

Project Report Template

1 INTRODUCTION

1.1 Overview

A brief description about your project

1.2 Purpose

The use of this project. What can be achieved using this.

2 Problem Definition & Design Thinking

2.1 Empathy Map

Paste the empathy map screenshot

2.2 Ideation & Brainstorming Map

Paste the Ideation & brainstorming map screenshot

3 RESULT

Final findings (Output) of the project along with screenshots.

4 ADVANTAGES & DISADVANTAGES

List of advantages and disadvantages of the proposed solution

5 APPLICATIONS

The areas where this solution can be applied

6 CONCLUSION

Conclusion summarizing the entire work and findings.

7 FUTURE SCOPE

Enhancements that can be made in the future.

8 APPENDIX

1. INTRODUCTION

1.1. OVER VIEW

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 behavior, 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 the Insights from the data and put the data in the form of visualizations, Dashboards and Story we employed Tableau tool

1.2. PURPOSE

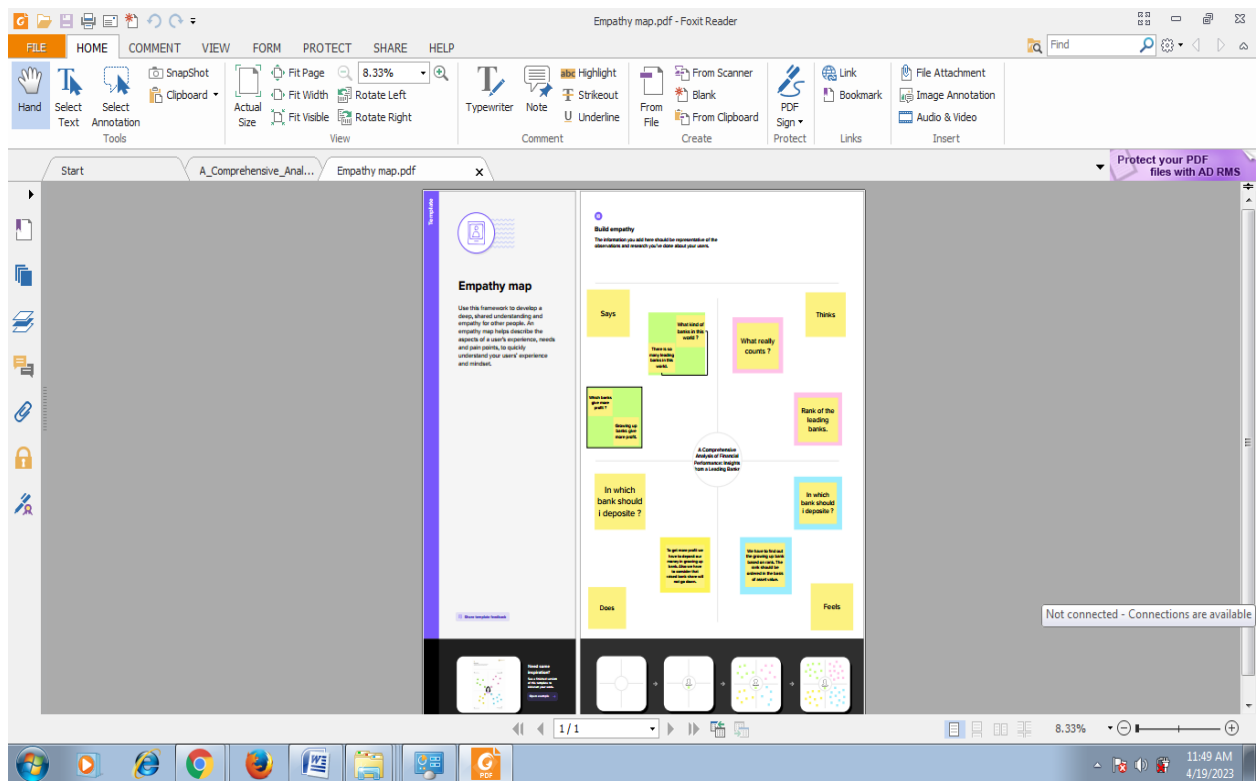
- Tableau provides intelligent data analytics and insight tools that automatically draw analysis and provide insight into the data reported to the software. This can be very helpful where large financial data sets are

concerned and can draw up several important conclusions in financial decision making.

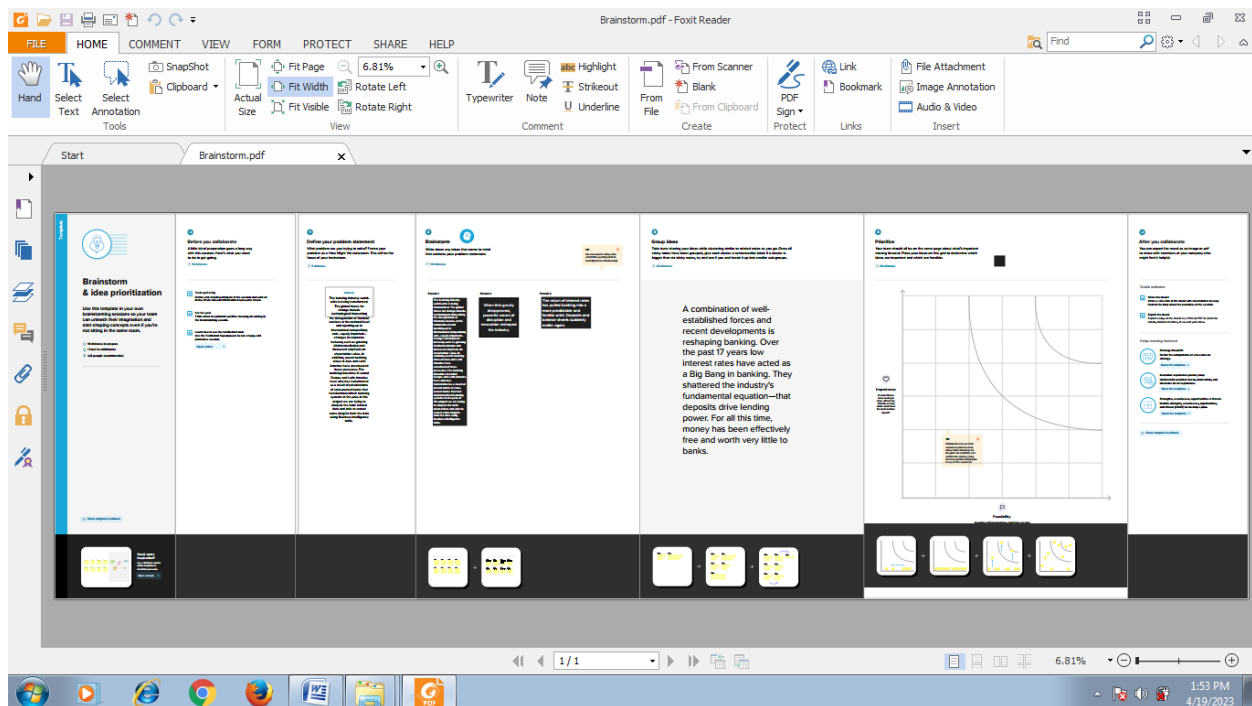
- Finance teams use tableau to make a bigger impact with their time and resources. They bring data together, efficiently provide analysis and reporting, and securely share the information that fuels business strategy.
- While software such as Microsoft excel also provides efficient financial reporting tools, tableau offers exceptional financial reporting services. Using tableau, financial reporting such as P&L reports, balance sheets, and cash flow statements-becomes dynamic, interactive and automated

2. PROBLEM DEFINITION & DESIGN THINKING

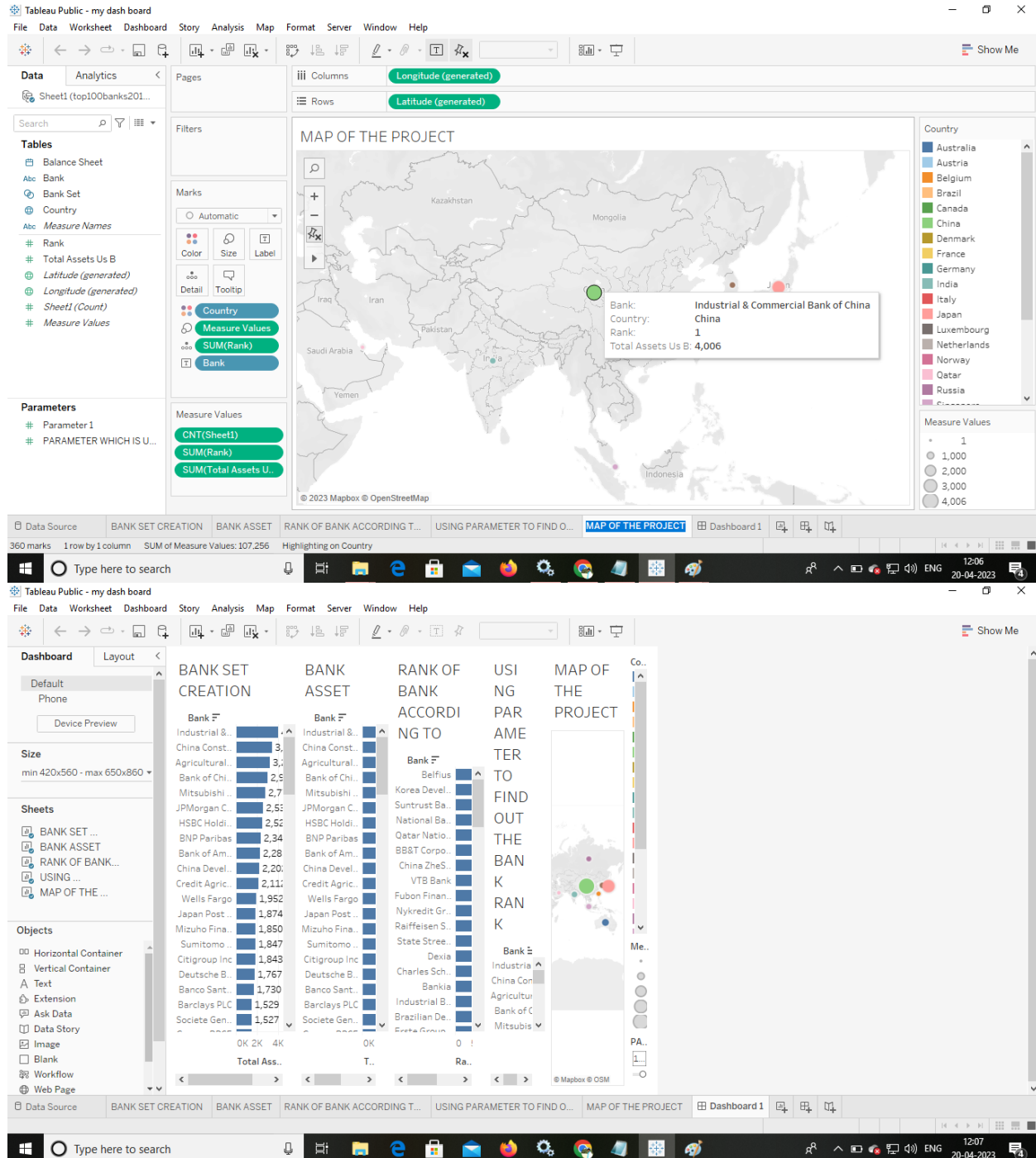
2.1. EMPATHY MAP



2.2. IDEATION & BRAINSTORMING MAP



3. RESULT



4. ADVANTAGES & DISADVANTAGES

ADVANTAGES:

- HIGH PERFORMANCE
- MOBILE-FRIENDLY
- EXTENSIVE CUSTOMER RESOURCES
- EXCELLENT MOBILE SUPPORT
- EASY TO UPGRADE
- LOW COST
- QUALITY CUSTOMER SERVICE
- EASE OF USE

DISADVANTAGES:

- POOR VERSIONING
- NO AUTOMATIC REFRESHING OF REPORTS
- NEED MANUAL EFFORT
- NO VERSION CONTROL
- REQUIRES SQL KNOWLEDGE

5. APPLICATIONS

Tableau is well equipped to connect numerous data sets and draw up relevant financial information.

EXAMPLE OF TABLEAU APPLICATION IN REAL LIFE:

Key bank is one of the 20 largest banks in the united states, with more than 900 branches and nearly 1,300 ATMs across the US head quartered in cleveland, Ohio the bank employees about 18,000 people.

Like many traditional banks, Key bank focused on deepening commercial and branch-based customer relationship face to face. However digitally savvy younger customer drove demand for online banking transactions.

This demand expanded significantly during the COVID -19 pandemic for home-bound customers of all ages.

KeyBank had diverse data analysis requirements across the company and many employees who interacted with data on a regular basis. “We have data-oriented users that are building reports, pulling data from our databases, and preparing data for use and analytics,” said Sabloff.” But we have a lot of our team that use data as dashboards and reports, and updated of performance across our entire bank infrastructure”.

Along with ease of data visualization, an intuitive user interface enabled non-technical users throughout KeyBank to drill down multiple data levels into the tool. Sabloff said, “This capability is very powerful for us to push the data and understanding deeper than a basic report”. He also pointed out that decision makers have a richer level of data at their fingertips in seconds, when it used to take days or weeks working with analysts before Tableau.

6. CONCLUTION

From our project we clearly know the reliable bank in all over the world from our document. We easily find out the growing up bank based on rank. The rank should be ordered in the basis of asset value.

To get more profit we have to deposit our money in growing up bank. Also we have to considerate that raised bank share will not go down.

7. FUTURE SCOPE

Tableau is the most used software for data visualization this software provides rapid visualization and as a result it helps business to make decisions quickly

“This reporting is changing how they manage their branches. Branch managers

now have the visibility to really build strategic plans and provide enhanced coaching to help the financial consultants and ultimately help our clients” - Jackie chin, vice president of retail analytics, Charles schwab.

Almost all companies today, irrespective of their market position or size, leverage business intelligences tools to analyze their business and customer data, and there by make smarter and informed business decisions that help drive business growth and profitability business intelligent tools allow businesses to visualize their data in the form of dash boards in order to gain insights and maximize revenue outcomes.

8. APPENDIX



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THANK YOU