1.Introduction

1.1 Overview

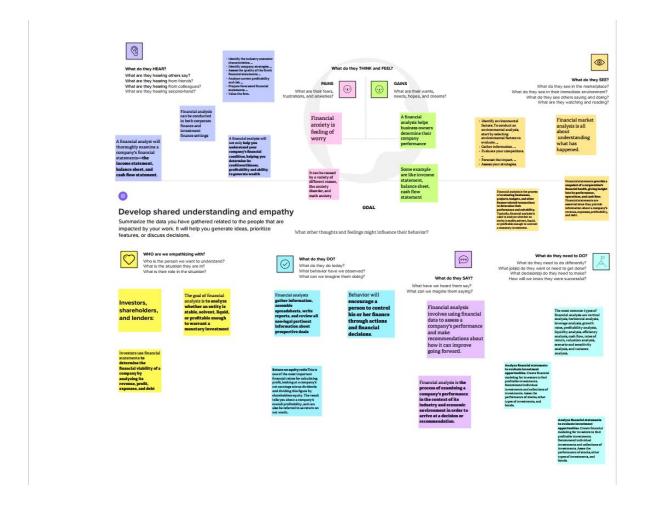
Financial analysis is the process of evaluating businesses, projects, budgets, and other finance-related transactions to determine their performance and suitability. Typically, financial analysis is used to analyze whether an entity is stable, solvent, liquid, or profitable enough to warrant a monetary investment.

1.2 Purpose

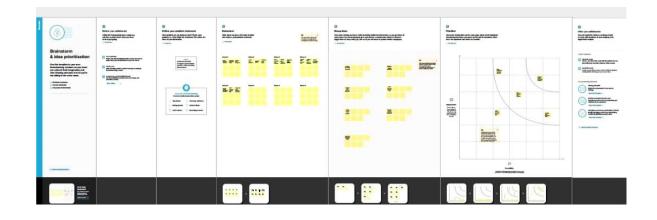
Financial analysis is used to evaluate economic trends, set financial policy, build long-term plans for business activity, and identify projects or companies for investment. This is done through the synthesis of financial numbers and data.

2. Problem definition & dewsign thinking.

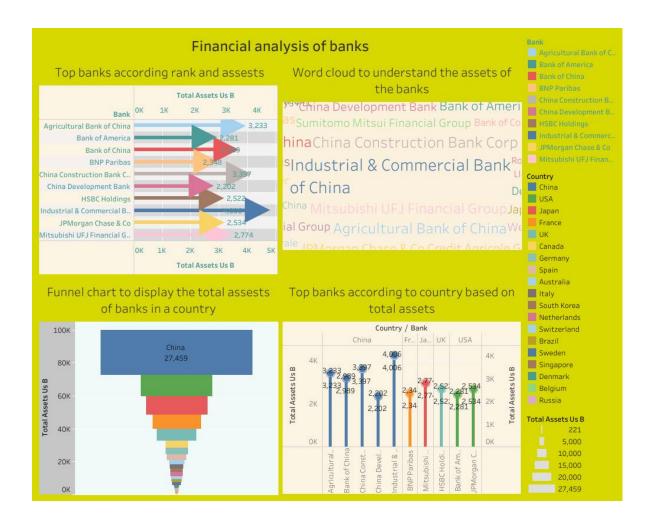
2.1 Empathy map



2.2 Brainstorming map

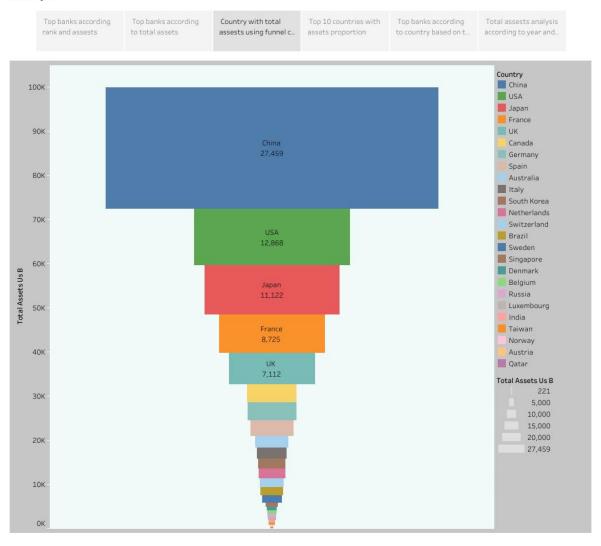


3. Result

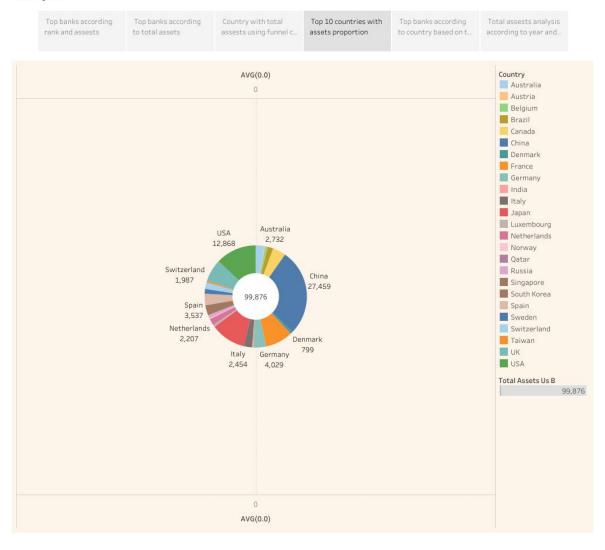


Top banks according Top banks according Country with total Top banks according rank and assests to total assets assests using funnel c.assets proportion to country based on t.. according to year and.. Agricultural Bank of C. Banco Santander Lloyds Banking Group Bank of America HSBC Holdings Banco Santander Royal Bank of Canada Bank of China Bank of Communicati. Postal Savings Bank of China Bank of America BNP Paribas Barclays PLC BNP Paribas China Construction B.. China Development B.. China Development Bank Mitsubishi UFJ Financial Group Citigroup Inc Credit Agricole Group Industrial & Commercial Bank of ChinaCitigroup Inc Deutsche Bank Groupe BPCE HSBC Holdings
Industrial & Commerc.. China Construction Bank Corp Barclays PLC JPMorgan Chase & Co Groupe BPCE Mizuho Financial Group Japan Post Bank JPMorgan Chase & Co Bank of China Bank of Communications Deutsche Bank Lloyds Banking Group Japan Post Bank Societe Generale Mitsubishi UFJ Finan... Mizuho Financial Gro... Postal Savings Bank .. Royal Bank of Canada Societe Generale Sumitomo Mitsui Fin.. Wells Fargo

Story 1



Story 1

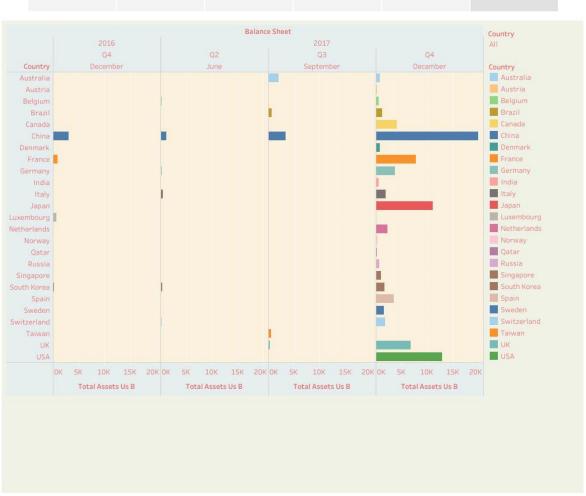


Story 1

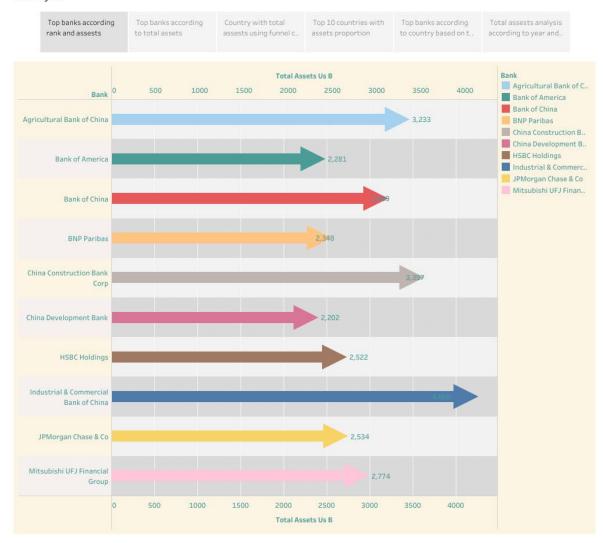


Story 1





Story 1



4. Advantages & Disadvantages

Advantages of Financial Analysis

Pattern Detection and forecasting: Financial statements have the ability to reveal earnings per year, sales and profits accrued.

Though sales figures may vary, the financial planners will be in a position to find a correlative pattern over a few years of data of sales. Take the example of a company that may reveal a trend of sales increases whenever new products are marketed and released. Sales could drop after let's say a year of the product launch. This trend analysis is a huge company benefit as it forecasts a market life of about a year is useful, as it shows sales patterns for product launches, a sales drop after a year, and a need for new products in a year.

Budget Outline in real-time: Decision-making for planning the future, budget estimations, corrective actions required for efficient budgeting, and many such decisions rely heavily on financial statements. The statements reveal how much you can spend on marketing or product launches, strategizing for marketing campaigns, future expansions and requirements of funding.

Disadvantages of Financial Analysis

Based on patterns of the market: A big disadvantage of the financial statements analysis and use for making strategic decisions is based on figures and data on current market conditions which may fluctuate. Past performance is a good indicator and motivator. It cannot, however, guarantee the fluctuations and future demands. A cautious approach is called

for in the interpretation of financial ratios and statements to prevent excessive risk-taking based purely on forecasts.

Analysis of At-One-Time basis: As the name suggests the forecast and analysis is applicable at that one time only. It does not reveal or compare the past performance or future forecast at one glance. One will need to exercise caution by generating and reporting continuously rather than on a one-time basis. Such extrapolation of data and financial analysis undertaken frequently is crucial to the company's health and decision-making abilities.

5. Application of Financial Analysis:

1. Security analysis: Securities are defined as tradeable financial instruments used by corporations to raise funds. These include shares, debentures, bonds, derivatives, hybrids, etc. Security analysis deals with the determination of the exact value of these securities for the corporation, as well as the costs to the company in raising funds from these securities. Financial analysis helps in ascertaining all such values by way of comprehensive scrutiny of all transactions related to securities, like the floating costs, brokerage, dividend and interest percentages, etc.

- 2. Credit analysis: Credit analysis is used by the lenders of an organisation to determine the level of security of their lending.

 In other words, credit analysis is used to check whether the firm would be able to repay its debts or go bankrupt in the near future.

 It is done using solvency ratio analysis such as debt-equity ratio, proprietary ratio, etc.
- 3. Debt analysis: Debt analysis is the calculation of the proportion of debt to the assets owned by an organisation. It is used to determine if the given assets would be sufficient in order to repay the debt taken. Ratio analysis is the most commonly used parameter for debt analysis. Matrices like solvency ratios are employed to compute the proportion of assets to debt and interpreted accordingly.

6.Conclusion

This chapter discusses the role of financial analysis in company operation. Some financial analysts calculate net assets by subtracting goodwill, adding back unrealised capital gains, with inventories possibly being valued at their replacement cost.

Calculating net assets is an even trickier task with consolidated

accounts owing to minority interests and goodwill. A company will be able to create value during a given period if the return on capital employed that it generates exceeds the cost of the capital that it has raised to finance capital employed. The components of working capital are easily determined. Capital expenditure increases in cash and asset disposals can also be established very rapidly, even in a sub-par accounting system. A reverse cash flow statement can be used to provide a very rough estimate of company's earnings, even before they have been reported.

7. Future scope

The finance value stream such as record to report, procure to pay, and data to decision are some of the foundations of modern accounting and finance functions. Companies may choose to transform one or more of these value streams and the associated finance business capabilities. Depending on the scope of these values streams and the capabilities involved, the depth and breadth of the finance business requirements list will vary.

8.Appendix

