

DataVerse

Data visualization for Finance

Group 6

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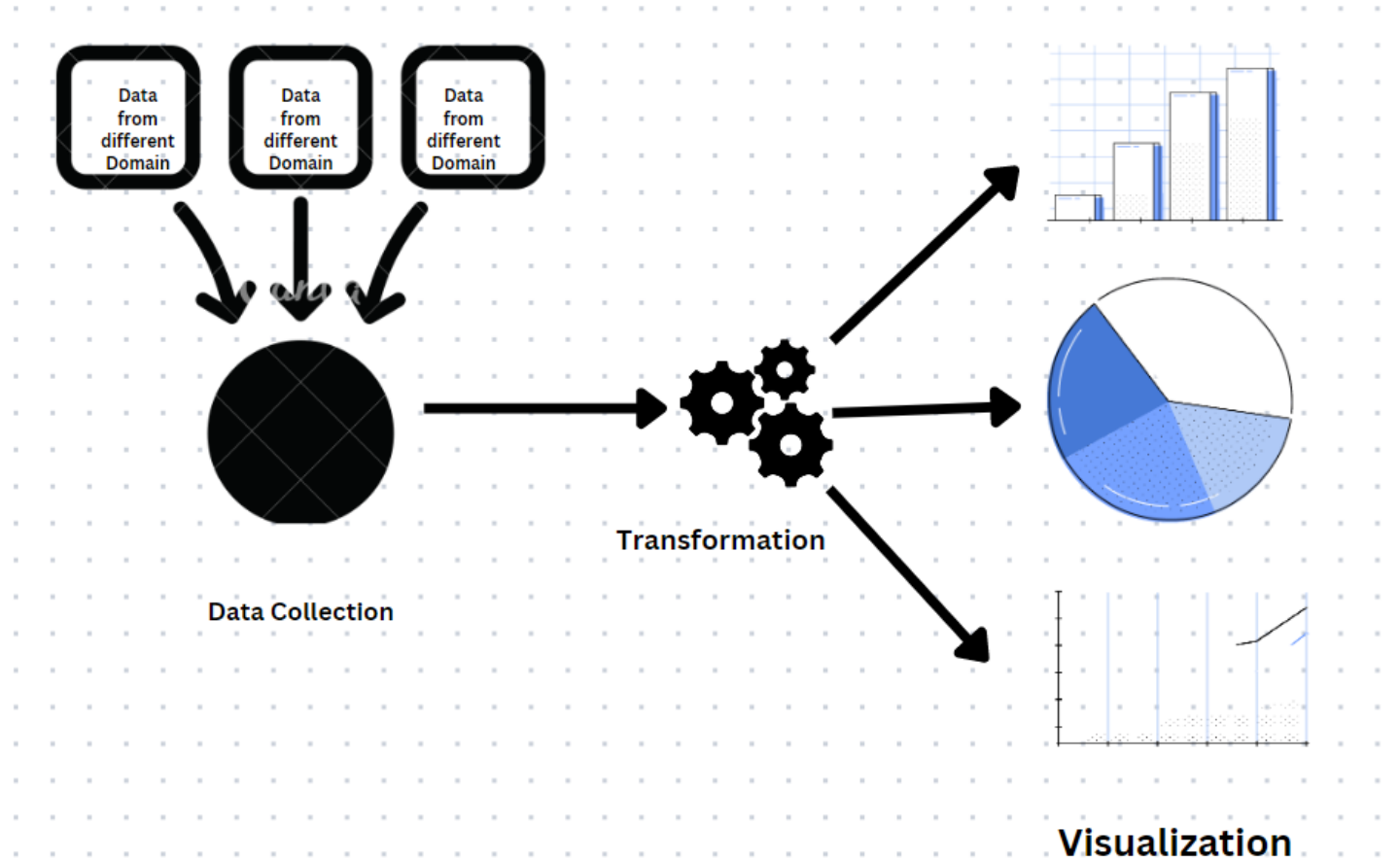
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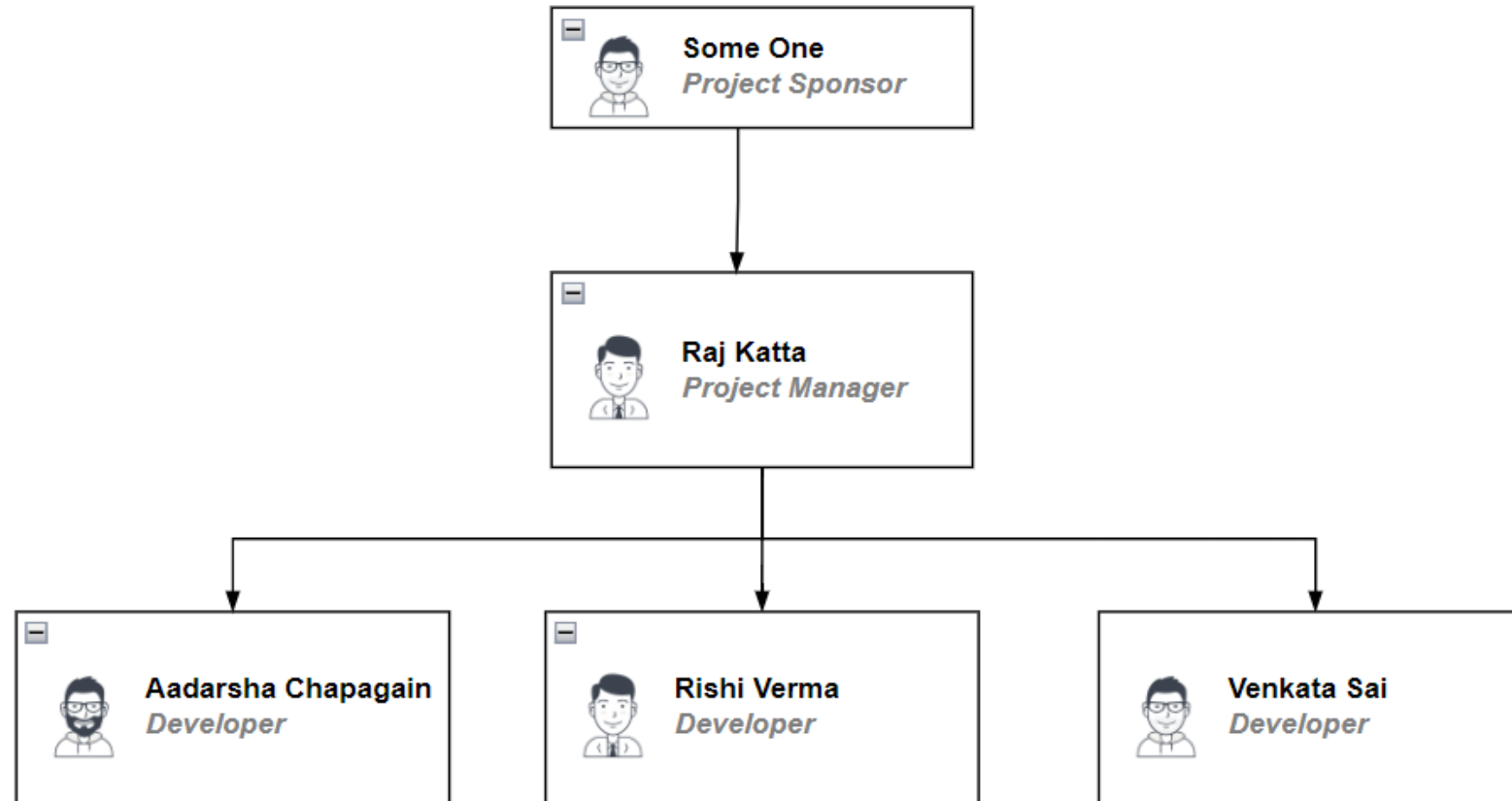
What is DataVerse



Project Title and description

- Financial institutions are struggling to get insights from their data
- Excel is not enough to handle huge amount of data
- Just Accumulating data won't add any value to organization
- Companies utilizing data as an information assets are ahead of the game
- **Dataverse** is a data visualization project where data from financial institutions will be collected, transformed and visualized

Project Team

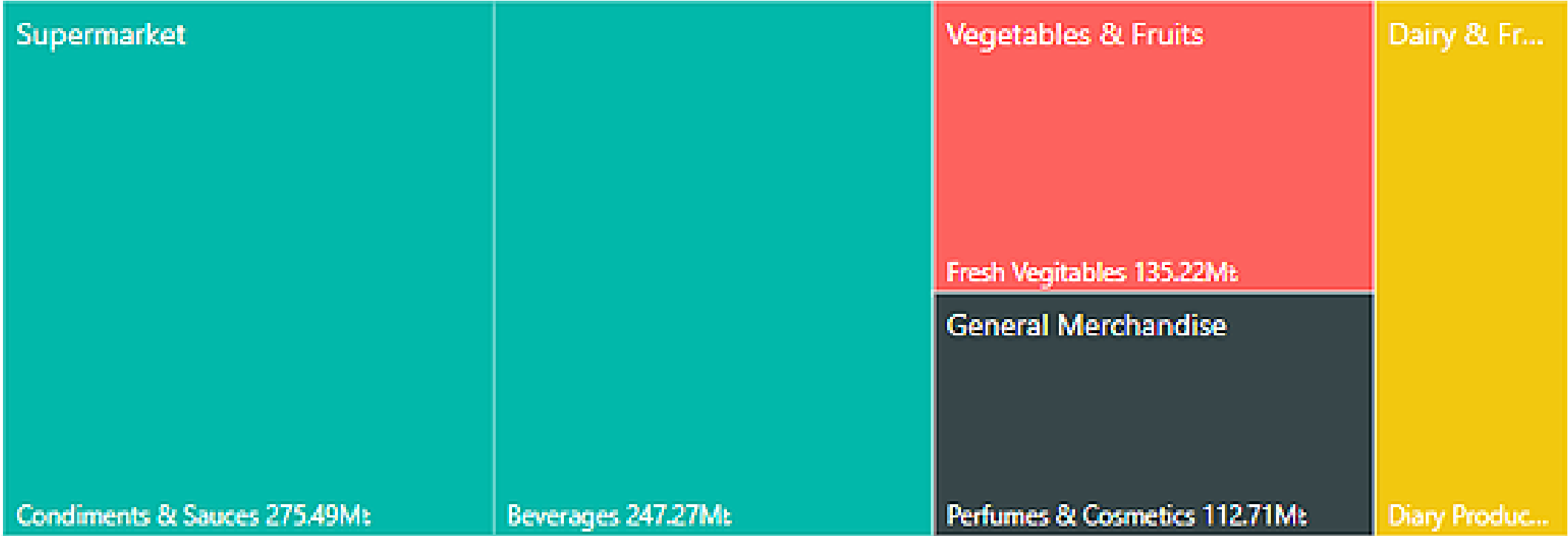


Business Case

- This project targets banking customers when and how they are likely to be most amenable to making a purchase.
- This provides information to help optimize banking marketing efforts. This knowledge can involve anything. Client may design a new product or service and know when and where to market them.
- Additionally, if a client experiencing a slowdown in sales, the data will provide insights into what is wrong.

Credit card spending Visualisation

Top 5 Purchase Areas



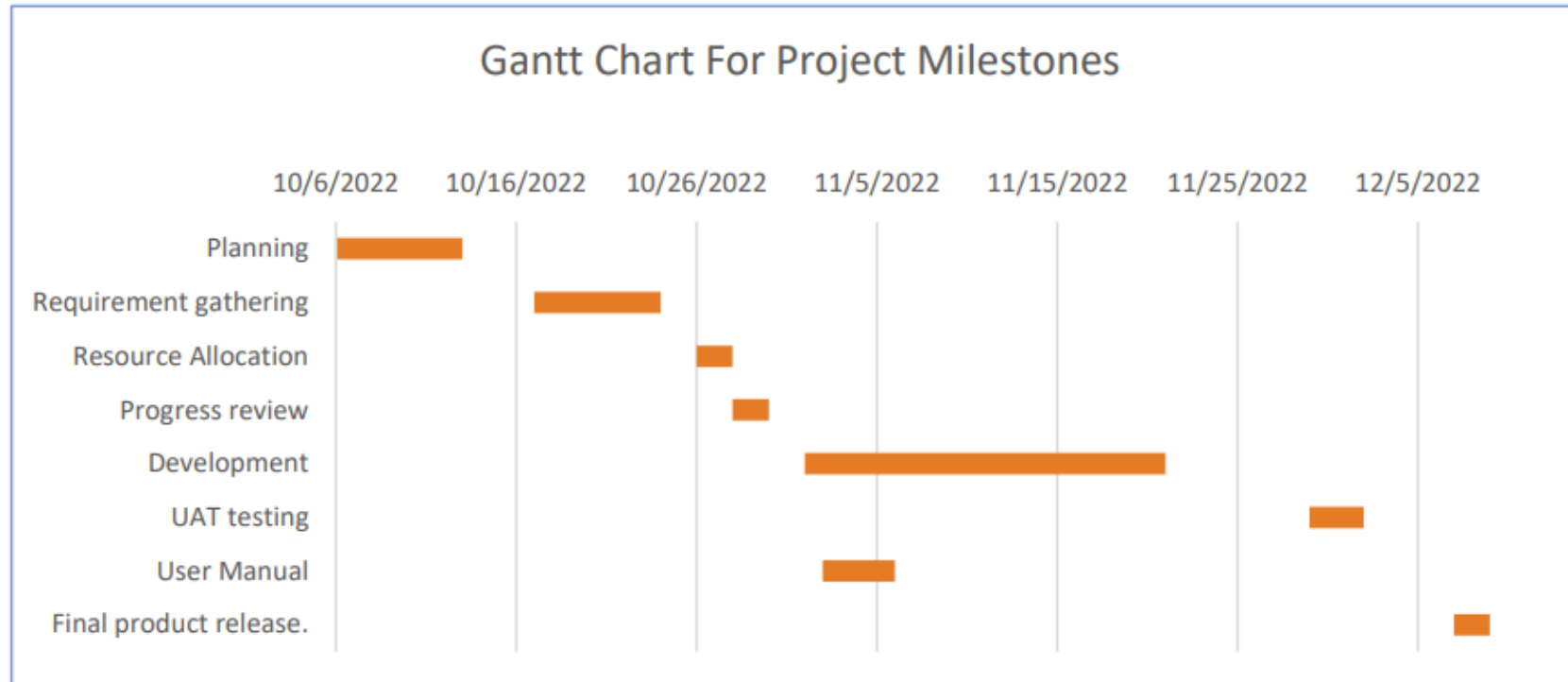
Technology & Resource

- **This project leverages Microsoft Azure Public Cloud services as Pay-as-you-Go subscription to avoid capital investments and operational maintenance.**
- Rajasekhar katta will be the Project Manager and Data modeler.
- Rishi Varma will be appointed as Data Engineer.
- Aadarsha Chapagain will be an Azure Devops developer.
- Venkata Sai Manikanta will be PowerBI developer.

WBS

Task	Start Date	End Date	Duration
Planning	10/6/2022	10/17/2022	7
Requirement gathering	10/17/2022	10/26/2022	7
Resource Allocation	10/26/2022	10/28/2022	2
Progress review	10/28/2022	11/1/2022	2
Development	11/1/2022	11/29/2022	20
UAT testing	11/29/2022	12/2/2022	3
User Manual	11/2/2022	11/8/2022	4
Final product release.	12/7/2022	12/9/2022	2

WBS contd.



Key Stakeholder List

- Customers
- Project Manager
- Project Team Members
- Company Executives
- Project Sponsor
- Steering Committee
 - An Advisory group providing guidance on key decision's on sponsor, executives and key stakeholders

Stakeholder Requirements as known

- Business unit: Enterprise Business Intelligence (EBI)
- Business Operations
- Customers
- Subject Matter Experts

Product Description

- This project aims to help the clients by reaching the banking customers and shows when they are most likely to be open to making a purchase.
- By creating the PowerBI dashboard with all the required data the client can access lot of information about their customers spending patterns in a simple way.
- This will provide the information about the customers purchase history, their spending limits and many more.

Key Deliverables

- Customers spending patterns
- Big purchases in last 6 months
- How many times they exceed the credit limit in past 2 years
- Repaying on time or not
- Their top 5 spending product categories
- All these insights will be presented on PowerBI Dashboard

Assumption Made

- The data sources being used are reliable and accurate.
- The data sources are structured in a way that allows for easy extraction and transformation.
- The data sources are available and accessible at the time of the ETL process.
- The target database or data warehouse is properly configured and able to receive the loaded data.
- The necessary permissions and access are in place to extract and load the data.
- The data transformation rules and logic have been properly defined and tested.

Constraints

- Time constraints
- Data availability
- Data quality
- Technical skills and resources
- Budget constraints
- Ethical considerations

Project approval requirements

- A detailed project proposal outlining the goals, objectives, deliverables, and resources required for the project.
- A clear and concise project plan, including a timeline and budget.
- Approval from the relevant stakeholders, including any necessary approvals from upper management or the IT department.
- A signed data processing agreement or other legal documents as required.
- Any necessary approvals from regulatory bodies or industry associations.

Project Risks

- Data quality issues
- Data security risks
- Lack of stakeholder buy-in
- Limited resources
- Technical issues
- Time constraints

Project exit criteria

1. The project deliverables, including any reports or presentations, have been completed and approved.
2. The project goals and objectives have been achieved.
3. All necessary approvals have been obtained.
4. Any necessary documentation, including a final report or presentation, has been completed and shared with relevant stakeholders.
5. The project team has received necessary training and support to continue working with the data and tools used in the project.
6. Any recommendations or action items resulting from the data analysis have been implemented or are in the process of being implemented.
7. The project team has conducted a thorough review of the project and identified any lessons learned.

References

- <https://learn.microsoft.com/en-us/power-bi/fundamentals/service-get-started>
- <https://learn.microsoft.com/en-us/power-bi/create-reports/service-dashboard-create>
- <https://truelayer.com/blog/data-chain-retrieving/>
- <https://docsumo.com/blog/best-bank-data-extraction-software>
- <https://www.inetco.com/use-cases/credit-and-debit-card-analytics/>