**Executive summary**

Based on [S&P Global Market Intelligence](https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/hurricane-ida-losses-likely-short-of-katrina-totals-could-hit-25b-66363143), Within the U.S. it is expected that hurricane Ida will cost $95 billion and incorporates many variables , including property damages, the impact of lost work, as well as a decrease in tourism.

The purpose of this Dashboard is to assess the impact of Ida on banking industry in the particular geographic area such as state, and county and create custom market share reports for areas to see affect on deposit growth and deposit presence for those specific institutions that located in the hurricane Ida's path. Deposit growth is good for a bank's balance sheet, and it shows that customers trust the financial institution, so can determine their financial health.

This "Hurricane Dashboard" empowers us to understand its branch operations, providing insight into deposit market share on an institution and branch level. Better understand local market competition and trends, identify potential markets where you may expand, locate vacated branches you may want to occupy, determine whether a market is compatible, and so much more!

First, I downloaded results of FDIC 's Summary of Deposits (SOD) for 81,819 domestic offices that operated by more than 4,900 FDIC-insured institutions, including insured U.S. branches of foreign banks, as of June 30, 2021 from [FDIC Website](https://www7.fdic.gov/sod/dynaDownload.asp?barItem=6). The SOD survey includes historical data going back to 1994 that provides a basis for measuring the competitive impact of bank mergers.

Based on [omb.report](https://omb.report/icr/202004-3064-001/doc/101991001), the primary use of SOD data is to analyze the antitrust implications of proposed bank mergers and acquisitions and for market share analysis. The major users include the federal banking agencies, the antitrust division of the Department of Justice and the proponents to proposed transactions. In addition, the data is widely used by banks, consulting firms, law firms and others who are involved in various types of banking and thrift analysis

After downloading , need to clean up the linking fields using calculated field within Tableau such as converting Stcntybr(state where the branch is located) to FIPS (unique 5-character geographic reference of county) and then by visualizing data such as creating "County Map","Stacked bar of deposit "or "Scatter plot of deposits by state" and more in different views, can promote a better understanding of everything from market risk to the effects of climate changes on consumers.

For example by using "Simulation of Stablished bank" view, can see the established banks over years or the "Horizontal bars of deposits" illustrates that Jpmorgan Chase Bank in NewYork county of NY with around 2 billion dollars has largest amount of deposit in u.s. and the second largest amount of 1.87 billion dollars is for Bank of America. We also can see those data in a table view or map view. Data on the amount of deposits held by each bank and branch office in the United States provides the banking agencies with the information necessary for delineating banking markets and for evaluating the effects on bank competition and market structure of proposed new banks openings or mergers.

My "Hurricane dashboard" is including "Rey's Hurricane Tracking" (*showing particular geographic area on the path of the Hurrican ada)*, "Bank table" (*showing banks names ,each bank unique identification number , Deposits for office ,the total of deposits,and share*), an image of the Hurricane Ida , and NOOA website for pulling down the track of the hurricane to determine the effects:

