

# 1. INTRODUCTION

## 1.1 OVERVIEW

FINANCIAL ANALYSIS IS THE PROCESS OF EXAMINING A COMPANY'S PERFORMANCE IN THE CONTEXT OF ITS INDUSTRY AND ECONOMIC ENVIRONMENT IN ORDER TO ARRIVE AT A DECISION OR RECOMMENDATION. OFTEN, THE DECISIONS AND RECOMMENDATIONS ADDRESSED BY FINANCIAL ANALYSTS PERTAIN TO PROVIDING CAPITAL TO COMPANIES—SPECIFICALLY, WHETHER TO INVEST IN THE COMPANY'S DEBT OR EQUITY SECURITIES AND AT WHAT PRICE. AN INVESTOR IN DEBT SECURITIES IS CONCERNED ABOUT THE COMPANY'S ABILITY TO PAY INTEREST AND TO REPAY THE PRINCIPAL LENT. AN INVESTOR IN EQUITY SECURITIES IS AN OWNER WITH A RESIDUAL INTEREST IN THE COMPANY AND IS CONCERNED ABOUT THE COMPANY'S ABILITY TO PAY DIVIDENDS AND THE LIKELIHOOD THAT ITS SHARE PRICE WILL INCREASE.

## 1.2 PURPOSE

THE FINANCIAL ANALYSIS AIMS TO ANALYZE WHETHER AN ENTITY IS STABLE, LIQUID, SOLVENT, OR PROFITABLE ENOUGH TO WARRANT A MONETARY INVESTMENT. IT IS USED TO EVALUATE ECONOMIC TRENDS, SET FINANCIAL POLICIES, BUILD LONG-TERM PLANS FOR BUSINESS ACTIVITY, AND IDENTIFY PROJECTS OR COMPANIES FOR INVESTMENT

## 2. PROBLEM DEFINITION AND DESIGN THINKING

## 2.1 EMPATHY MAP



### Empathy map

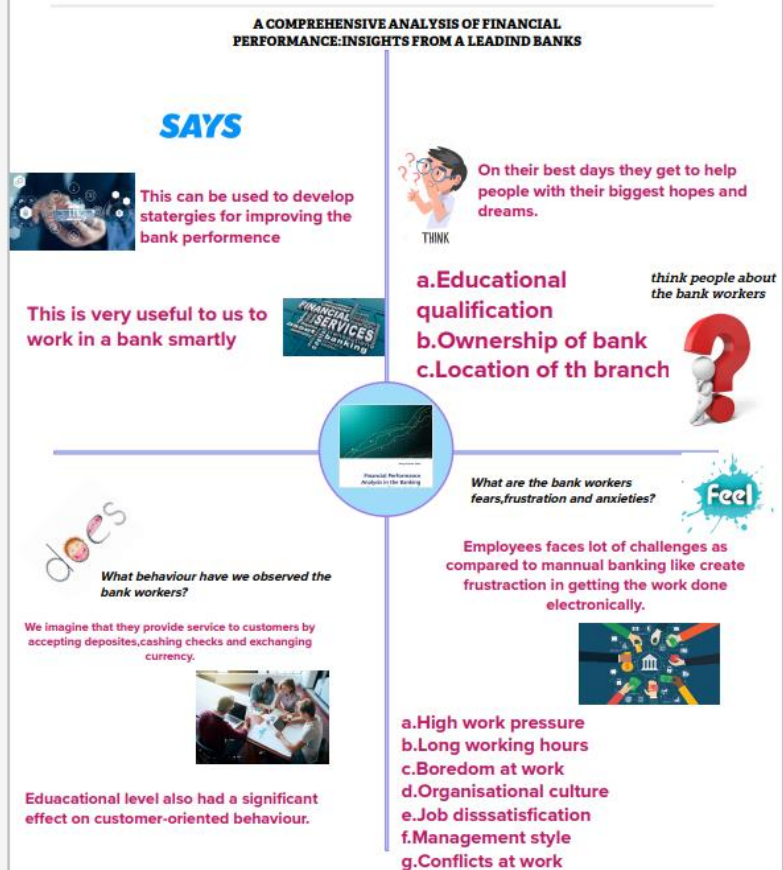
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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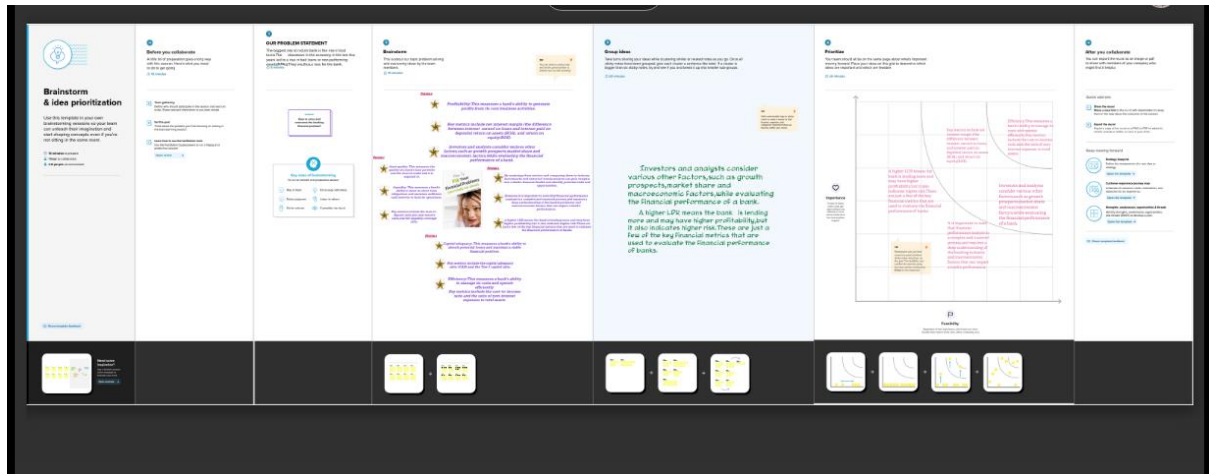


#### Build empathy

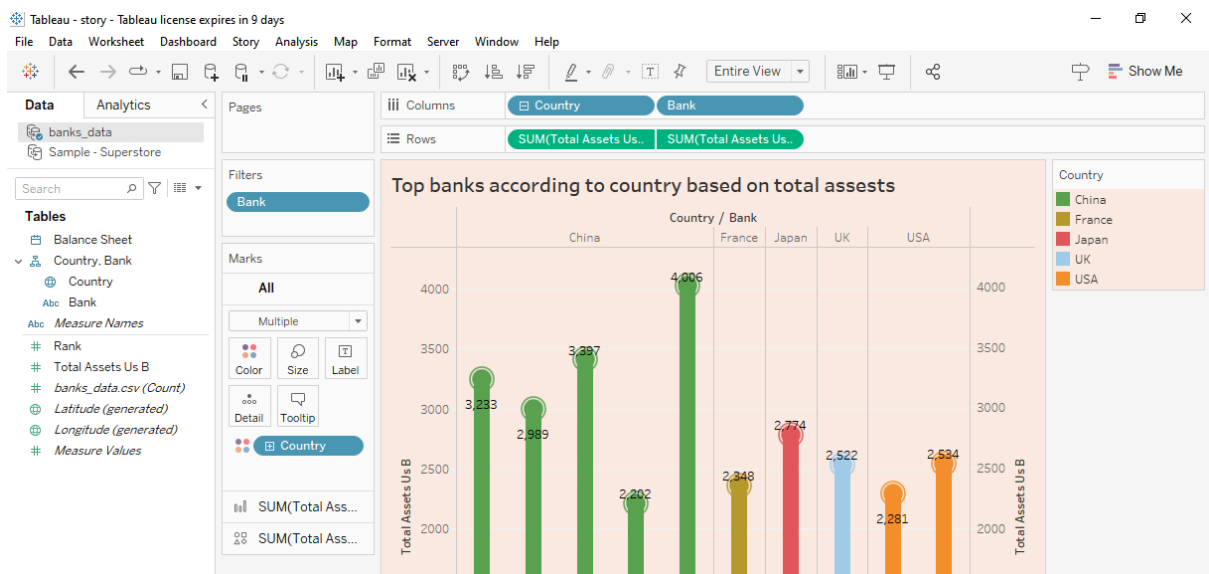
The information you add here should be representative of the observations and research you've done about your users.

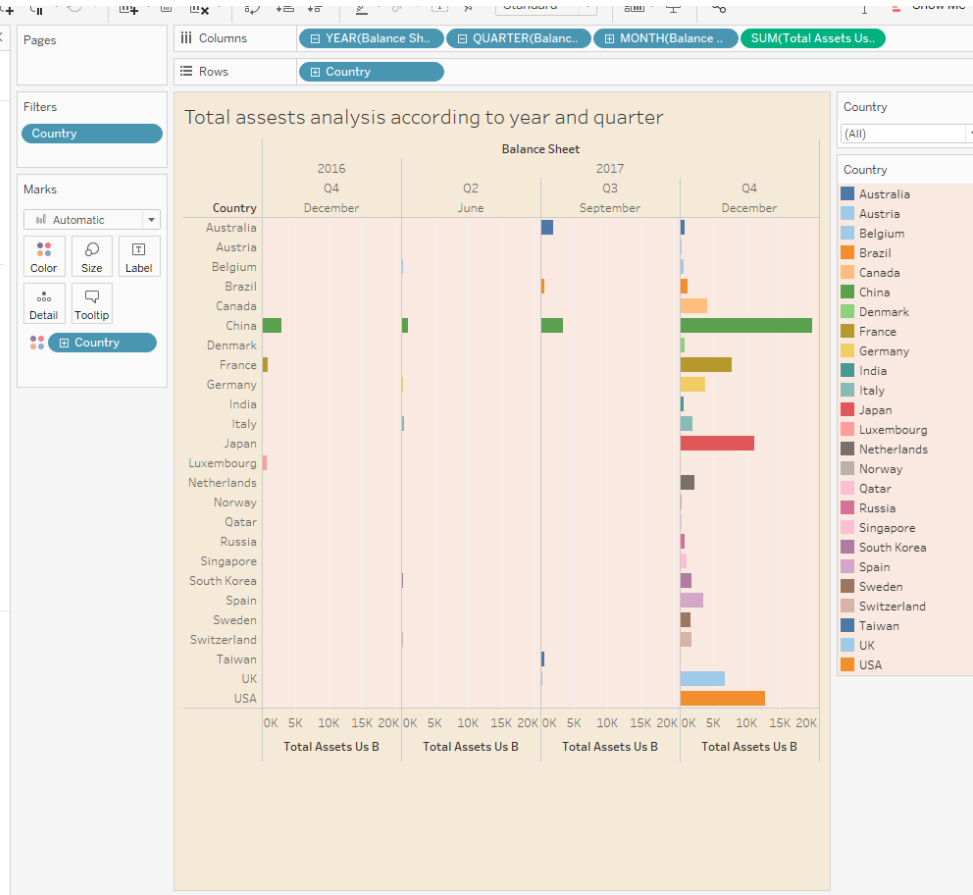


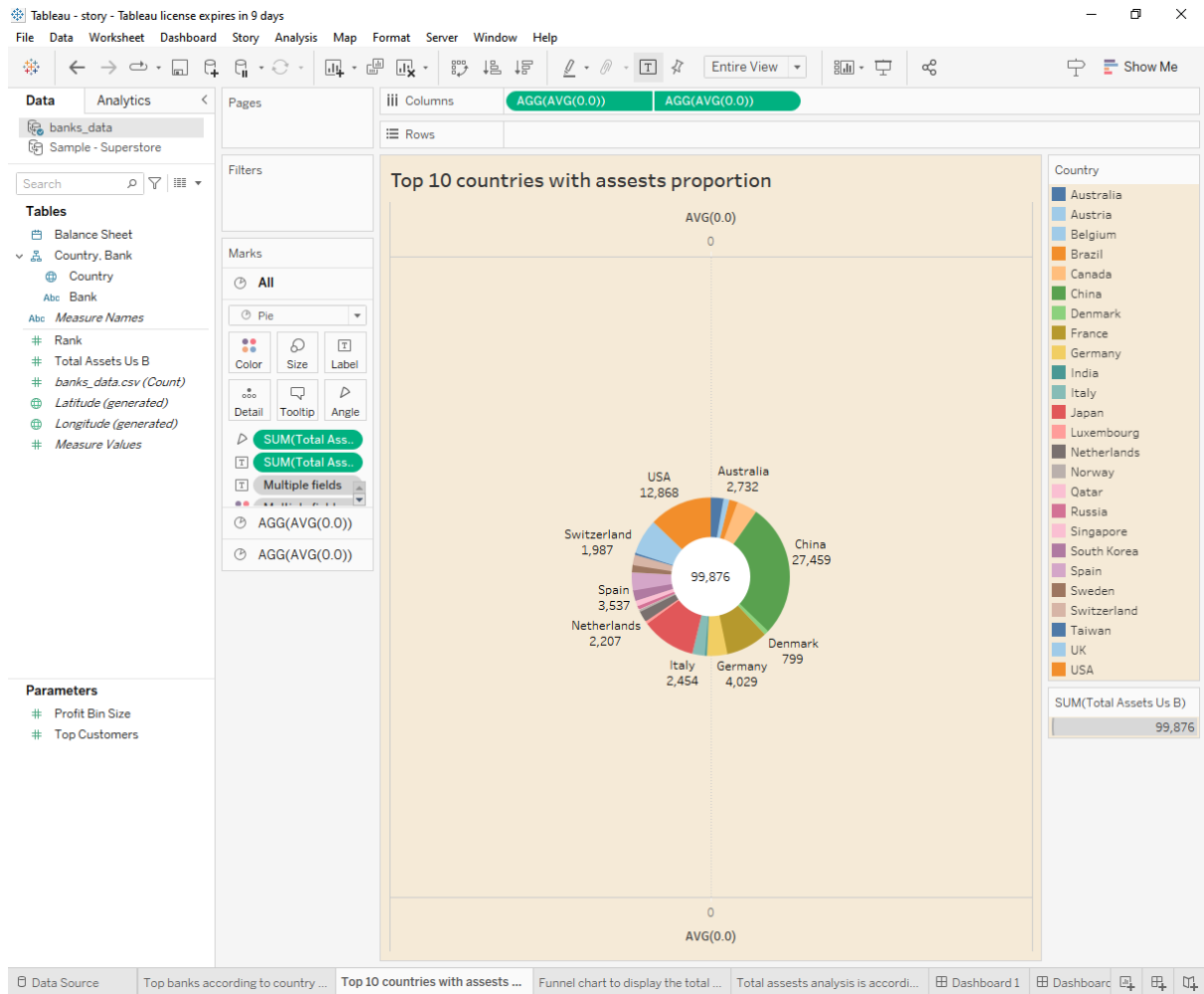
## 2.2 IDEATION AND BRAINSTORM MAP

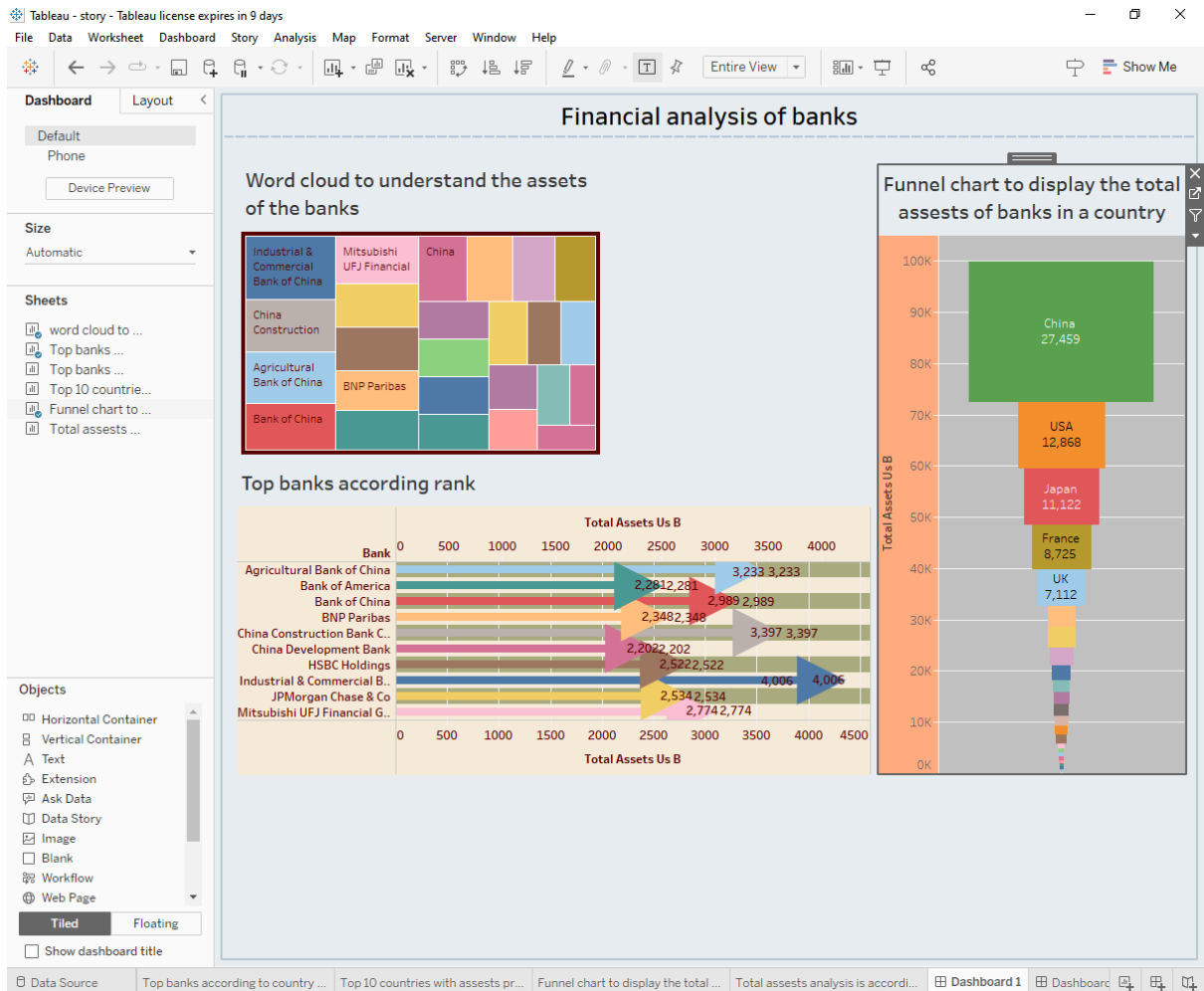


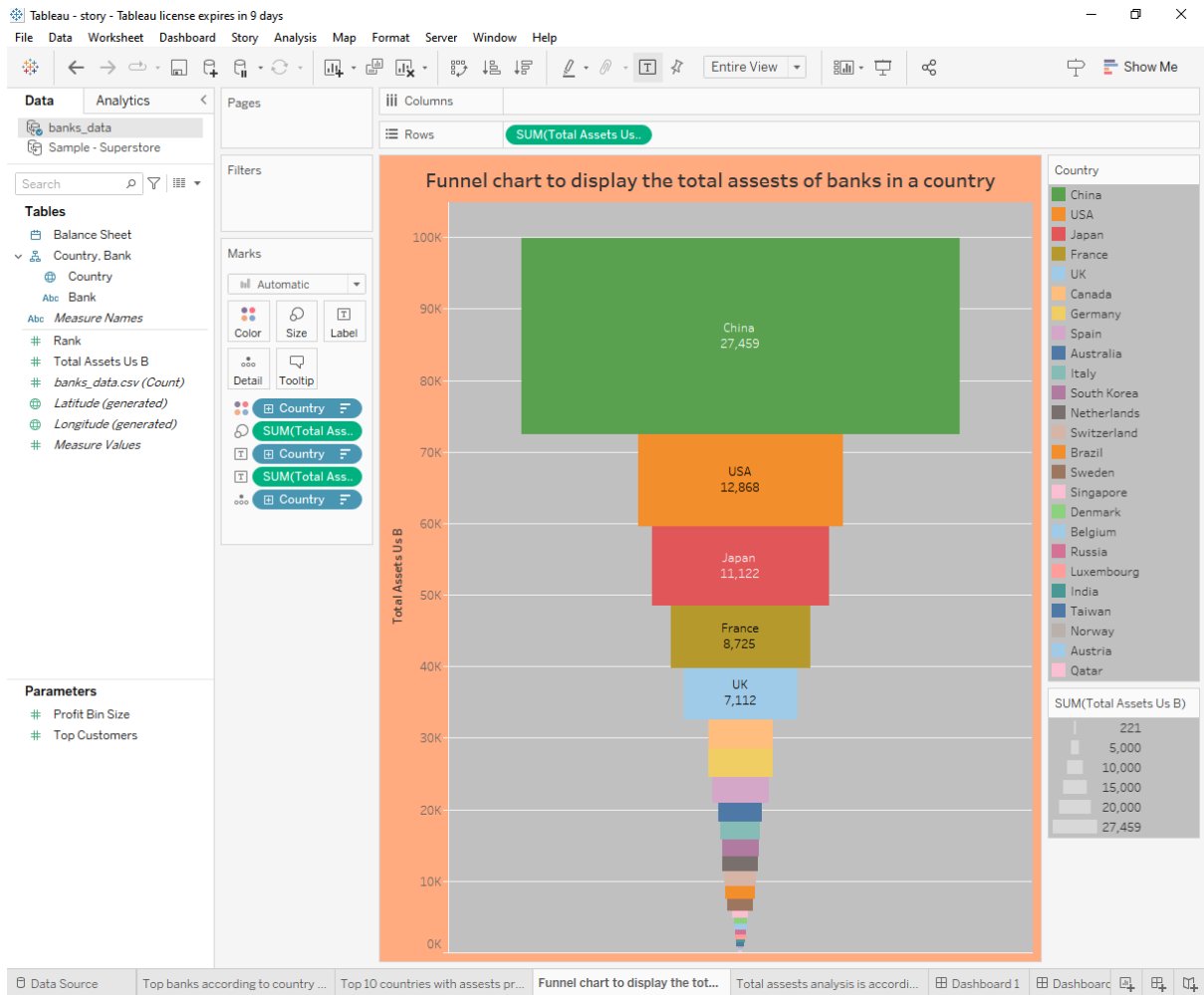
## 3.RESULT

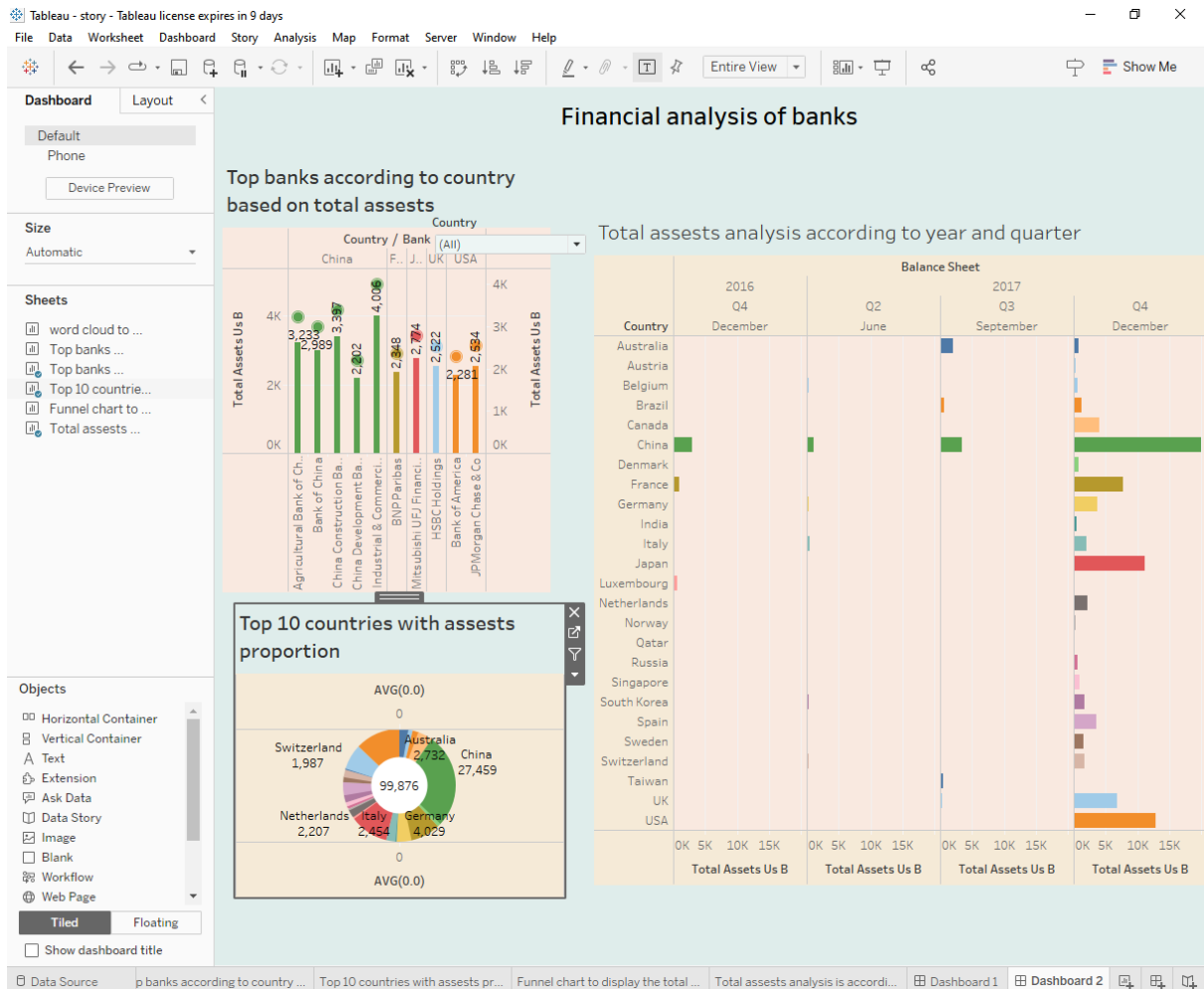




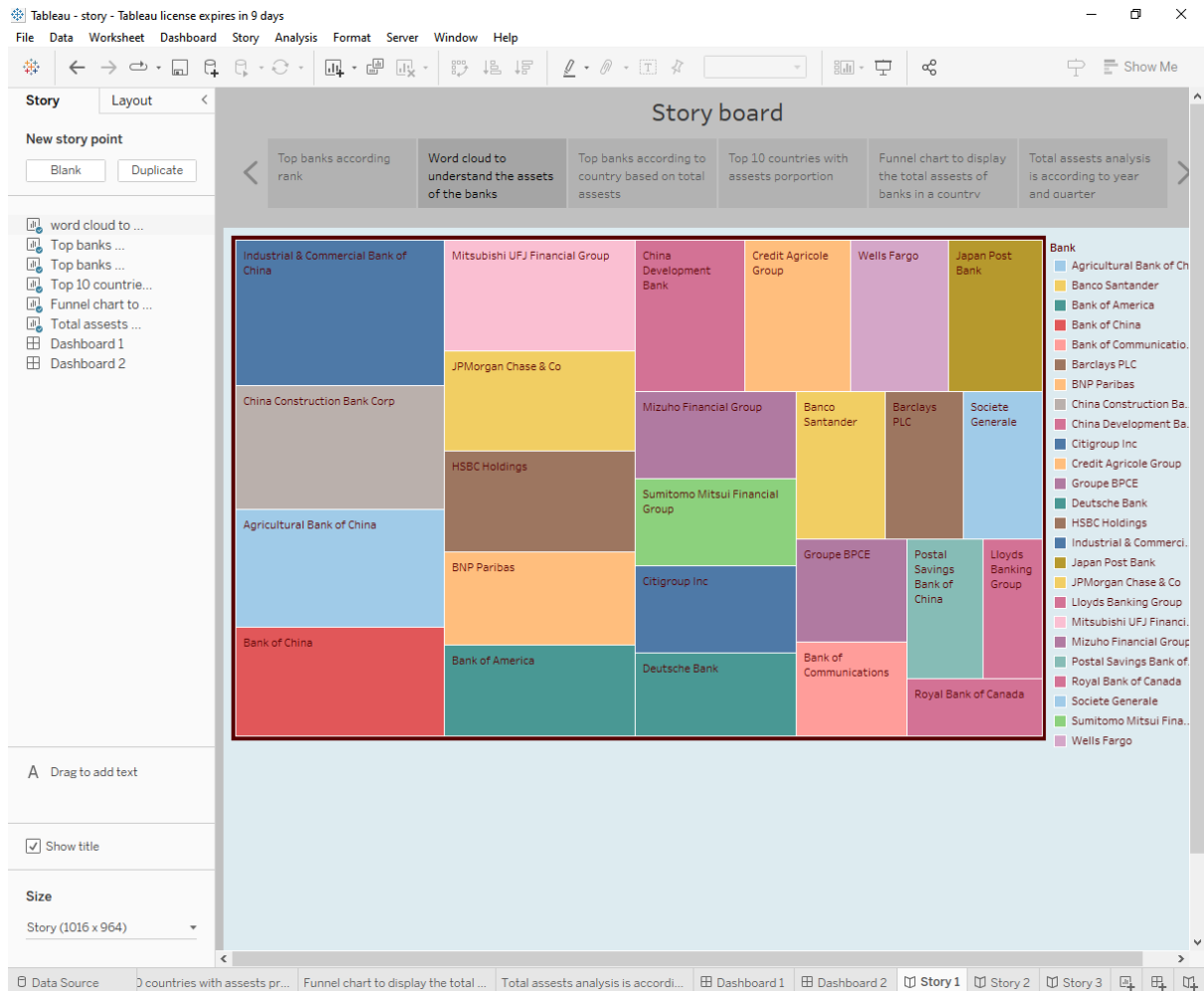












## 4.ADVANTAGES AND DISADVANTAGES

- **Advantage: The Ability to Detect Patterns. Financial statements reveal how much a company earns per year in sales. ...**
- **Advantage: A Chance to Budget Outline. ...**
- **Disadvantage: Based on Market Patterns. ...**
- **Disadvantage: At-One-Time Analysis**

## 5.APPLICATIONS

**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.**

## **6.CONCLUSION**

**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. Better processes and expert analysts can help in the detailed analysis process.**

## **7.FUTURE SCOPE**

**Analyze financial ratios to assess profitability, solvency, working capital management, liquidity, and operating effectiveness. Compare current performance with historical conditions using trend analysis.**

## **8.APPENDIX**

**1.[https://public.tableau.com/views/storyboard\\_16830993304130/Story1?:language=en-US&publish=yes&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/storyboard_16830993304130/Story1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)**

**2.[https://public.tableau.com/views/Dash-1\\_16830994529460/Dashboard1?:language=en-US&publish=yes&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/Dash-1_16830994529460/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)**

**3.[https://public.tableau.com/views/Dash-2\\_16830995059230/Dashboard2?:language=en-US&publish=yes&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/Dash-2_16830995059230/Dashboard2?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)**

