

# Feasibility Analysis

A financial dashboard is a tool that allows analysts and individuals to stay informed of the changing economic trends. The tool displays salient financial metrics that makes it desirable for people within the financial industry comprising of financial investors and business owners. The dashboard enables anyone to keep track of economic conditions. The dashboard will require the use of location-based data, financial news sources, and relevant APIs to deliver the desired functionality. The aim of this analysis is to assess the viability of the financial dashboard as a business.

## Industry and Market Feasibility:

In contemporary times data is the new oil and information derived from that data is even more valuable. People and individuals primarily consume financial news through social media, television and newspapers. However, a digital solution that comprises of the delivery of reliable, timely and comprehensive financial information is not readily available in Pakistan.

Inflation is peaking amid low growth globally and people from a wide range of demographics have developed a keen interest in economics. The decline of print media consumption has also created a new space for digital information outlets.

The provision of financial graphs and KPI's would set the business apart from other sources of financial information.

## Product/Service Feasibility:

The resource necessary for the dashboard would be the development team that would enable the execution of the program and its maintenance. Another intrinsic requirement would be the marketing team which would help propagate the service to the end-users.

The necessity of financial data is rooted within all organizations, businesses owners and industry suppliers. The increasing use of big data and analytics in the financial sector is driving the demand for advanced financial dashboards that can provide complex analysis and predictive insights.

Gartner a leading management consultancy firm reported that the use of dashboards and analytics tools is expected to become more widespread across all business functions. The report predicts that by 2025, 50% of all finance teams will use predictive analytics tools to forecast business outcomes. A report by MarketsandMarkets complements the Gartner report by stating that the global financial analytics market size is expected to grow from USD 6.9 billion in 2020 to USD 11.4 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 10.7% during the forecast period. This growth is driven by the increasing demand for real-time financial data and insights.

Moreover, as searches on bank failures such as the recent Silicon Valley bank and the IMF deals trend on google search the outlook on the potential of the financial platform seem promising.

### Financial Feasibility:

The two major expenses for the development of the service would be the development team and the marketing team. A substantial portion of the initial capital will be exhausted in the compensation of the programmers that will code the dashboard. The business will require funds that would enable the employment of the developers for a 6 month period. This will give the business ample time to deploy and start generating revenue.

A key factor to the business's success is to market the product to the end-user. A large amount of capital will also be poured into marketing. However, by allocating funds intelligently and executing marketing campaigns according to customer segments, the amount of capital used will be abbreviated substantially.

Once the platform is online and running, the only cost would be its maintenance and scaling. A small dedicated team would be enough to develop the service and maintain it. Due to this the return on Investment can potentially be enhanced many folds.

The business is primarily a subscription or an advertising business which can generate high revenues as operational costs are inexpensive and after the initial development, costs of scaling are low.

Threat of new entrants	Bargaining power of suppliers	Bargaining power of buyers	Threat of substitutes	Competition in Industry
The threat of new entrants in the financial dashboard market is relatively low as the development of such products requires specialized technical knowledge and significant investment in data integration and security. However, there are always new startups and tech companies entering the market, providing competition for established companies.	The bargaining power of suppliers in the financial dashboard market is low as there are many data sources available, and suppliers are not a significant factor in the development of financial dashboards. However, the quality and reliability of data sources can impact the quality of the dashboard, making it important to have trusted and reliable data sources.	The bargaining power of buyers in the financial dashboard market is relatively high as there are many competing products available, and buyers have a choice to switch to a competitor if they are not satisfied with the product or service. Additionally, customers often have specific needs and customization requirements that can impact their bargaining power.	The threat of substitutes in the financial dashboard market is relatively low as there are few alternatives that offer the same level of functionality and insights. However, some organizations may choose to use spreadsheets or manual methods to track their financial performance, which can act as substitutes to financial dashboards	The intensity of competitive rivalry in the financial dashboard market is high as there are many established players in the market, along with new entrants constantly entering the market. Companies must continue to innovate and improve their products to stay competitive and differentiate themselves from their competitors.

The financial dashboard market is competitive. However, companies needing to differentiate themselves through product features, quality, and reliability of data sources allows for a good environment and space for new businesses to thrive. Considering all the factors, the financial dashboard seems like a promising venture. The findings of the report portray the financial dashboard not only a viable but a propitious business opportunity.

