

# The Age of Digitalisation

## Market Entry in the Era of Financial Technology

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ETF	Exchange-Traded Fund
BI	Business Intelligence
KPI	Key Performance Indicator
ETL	Extract, Transform, Load
SQL	Structured Query Language
SEO	Search Engine Optimization

# 1 Introduction

- 2 Raisin (WeltSparen)**
- 3 Range of Products**
- 4 Business Intelligence Department**
- 5 Projects and Tools**

## 6 Conclusion and Key Takeaways

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