

## Introduction:

The banking industry world-wide is being transformed. The global forces for change include technological innovation; the deregulation of financial services at the national level and opening up to international competition; and - equally important - changes in corporate behaviour, such as growing disintermediation and increased emphasis on shareholder value. In addition, recent banking crises in Asia and Latin America have accentuated these pressures. The banking industries in Central Europe and Latin America have also been transformed as a result of Privatizations of state-owned banks that had dominated their banking systems in the past.

In this project we are trying to analysis the bank related data and able to extract some insights from the data using Business Intelligence tools. To Extract some insights from the data using Business Intelligence tools. To Extract the insights from the data and put the data in the form of visualization Dashboards and story we employed Tableau.



## Overview :-

- Define problem / Problem understanding.
  - \* Specify the business problem
  - \* Business requirements
  - \* Literature survey
  - \* Social or Business impact.
- Data collection & Extraction from database
  - \* Collect the dataset,
  - \* Storing Data in DB
  - \* Perform SQL operations.
  - \* Connect DB with Tableau
- Data Preparation
  - \* Prepare the data for visualization
- Data visualizations:
  - \* No of unique visualization.
- Dash board
  - \* Responsive and design of dashboard.



## Slovy

No of scenes of story.

## Performance Testing:

- \* Amount of data rendered to DB.
- \* Utilization of Data fields
- \* No of Calculation fields
- \* No of Visualizations / graphs.

## Web Integration:

Dashboard and story embed with UI with flask.

## Project Demonstration & Documentation.

- \* Record explanation video for project end to end solution
- \* Project Documentation - step by step Project development procedure.

## Purpose

Banking insights show how your share of activity is developing in key areas against market totals and against a group of peers.



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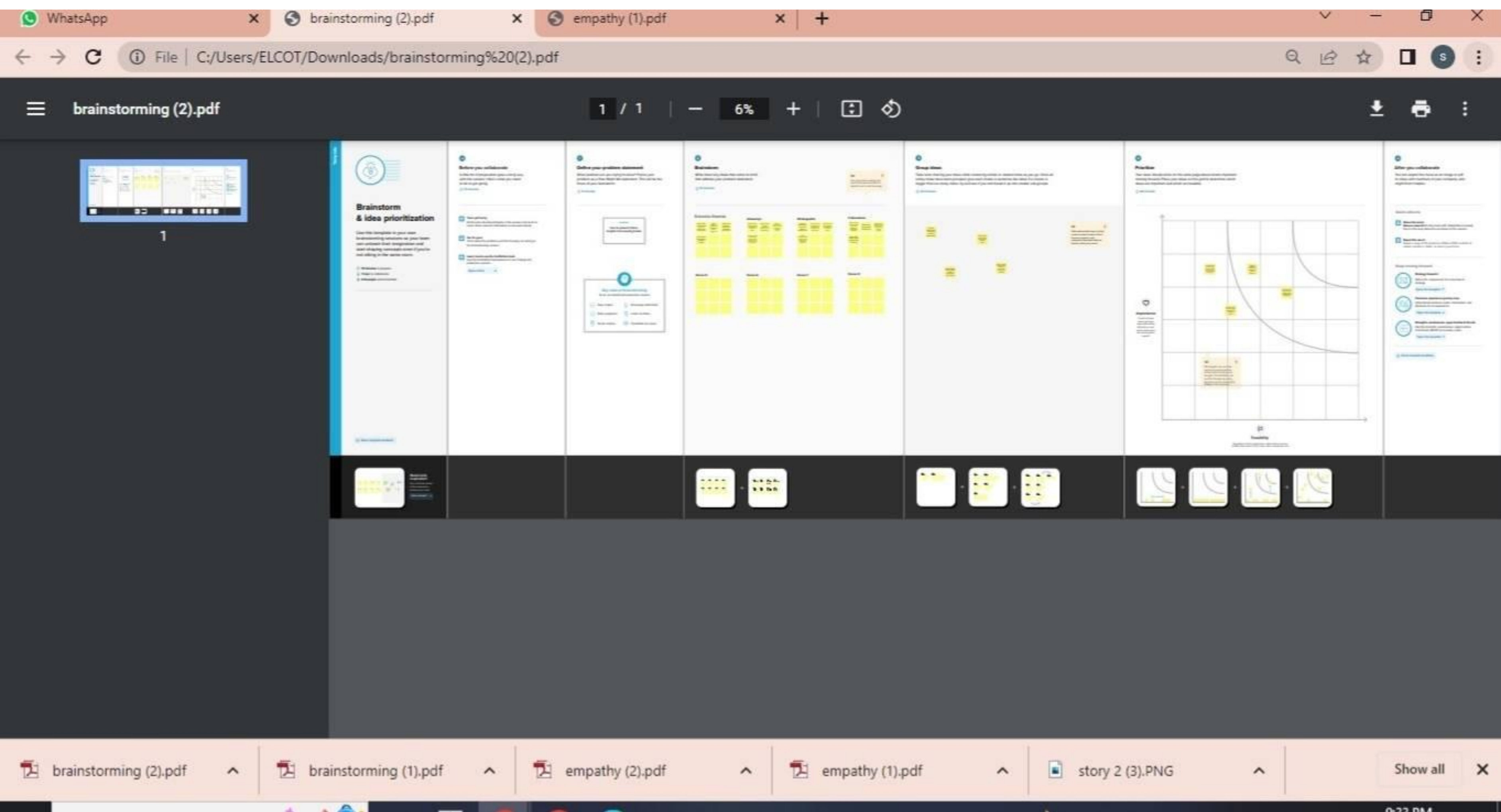
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empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

The mind map is centered on a circle labeled "Analysis of Bank financial". It branches out into several categories, each represented by a colored box with an icon:

- Green boxes (top-left):** "Little difficult to learn" (lightbulb icon), "To analyze bank financial" (document icon), "Significant impact on business operations" (gears icon).
- Yellow boxes (bottom-left):** "Deposits responsive to customers" (hand icon), "Revenue from fees for the products" (hand icon), "Generate income from interest rates spread" (hand icon).
- Pink boxes (top-right):** "Increasing revenue" (upward arrow icon), "Measures for capital adequacy and leverage" (document icon), "Identifying monitoring and mitigation" (document icon), "Comparing different financial metrics" (document icon).
- Blue boxes (bottom-right):** "Interest rate risk" (heart icon), "Changes in market values of bank assets" (document icon), "Difficulties may arise due to interest rates" (document icon).

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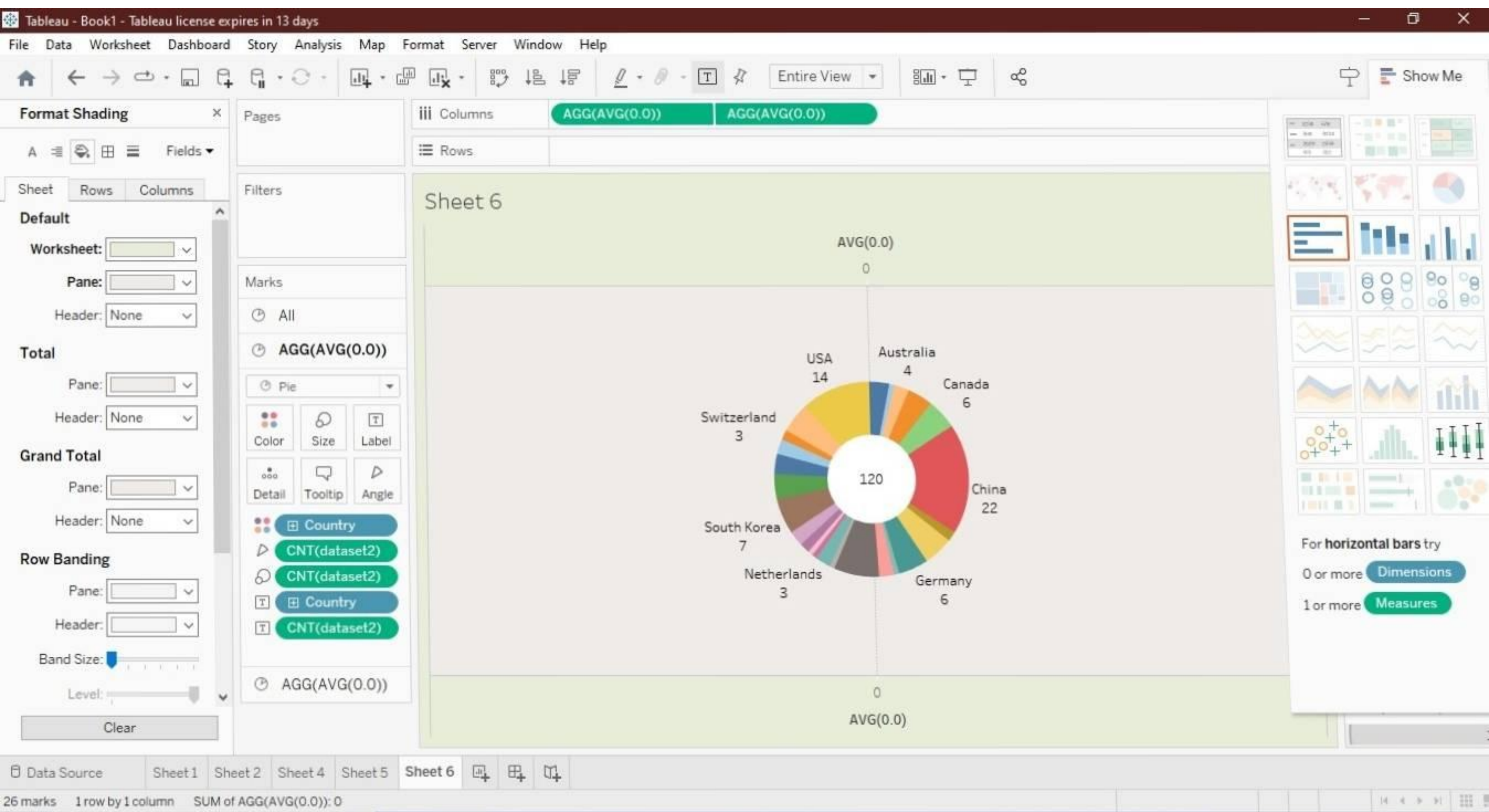


Tableau - Book1 - Tableau license expires in 13 days

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Standard

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- Balance Sheet
- Country, Bank
- Country
- Bank
- Total Assets Us B
- Measure Names
- Rank
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- Latitude (generated)
- Longitude (generated)
- Measure Values

Filters

Bank

Marks

Text

Color Size Text

Detail Tooltip

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Total Assets U..

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### Leading Banks

ABN AMRO Group NV Agricultural Bank of China

**Agricultural Development Bank of China**

Australia & New Zealand Banking Group Banco Bradesco SA

Banco do Brasil SA Banco Sabadell Banco Santander Bank of America Bank of Beijing

Bank of China Bank of Communications Bank of Jiangsu Bank of Montreal

Bank of New York Mellon Corp Bank of Nova Scotia Bank of Shanghai

Bankia Barclays PLC Bayerische Landesbank BB&T Corporation BBVA Belfius BNP Paribas

Brazilian Development Bank (BNDES)

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1 or more Dimensions

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Sheet 1 Sheet 2 Sheet 4 Sheet 5 Sheet 6

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Standard

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Tables

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- Measure Values

Filters

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Sheet 5

Bank
ABN AMRO Group NV
Agricultural Bank of China
Agricultural Development..
Australia & New Zealand ..
Banco Bradesco SA
Banco do Brasil SA
Banco Sabadell
Banco Santander
Bank of America
Bank of Beijing

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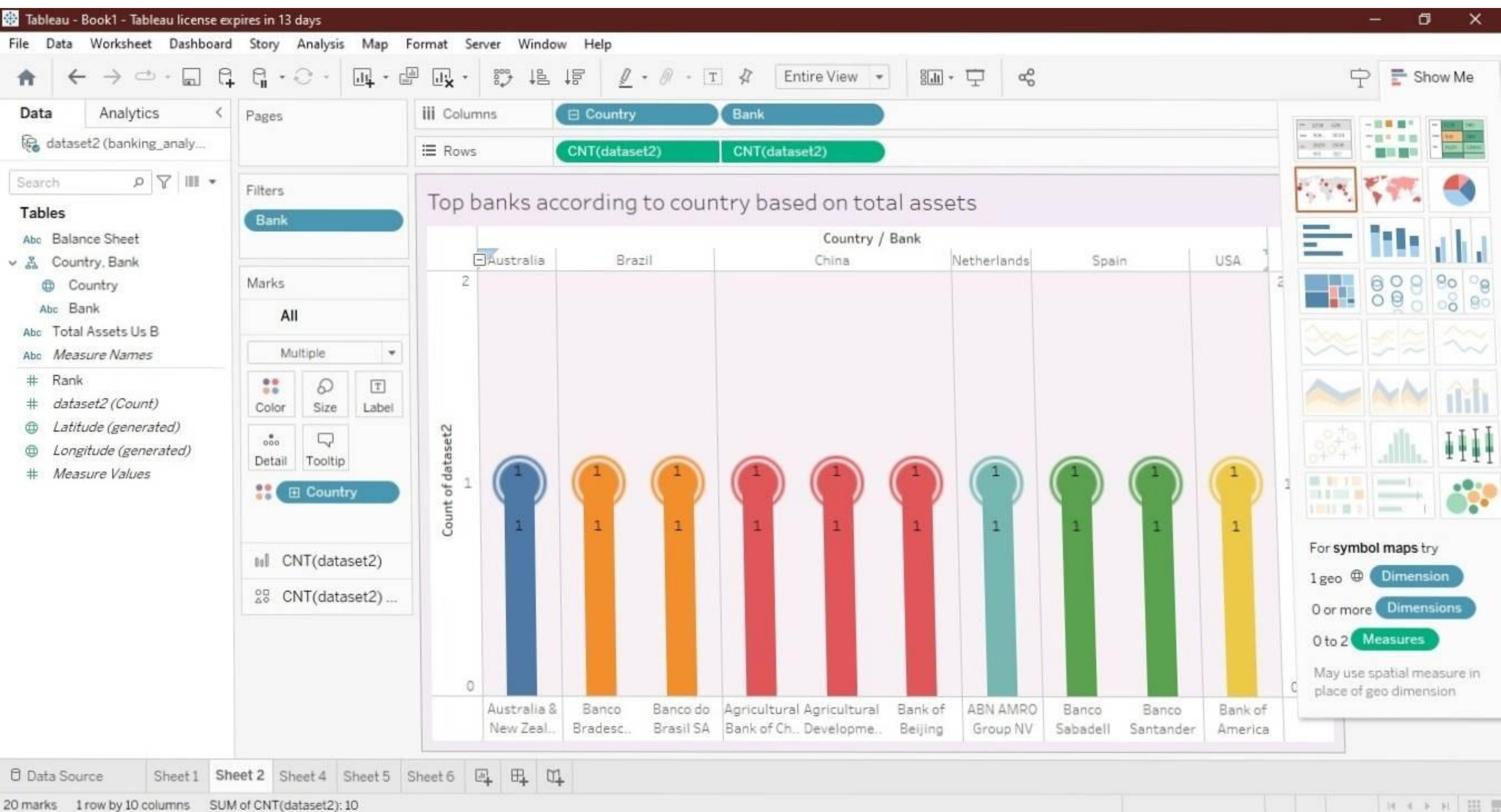
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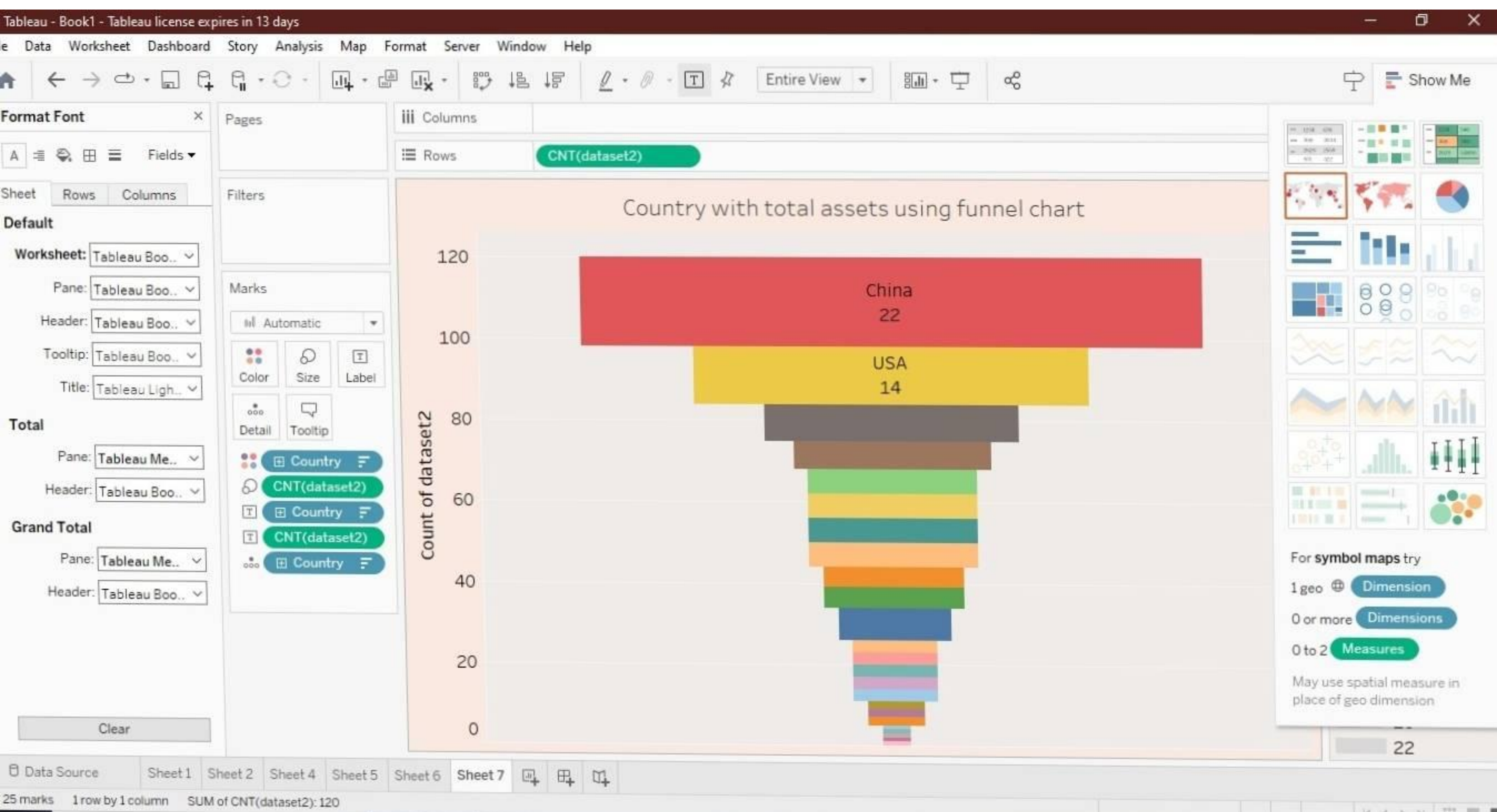
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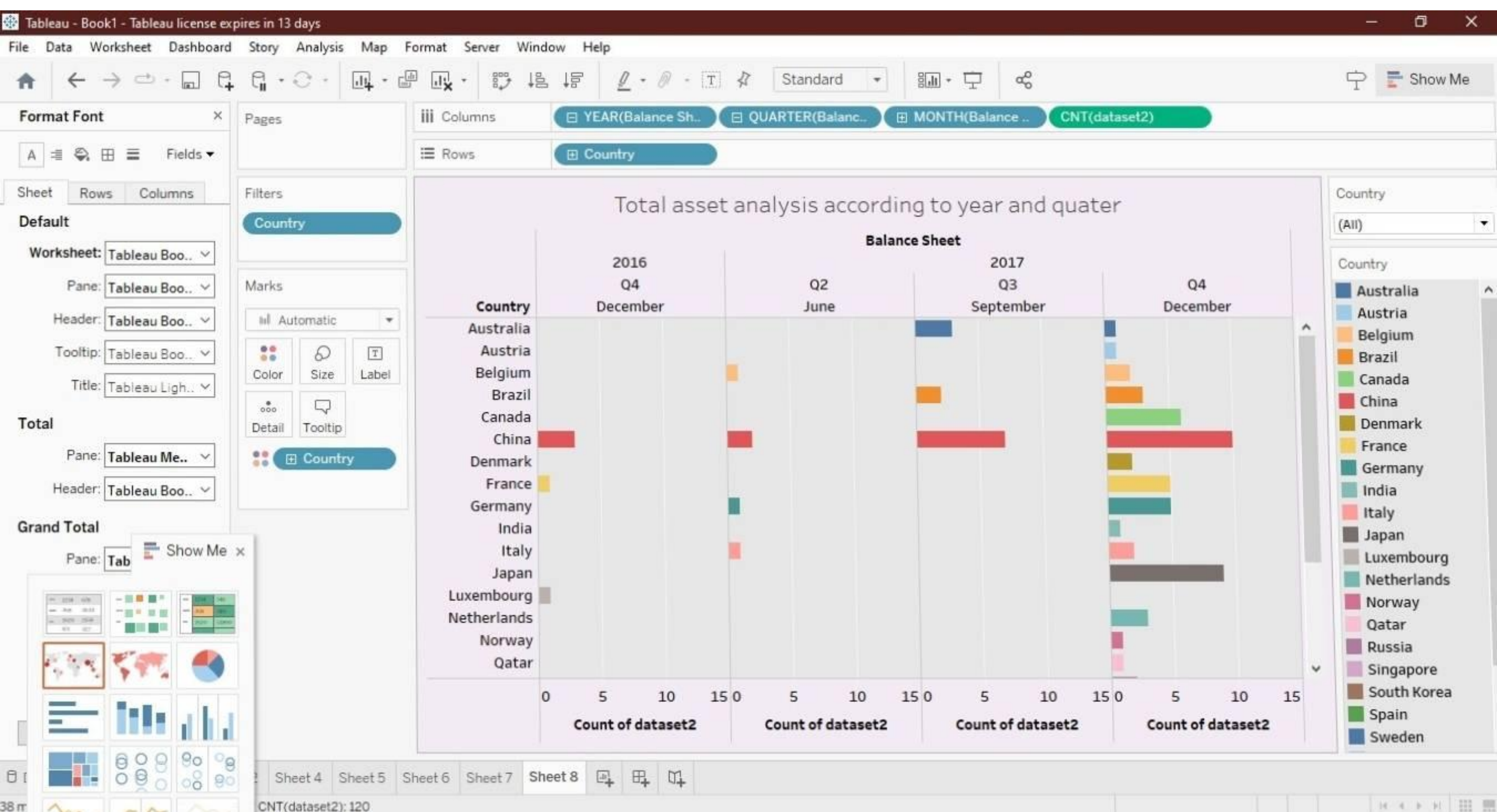




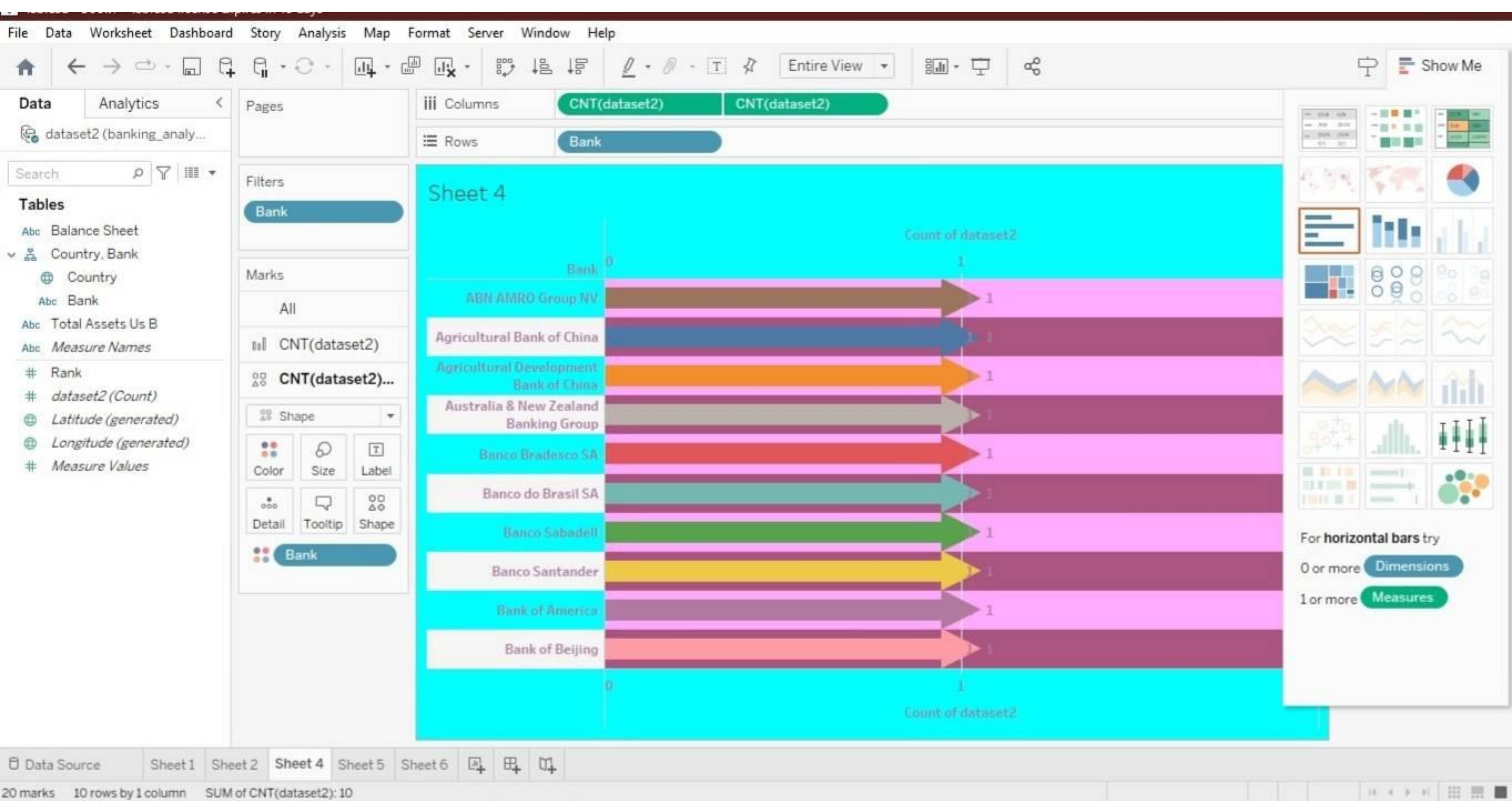














## Advantages:

\* **Range of opportunities:** The UK banking sector is huge; working for a bank doesn't have to mean working as a teller behind the counter, it could mean working in head office on marketing, HR or in any number of other roles.

\* **Prestige:** banking is seen as a desirable and prestigious career and is felt to be more secure than other sector such as retail or fashion.

\* **Training:** Banks are well known for having well-trained staff so whatever your job role, you'll be given the skill you need to do the job and many of these skills can be transferred to other industries should you decide to move on.

\* **Progression:** as banking organisations are so large, there is always the chance to progress through the organisation into other roles. Jobs are often advertised internally first, so once you're into an organisation you will be the first to know about vacancies.



## Disadvantages:-

\* Insecurity: Banking is no longer the safe option for a career as was shown by the crash in 2008 when several of the biggest UK names were bought into public ownership. Banks have been shedding jobs and closing branches ever since.

\* Rate of change: retail banking has been transformed over the past decade with digital technology. This pace of change isn't going to slow, and it's probably not the career for you if you like things to be calm and stable.

\* Checking required: Certain occupations in banking require police checking into the applicant's background. This is similar to DBS checking and means that people with convictions for fraud, thefts and other offences may be barred from taking a job handling cash or with responsibility for cash.

\* Numeracy: Working with numbers all day isn't for everyone, and many more creative people find it restrictive and boring if their roles are constricted by rules and regulations.



## Conclusion:

In this project, I have explained about the topic "A comprehensive analysis of financial performance: Insights from a leading Banker by providing full details on it.

This project also emphasizes on main ideas related to the topic.

## Future scope:

- \* The nature of the Indian economy over the last few years has been dicey.

- \* Big brand names and corporate sectors have seen more downs than ups.

- \* Due to changes in the economy, reputed firms are forced to shut down or sack thousand of employees.

- \* There is no job security. This is a major reason why people in larger numbers today choose to go for bank jobs instead.