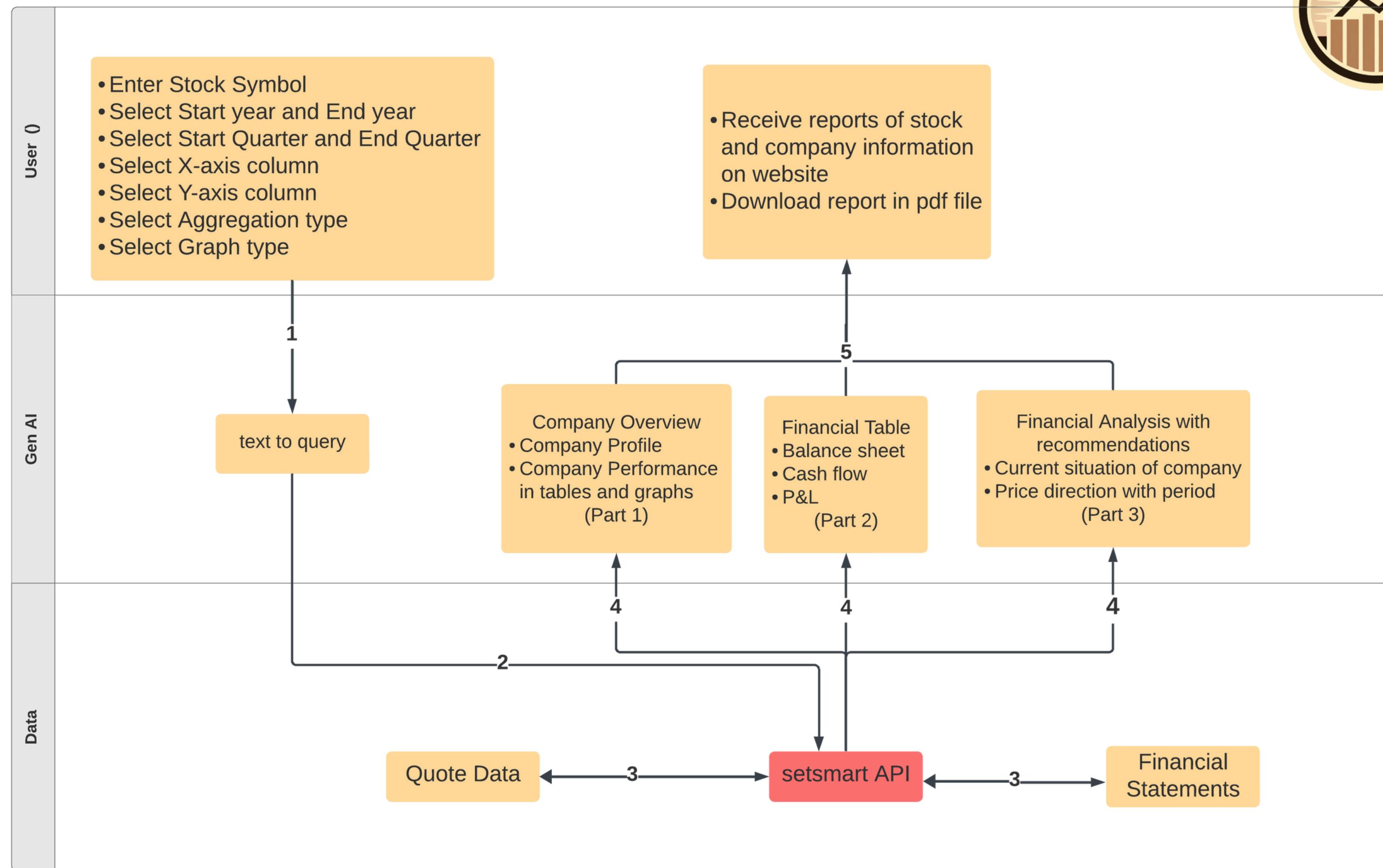


Key Partners <ul style="list-style-type: none">• Stock Exchange• financial institution• data provider• financial expert	Key Activities <ul style="list-style-type: none">• Data collection and analysis• Platform development and maintenance• Customer service Key resources <ul style="list-style-type: none">• Expert team• website platform	Value Propositions <ul style="list-style-type: none">• Complete and reliable information• State-of-the-art analysis tools• Save time• Real-Time Data Access• Support and Guidance	Customer relationships <ul style="list-style-type: none">• Self-Service• Community Building• Continuous Engagement• Value-Driven Interaction Channels <ul style="list-style-type: none">• website	Customer segments <ul style="list-style-type: none">• Investors• financial institution• Companies seeking in-depth financial information• Educational institutions needing various financial data for academic purposes• Companies or individuals seeking investment advisory services
Cost Structure <ul style="list-style-type: none">• Platform development and maintenance costs• Personnel expenses• Cost of obtaining and analyzing data		Revenue streams <ul style="list-style-type: none">• Data charges: For institutional investors or professional users• Commission: from financial product referrals• Advertisement		

As-is flow



To-be flow (AI Flow)

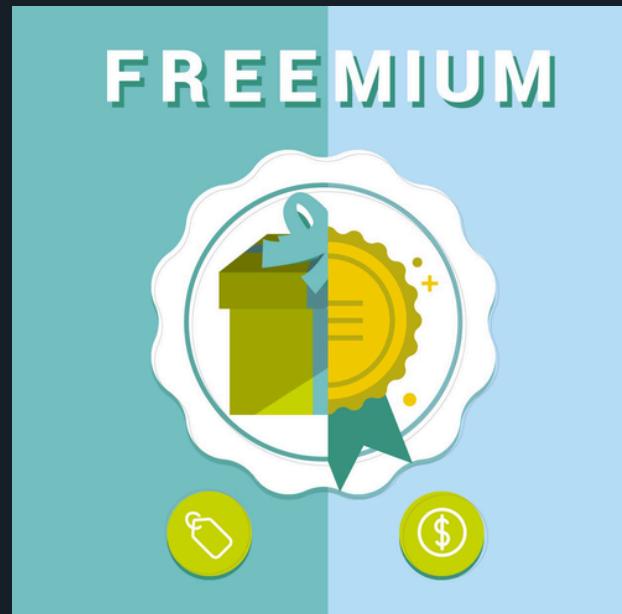


Revenue Model



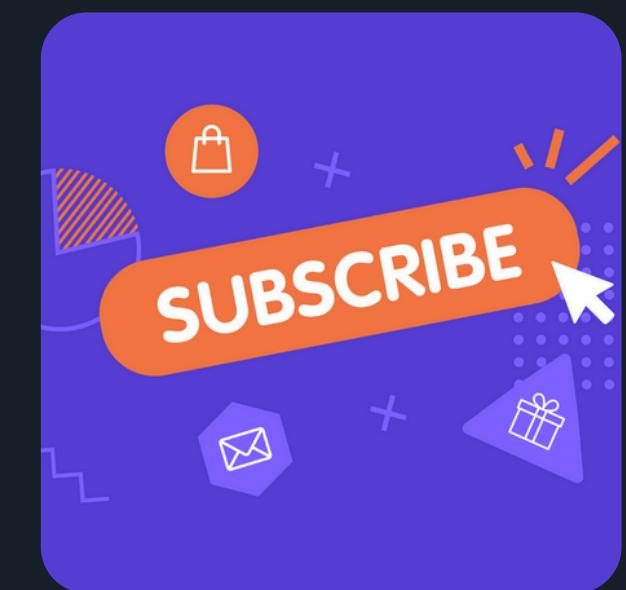
Freemium

Be able to access two sections for free:
Company Overview and Financial Table



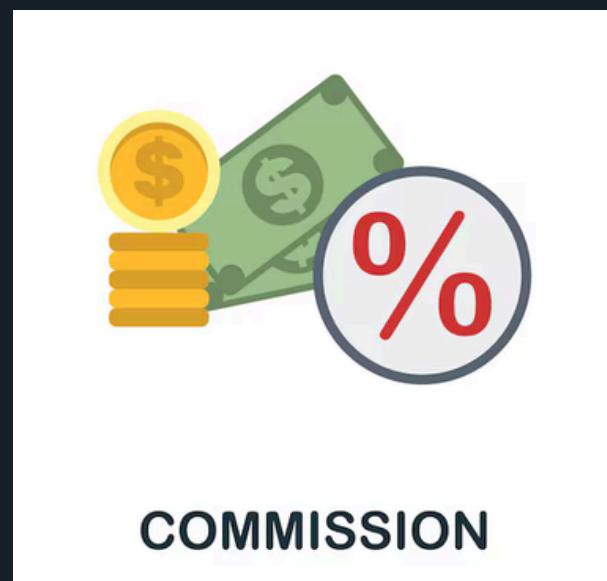
Subscription

Be able to access the Financial Analysis with
Recommendations section



Commission based

Billing to business partners for in-app areas



Data Sources

- Set smart API **SETSMART**

Library

- Streamlit (import streamline as st)
- Requests (import requests)
- Pandas (import pandas as pd)
- Google Generative AI (import google.generative ai as genai)
- Datetime (from date time import date, timedelta)
- PandasAI (from pandasai import SmartDataFrame, from pandasai.llm import GooglePalm)
- Matplotlib (Import matplotlib.pyplot as plt)
- FPDF (from fpdf import FPDF)
- Base64 (Import Base64)





Application Structure



User Interface

Enter stock symbols.

Select Start Year

Select Start Quarter

Select End Year

Select End Quarter

Select Graph Type

Select X-axis column

Select Y-axis column

Select Aggregation Type

Pick a color for Visualization

The screenshot shows a configuration interface for a financial graph. At the top is a logo featuring a bar chart with a dollar sign and an upward arrow, with the text "GURU = FINANCE =". Below the logo are several input fields and dropdown menus:

- Enter Symbol: Example : VIBHA
- Start Year: 2022 (with minus and plus buttons)
- Start Quarter: 1
- End Year: 2024 (with minus and plus buttons)
- End Quarter: 1
- Select Graph Type: bar
- Select X-axis column: Year_Quarter
- Select Y-axis column: Total Assets
- Select Aggregation Type: sum
- Auto-size graph
- Pick a color: A small orange square color swatch.
- Submit button

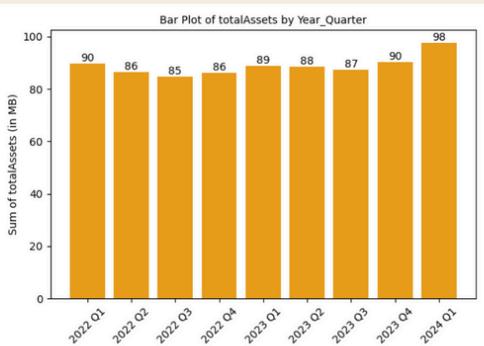
A callout bubble labeled "Information display area" points to the right side of the interface, which contains the configuration fields.

Information Display Area

Contents for all users

Financial analysis of WHA by Guru Finance

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Company Insights

1. Company Overview

WHA Corporation Public Company Limited (WHA) is a leading industrial real estate developer in Thailand and Southeast Asia. Established in 1995, the company has a portfolio of over 12,500 hectares of land, primarily used for industrial estates, logistics centers, power plants, and utilities. WHA is headquartered in Bangkok, Thailand, and employs over 4,000 people.

2. Vision and Mission

Vision: To be a world-class integrated solutions provider for industries by creating sustainable and thriving ecosystems.

Mission: To develop and manage industrial estates and supporting infrastructure to meet the needs of our customers and stakeholders, while creating value for shareholders and promoting sustainable development.

3. Market Position

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WHA faces competition from other industrial real estate developers in Thailand, as well as from global players with regional presence. However, the company's strong track record, strategic land bank, and customer-centric approach give it a competitive advantage.

4. Recent Developments

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5. Future Outlook

WHA has a positive outlook for the future, driven by strong demand for industrial real estate in Thailand and Southeast Asia. The company's growth opportunities include:

- Expanding its industrial estate portfolio through acquisitions and greenfield developments
- Developing new value-added services such as logistics and utility infrastructure
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Potential challenges WHA may face include:

- Economic downturns that could reduce demand for industrial real estate
- Rising competition from other players
- Regulatory changes impacting the industrial real estate industry

2

Contents only for Subscription users

Current situation of WHA

Financial Performance

The company's total revenue for the first quarter of 2024 was 3757383.95 thousand Baht, a significant increase from the 2174716.1 thousand Baht reported in the first quarter of 2023. The company's total expenses also increased from 1479217.98 thousand Baht in Q1 2023 to 1913716.69 thousand Baht in Q1 2024. As a result, the company's net profit for the first quarter of 2024 was 1364923.5 thousand Baht, an increase from the 522702.11 thousand Baht reported in the first quarter of 2023.

Valuation

The company's total assets increased from 88913772.64 thousand Baht in Q1 2023 to 97608496.8 thousand Baht in Q1 2024. Total liabilities also increased from 52541978.52 thousand Baht to 59101683.41 thousand Baht. The company's shareholder equity increased from 32774672.33 thousand Baht to 34526821.22 thousand Baht.

Profitability

The company's net profit margin for the first quarter of 2024 was 40.785673%, an increase from the 28.137766% reported in the first quarter of 2023. This indicates that the company is becoming more profitable.

Liquidity

The company's current ratio, which measures its ability to meet its short-term obligations, increased from 1.44458 in Q1 2023 to 1.534837 in Q1 2024. This indicates that the company is becoming more liquid.

Overall

The company's financial performance has improved in the first quarter of 2024 compared to the first quarter of 2023. The company's revenue, net profit, and profitability have all increased. The company's liquidity has also improved.

Recommend for investor

Based on the company's financial performance, I would recommend investors to buy the company's stock. The company is growing and is becoming more profitable. The company is also becoming more liquid. These factors make the company a good investment.

WHA stock price direction

Next 1 day: Increase The stock has been in a strong uptrend for the past few months, and there is no reason to believe that this trend will not continue. The stock is currently trading at a relatively low price, and there is a lot of room for it to move higher. The technical indicators are also positive, with the RSI and MACD both indicating that the stock is in a bullish trend.

Next 1 week: Increase The stock is expected to continue its uptrend in the next week. The technical indicators are still positive, and the stock is trading above its moving averages. There is a lot of support for the stock at the current price level, and it is unlikely to fall below this level in the near future.

Next 1 month: Increase The stock is expected to continue its uptrend in the next month. The technical indicators are still positive, and the stock is trading above its moving averages. There is a lot of support for the stock at the current price level, and it is unlikely to fall below this level in the near future.

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Information Display Area

1

Contents for all users

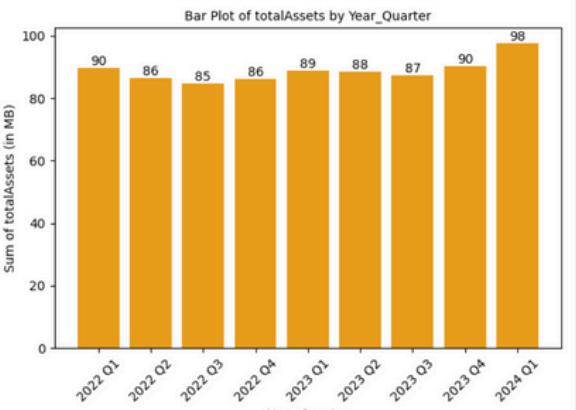
2

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Bar Plot of totalAssets by Year_Quarter



Year_Quarter	Sum of totalAssets (in MB)
2022 Q1	90
2022 Q2	86
2022 Q3	85
2022 Q4	86
2023 Q1	89
2023 Q2	88
2023 Q3	87
2023 Q4	90
2024 Q1	98

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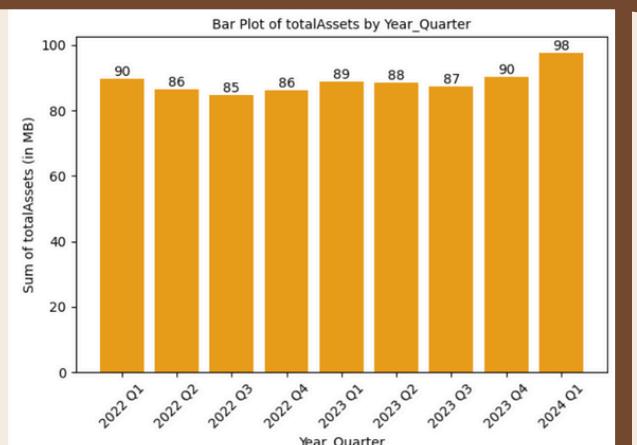
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Profit and Loss Statement

	profit	netProfit	opex
0	-1,911,474.58	1,364,923.5	-3,767,250.06
1	4,998,270.53	2,414,122.97	-3,767,250.06
2	2,990,150.96	622,768.79	-2,052,854.33
3	1,809,603.69	866,143.92	-930,987.82

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WHA faces competition from other industrial real estate developers in Thailand, as well as from global players with regional presence. However, the company's strong track record, strategic land bank, and customer-centric approach give it a competitive advantage.

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Potential challenges WHA may face include:

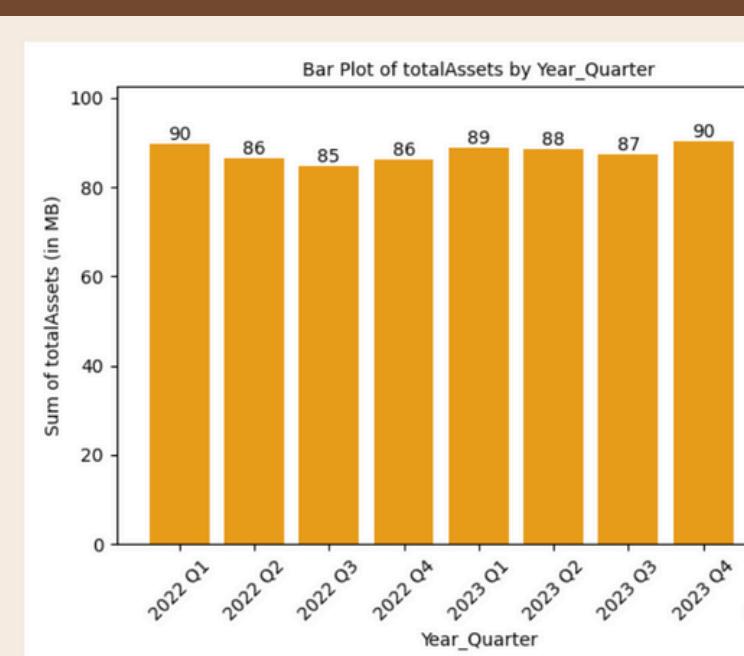
- Economic downturns that could reduce demand for industrial real estate
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3	1,809,603.69	866,143.92	-930,987.82
4	684,673.32	522,702.11	-163,374.34
5	4,422,364	2,841,602.09	-818,490.93
6	816,699.7	258,555.95	-2,293,786.95
7	358,071.08	289,644.41	-953,104.36
8	-255,605	656,069.78	-255,605

Cash Flow Statement

	year	quarter	cashflowfromoperatingactivities	cashflowfrominvestingactivities
0	2,024	1	3,757,383.95	-1,911,474.5
1	2,023	4	4,998,270.53	-3,767,250.0
2	2,023	3	2,990,150.96	-2,052,854.3
3	2,023	2	1,809,603.69	-930,987.8
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5	2,022	4	2,841,602.09	-2,293,786.9
6	2,022	3	258,555.95	-2,293,786.9
7	2,022	2	289,644.41	-953,104.3
8	2,022	1	656,069.78	-10,697.9
9	2,022	4	10,697.96	-10,697.9



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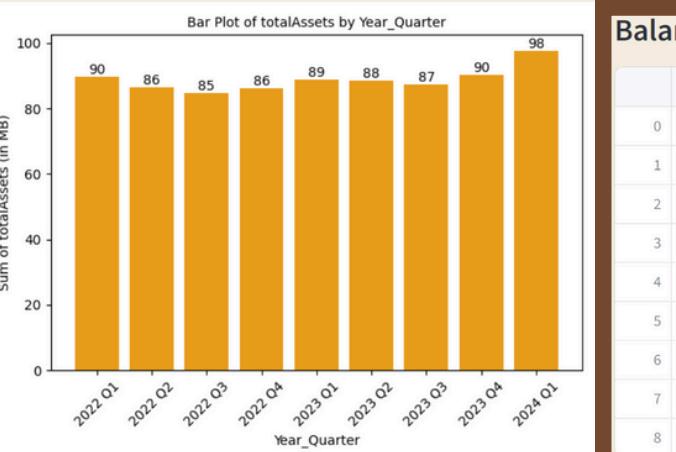
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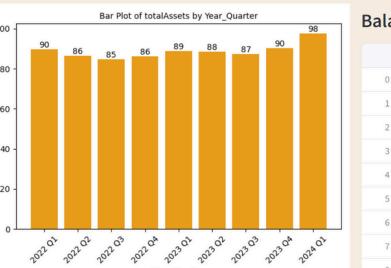
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6 WHA	2022	3	C	2022-09-30	F
7 WHA	2022	2	C	2022-06-30	F
8 WHA	2022	1	C	2022-03-31	F

Company Insights

1. Company Overview

WHA Corporation Public Company Limited (WHA) is a leading industrial real estate developer in Thailand and Southeast Asia. Established in 1995, the company has a portfolio of over 12,500 hectares of land, primarily used for industrial estates, logistics centers, power plants, and utilities. WHA is headquartered in Bangkok, Thailand, and employs over 4,000 people.

2. Vision and Mission

Vision: To be a world-class integrated solutions provider for industries by creating sustainable and thriving ecosystems.

Mission: To develop and manage industrial estates and supporting infrastructure to meet the needs of our customers and stakeholders, while creating value for shareholders and promoting sustainable development.

3. Market Position

WHA is a dominant player in the Thai industrial real estate market, with a market share of approximately 30%. The company operates 17 industrial estates across Thailand, providing tailor-made solutions to a wide range of industries, including automotive, electronics, chemicals, and logistics.

WHA faces competition from other industrial real estate developers in Thailand, as well as from global players with regional presence. However, the company's strong track record, strategic land bank, and customer-centric approach give it a competitive advantage.

4. Recent Developments

- In April 2023, WHA announced a joint venture with a leading renewable energy company to develop and operate solar power plants on its industrial estates.
- In May 2023, WHA acquired a logistics center in Vietnam, expanding its presence in Southeast Asia.
- In June 2023, WHA entered into a strategic partnership with a global e-commerce company to develop and operate a logistics hub in Thailand.

5. Future Outlook

WHA has a positive outlook for the future, driven by strong demand for industrial real estate in Thailand and Southeast Asia. The company's growth opportunities include:

- Expanding its industrial estate portfolio through acquisitions and greenfield developments.
- Developing new value-added services such as logistics and utility infrastructure.
- Expanding its regional presence.
- Leveraging its expertise to develop sustainable industrial ecosystems.

Potential challenges WHA may face include:

- Economic downturns that could reduce demand for industrial real estate.
- Rising competition from other players.

Profit and Loss Statement

profit	netProfit	opex
0 -1,911,474.58	1,364,923.5	-3,767,250.06
1 4,998,270.53	2,414,122.97	-3,767,250.06
2 2,990,150.96	632,768.79	-2,052,854.3
3 1,809,603.69	866,143.92	-930,987.82
4 684,673.32	522,702.11	-163,374.34
5 4,422,364	2,841,602.09	-818,490.93
6 816,699.7	258,555.95	-2,293,786.5
7 358,071.08	289,644.41	-953,104.3
8 -255,605	656,069.78	-10,697.5
9 10,697.96	-	-10,697.5

Cash Flow Statement

year	quarter	cashflowfromoperatingactivities	cashflowfrominvestingactivities
0 2,024	1	3,737,383.95	-1,911,474.5
1 2,023	4	4,998,270.53	-3,767,250.0
2 2,023	3	2,990,150.96	-2,052,854.3
3 2,023	2	1,809,603.69	-930,987.8
4 2,023	1	684,673.32	-163,374.3
5 2,022	4	2,841,602.09	-2,293,786.5
6 2,022	3	258,555.95	-2,293,786.5
7 2,022	2	289,644.41	-953,104.3
8 2,022	1	656,069.78	-10,697.5
9 2,022	4	10,697.96	-10,697.5

2

Current situation of WHA

Financial Performance

The company's total revenue for the first quarter of 2024 was 3757383.95 thousand Baht, a significant increase from the 2174716.1 thousand Baht reported in the first quarter of 2023. The company's total expenses also increased from 1479217.98 thousand Baht in Q1 2023 to 1913716.69 thousand Baht in Q1 2024. As a result, the company's net profit for the first quarter of 2024 was 1364923.5 thousand Baht, an increase from the 522702.11 thousand Baht reported in the first quarter of 2023.

Valuation

The company's total assets increased from 88913772.64 thousand Baht in Q1 2023 to 97608496.8 thousand Baht in Q1 2024. Total liabilities also increased from 52541978.52 thousand Baht to 59101683.41 thousand Baht. The company's shareholder equity increased from 32774672.33 thousand Baht to 34526821.22 thousand Baht.

Profitability

The company's net profit margin for the first quarter of 2024 was 40.785673%, an increase from the 28.137766% reported in the first quarter of 2023. This indicates that the company is becoming more profitable.

Liquidity

The company's current ratio, which measures its ability to meet its short-term obligations, increased from 1.44458 in Q1 2023 to 1.534837 in Q1 2024. This indicates that the company is becoming more liquid.

Overall

The company's financial performance has improved in the first quarter of 2024 compared to the first quarter of 2023. The company's revenue, net profit, and profitability have all increased. The company's liquidity has also improved.

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Recommend for investor

Based on the company's financial performance, I would recommend investors to buy the company's stock. The company is growing and is becoming more profitable. The company is also becoming more liquid. These factors make the company a good investment.

WHA stock price direction

Next 1 day: Increase The stock has been in a strong uptrend for the past few months, and there is no reason to believe that this trend will not continue. The stock is currently trading at a relatively low price, and there is a lot of room for it to move higher. The technical indicators are also positive, with the RSI and MACD both indicating that the stock is in a bullish trend.

Next 1 week: Increase The stock is expected to continue its uptrend in the next week. The technical indicators are still positive, and the stock is trading above its moving averages. There is a lot of support for the stock at the current price level, and it is unlikely to fall below this level in the near future.

Next 1 month: Increase The stock is expected to continue its uptrend in the next month. The technical indicators are still positive, and the stock is trading above its moving averages. There is a lot of support for the stock at the current price level, and it is unlikely to fall below this level in the near future.

Next 1 quarter: Increase The stock is expected to continue its uptrend in the next quarter. The technical indicators are still positive, and the stock is trading above its moving averages. There is a lot of support for the stock at the current price level, and it is unlikely to fall below this level in the near future.



Obstacles



Development Issues

- Writing prompts for Gemini to respond accurately takes a long time. Additionally, unclear starting points for writing code led to confusion when using ChatGPT for guidance.
- Some libraries used in development are quite new and require time to study.
- GenAI does not understand the input data well.
- The format of the responses changes almost every time.
- Limitation of the use of libraries
 - For instance, pandasai might not always perform as expected. Writing more detailed prompts, intended to improve functionality, sometimes causes the work to fail, such as in the case of generating tables.



BDMS Cash flow Statement

Cash Flow Statement

Unfortunately, I was not able to answer your question, because of the following error:

No code found in the response

BBL Cash flow Statement

Cash Flow Statement

Unfortunately, I was not able to answer your question, because of the following error:

name 'df_temp' is not defined

Example of a Detailed Prompt that Failed

"Generate a summary of the cash flow statement from the following data



1. Cash Flow from Operating Activities

Direct Method:

List cash receipts: Include cash collected from customers.

List cash payments: Include cash paid to suppliers, employees, interest paid, and income taxes paid.

Calculate net cash flow from operating activities: Subtract total cash payments from total cash receipts.

or

Indirect Method:

Start with net income: Obtain this from the income statement.

Adjust for non-cash items: Add back depreciation and amortization.

Adjust for changes in working capital: Account for changes in accounts receivable, inventory, accounts payable, and other working capital accounts.

Calculate net cash flow from operating activities: Combine the adjusted net income with changes in working capital.

2. Cash Flow from Investing Activities

Identify cash transactions for investments: Include cash spent on purchasing fixed assets, cash received from selling assets, and cash spent on or received from investing in securities.

Calculate net cash flow from investing activities: Subtract cash payments for investments from cash receipts from sales of investments.

3. Cash Flow from Financing Activities

Identify cash transactions for financing: Include cash received from issuing stock or debt and cash spent on repaying debt or buying back stock.

Calculate net cash flow from financing activities: Subtract cash payments for financing activities from cash receipts from financing activities.



Price Direction Section Issues

- The data received from the API is too large to fit into the prompt.
- The variables required to fetch quote data from the API differ from those used for financial data. Adding a textbox for user input would be cumbersome.





Future Plan

Machine Learning (ML) & Chatbot Integration



Price prediction (Time-series forecasting)

- Seasonal price
- Price pattern



Related factors toward price (Regression)

- Other stocks recommendation in same/similar sector



Smart assistance

- The information provided based on your question by a virtual assistance

Summary & Business Values

Easy-accessible to financial information to make informed investment decisions

- Concise and easy-to-understand summaries of financial statements
- Save time by avoiding the need to read lengthy financial reports
- Helpful for new investors seeking simplified investment information



Empowering investors to make informed financial decisions

- Save time and effort - Avoid reading lengthy financial reports and extract relevant information
- Gain quick insights - Able to get a company's financial health and future prospects
- Make informed decisions - Base investment decisions on reliable data from an analyst assistant
- Become a smarter investor - Make informed choices that align with your investment goals



Platform Demo

OUR WORKER ANTS



Pakanan S.
6610414001



Thamonwan W.
6610414005



Kawin A.
6610424007



Sasiraporn P.
6610424011



Phattaraporn T.
6610424016



Surapat V.
6610424015



Thitiphorn T.
6610424017



THANK YOU

