

PROJECTNAME:

A COMPREHENSIVE ANALYSIS OFFINANCIAL PERFORMAMANCE :INSGHTS FROM A LEADING BANKS

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PROJECT REPORT

➤ INTRODUCTION

❖ OVERVIEW

A Comprehensive analysis of financial performance : insights from a leading bank .Assessing the health of an economy can be accomplished by studying the financial performance of its bank. Then banking and financial Industry has become an reality today's economy as it is witnessing a growing both in terms of the number of such institutions are in terms of the amount of money managed by or diversity activities. Inspite of this progress and successes achieved by the ranking and financial institutions, it still have challenges which will require further intensive efforts on the part of this institutions such that enhance the quality of its products and services and diversities and to ,keep pace with the rapid developments taking place in the world in this field.

❖ PURPOSE

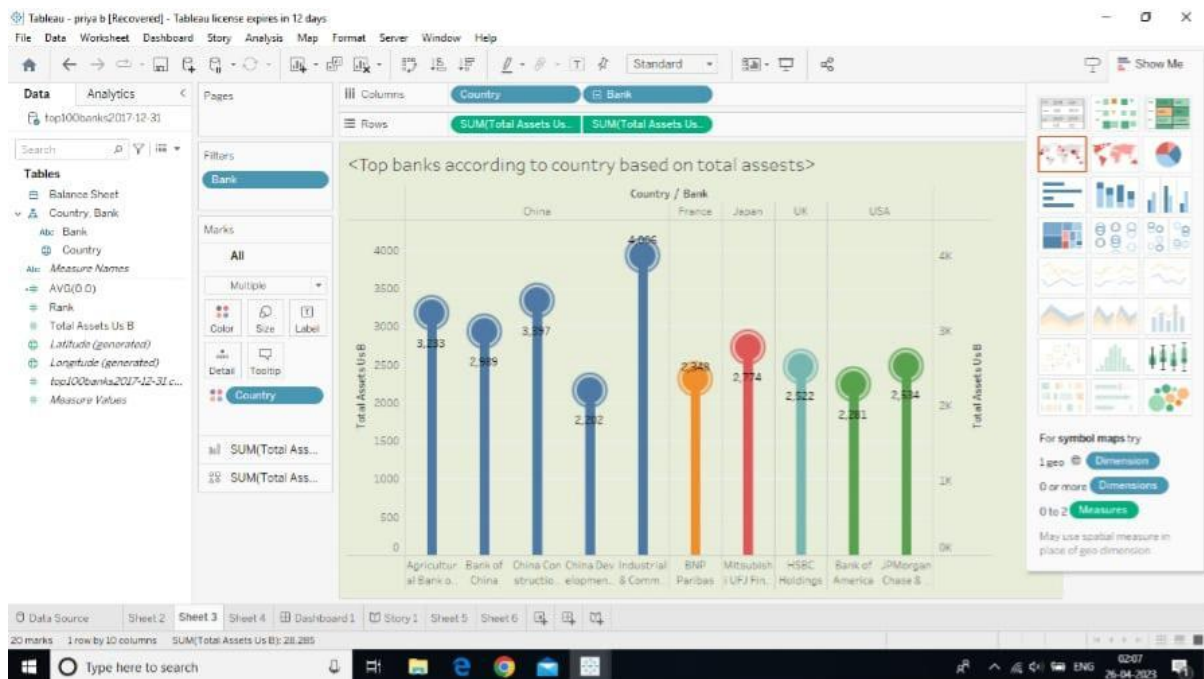
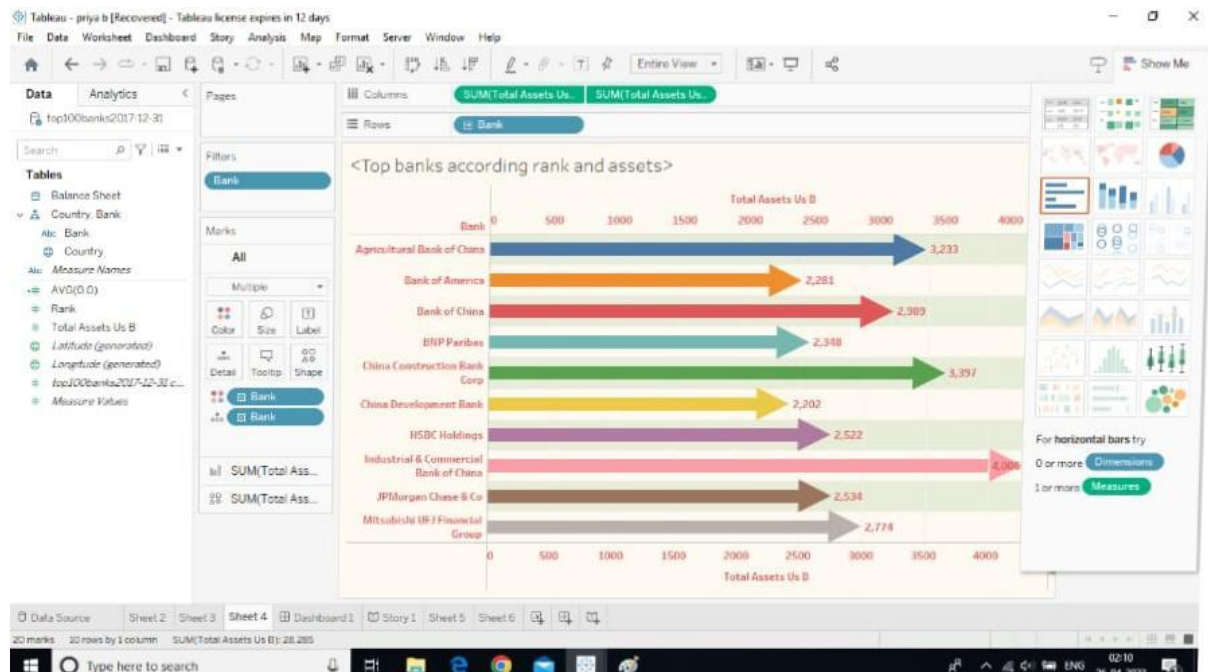
Financial institutions are essential because they provide a market place for money and assets so that capital can be efficiently allocated to where it is most useful.

❖ PROBLEM DEFINITION AND DESIGN THINKING

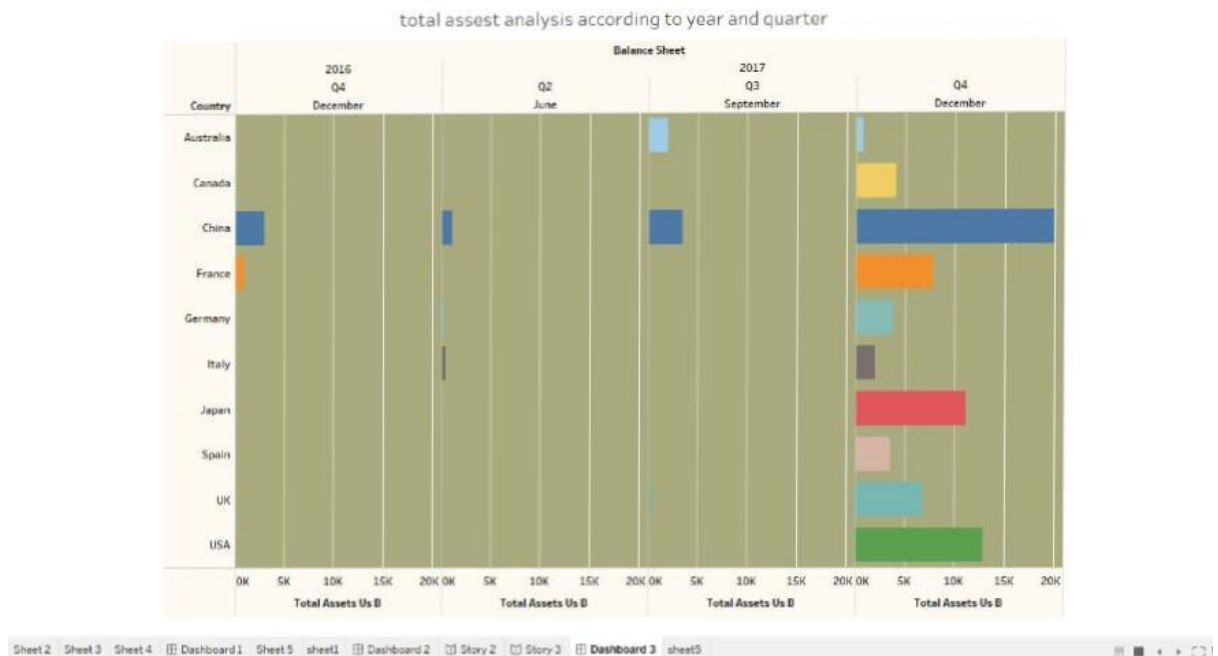
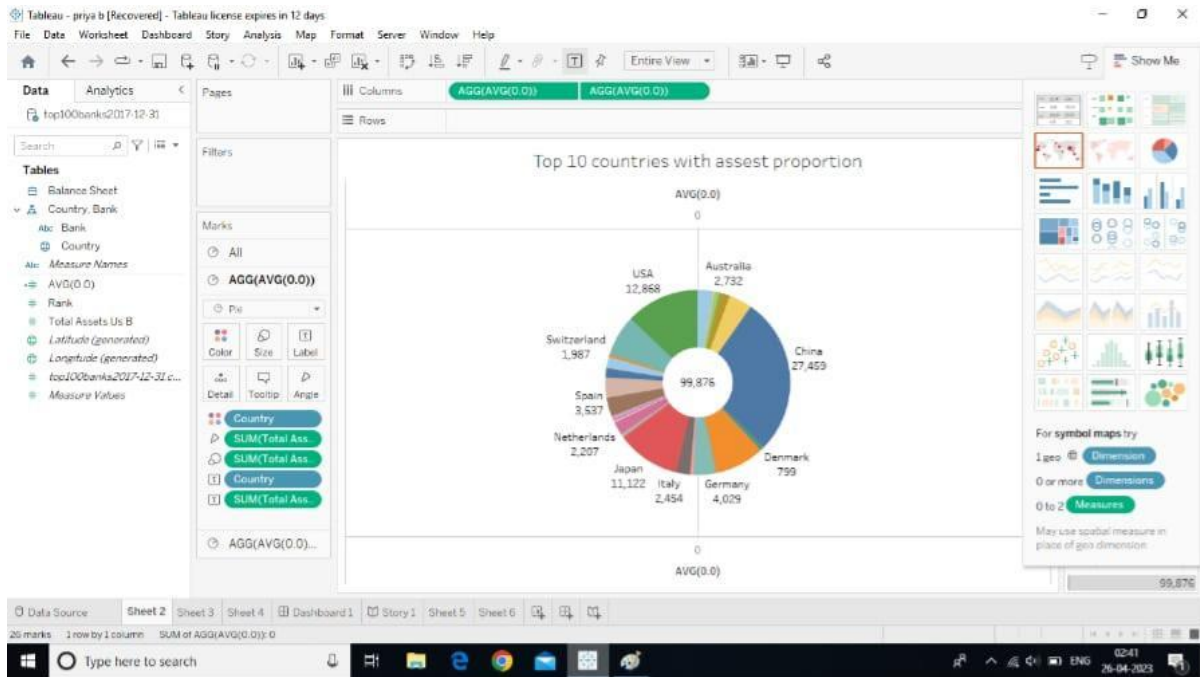
Empathy map

Ideation and brain storming map

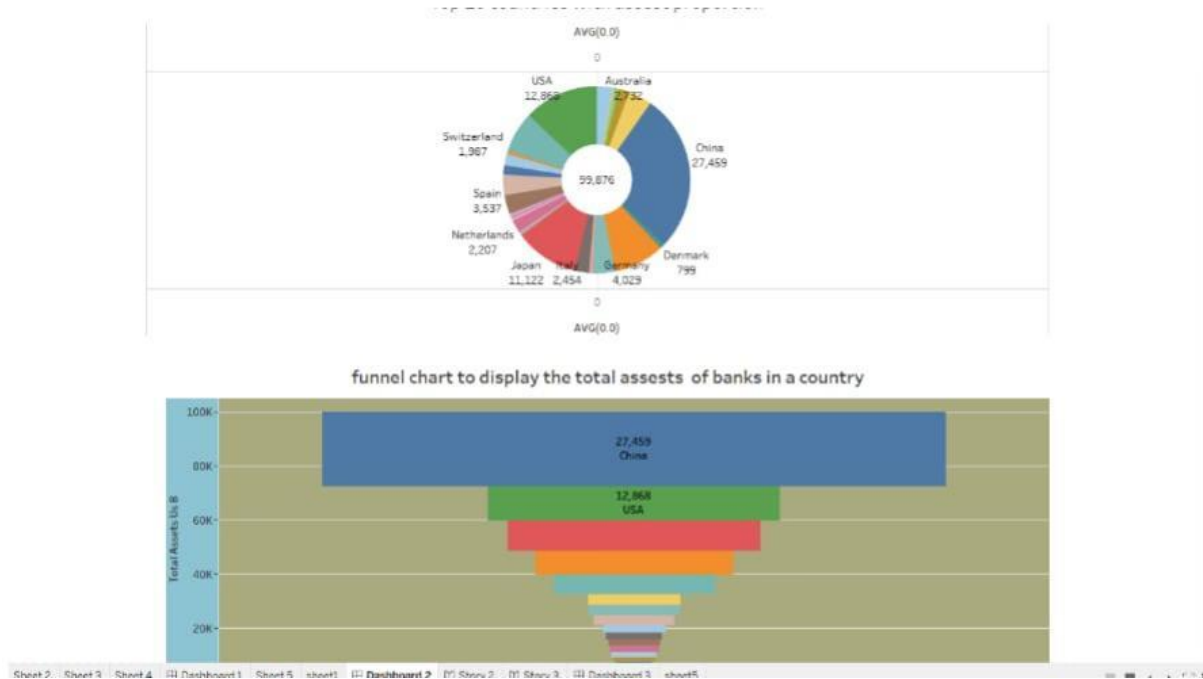
Result



Ideation and brain storming map



Ideation and brain storming map



Ideation and brain storming map

Advantages & disadvantages

- *Financial statements reveal how much a company earns per year in sales .*
- *The sales may drop after a year or so of being on the market*
- *Another advantage of using financial statements for future planning and decision.*
- *One disadvantage of using financial statements for decision making is at the data and futures or based on the market at that given time.*
- *Another disadvantage is that a single financial statement only shows how a company is doing at one single time.*

Conclusion:

Analysis of financial statements is extremely important for every business to grow and increase their revenue. It should not be compromised since it increases the efficiency of business operations.

Ideation and brain storming map

