

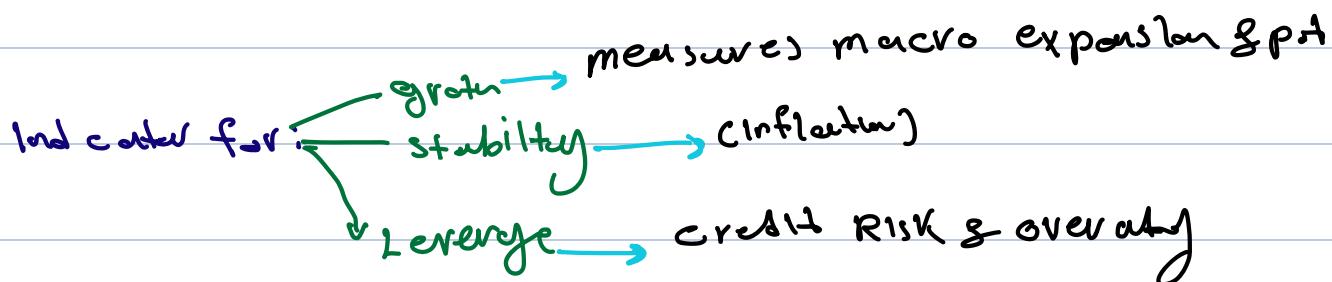
# Data Selection & Design Logic:

## Business Goal Def:

- \* credit risk assessment
- \* Expansion planning
- \* Capital allocation decision

main Q & A:  
1 How healthy is the market  
2 How much can we safely expand?  
3 Where should capital be allocated?

To optimize Risk - adjust Returns?

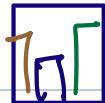


## \* Strategic:



## \* Visualizezen Design:

Icon



Key preference indicators:

GDP

Inflam

Credit  
grow

Risk  
Sav

O\_Ly

Dashboards Navigation

Market analysis

Balance Expt

problem opt

Risk Expnd