# 1. INTRODUCTION

## 1.1 Overview

Banking Insights provides you with the information you need on your correspondent banking business.

Our interactive dashboards deliver immediate insights into your cash and payments, trade finance and network management performance.

For each area, you have a range of ready-to-view graphical analyses derived from your unique incoming and outgoing Swift message data, updated monthly.

There's analysis and ranking of your traffic by volume, value, category and correspondent.
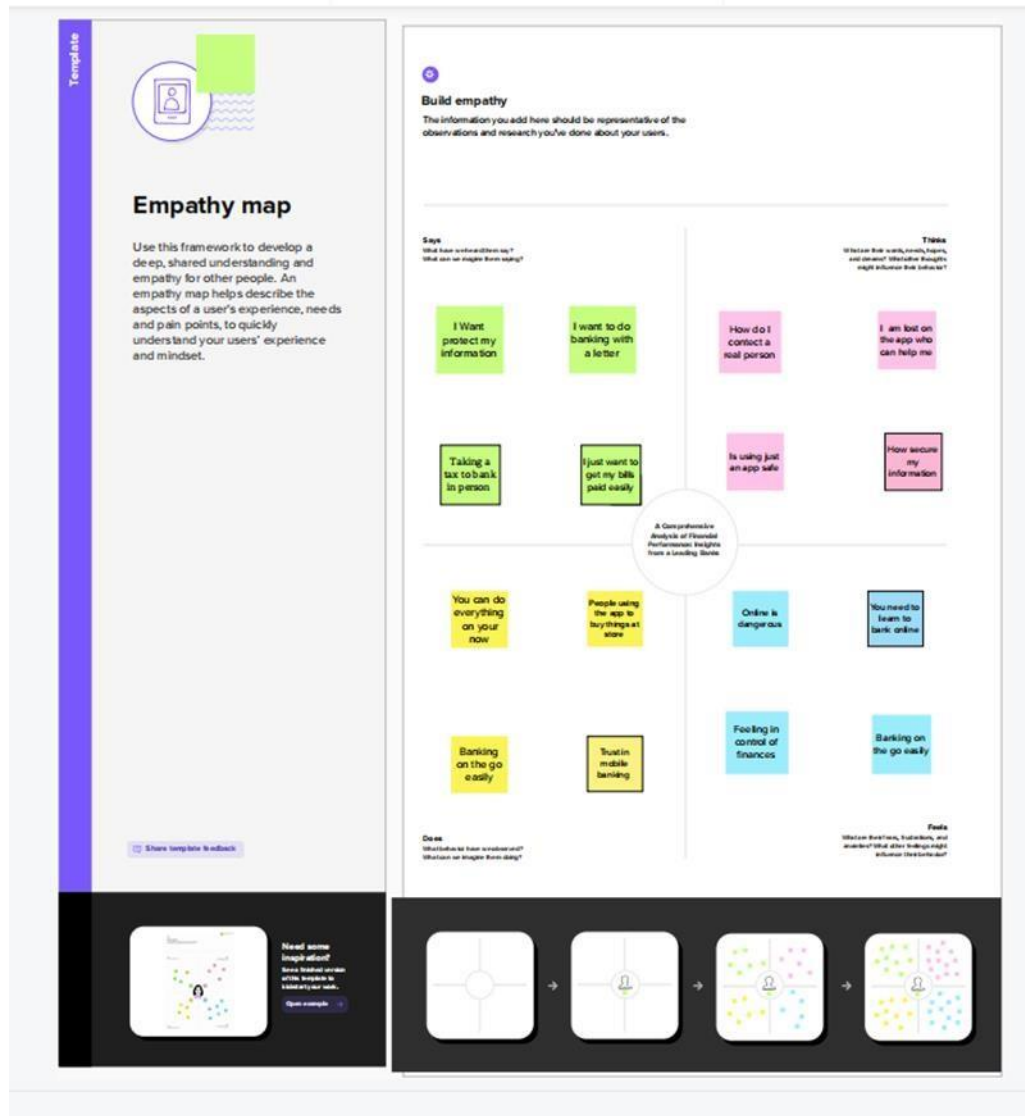
The world-wide footprint and portfolio analysis clearly shows the evolution of your business by region, country, currency and message type. Activity share charts your performance against Swift total volumes or values, helping you understand your performance against the overall market in a given geography or business area.
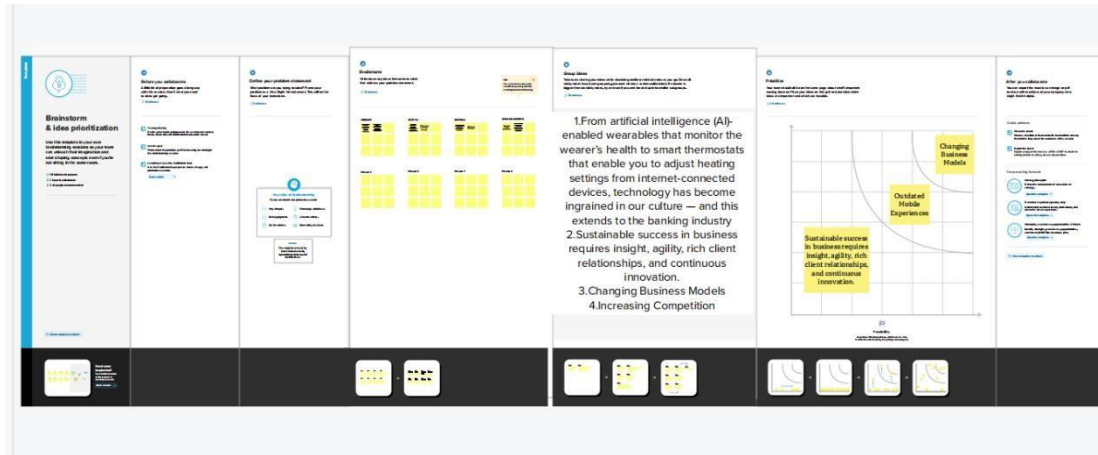
## 1.2 Purpose

A bank is a financial institution which is involved in borrowing and lending money. Banks take customer deposits in return for paying customers an annual interest payment. The bank then uses the majority of these deposits to lend to other customers for a variety of loans. The difference between the two interest rates is effectively the profit margin for banks. Banks play an important role in the economy for offering a service for people wishing to save. Banks also play an important role in offering finance to businesses who wish to invest and expand.  These loans and business investment are important for enabling economic growth.
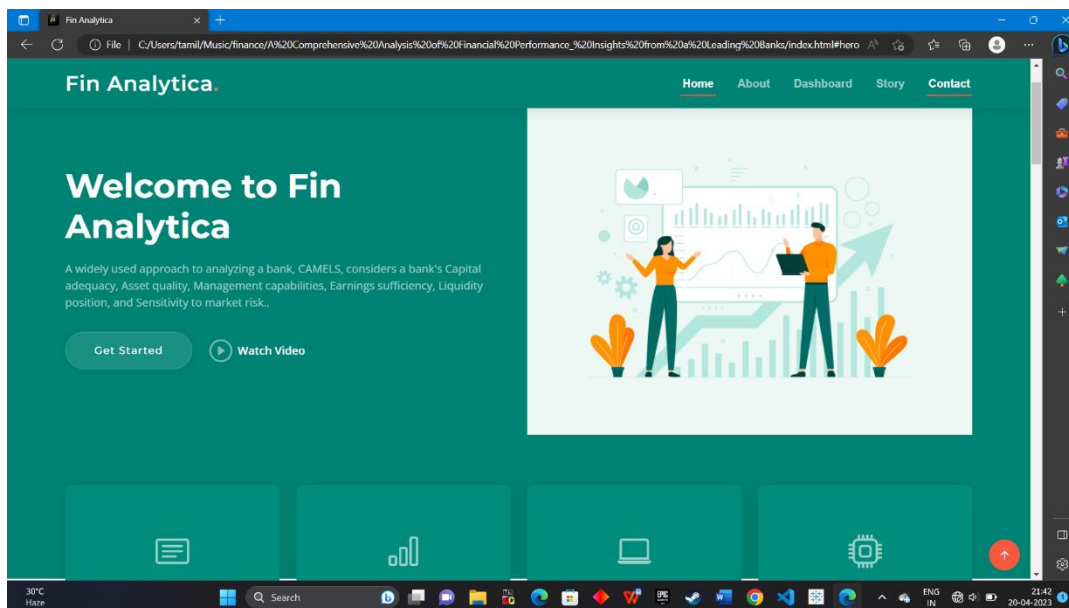
# 2. Problem definition and Design Thinking

## 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.

**Build empathy**

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

**Says**
What have we heard them say?
What can we imagine them saying?

**Thinks**
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

I Want protect my information

I want to do banking with a letter

How do I contact a real person

I am lost on the app who can help me

Taking a tax to bank in person

I just want to get my bills paid easily

Is using just an app safe

How secure my information

A Comprehensive Analysis of Financial Performance: Insights from a Leading Bank

You can do everything on your now

People using the app to buy things at store

Online is dangerous

You need to learn to bank online

Banking on the go easily

Trust in mobile banking

Feeling in control of finances

Banking on the go easily

**Does**
What behavior have we observed?
What can we imagine them doing?

**Feels**
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

## 2.2 Ideation and Brainstorming Map

# 3. Results

Home    About    Dashboard    Story    Contact

We provide best Business intelligence solutions to the companies,which makes a strategy for elevating their business in the market

## Insight generations through sophasticated tools
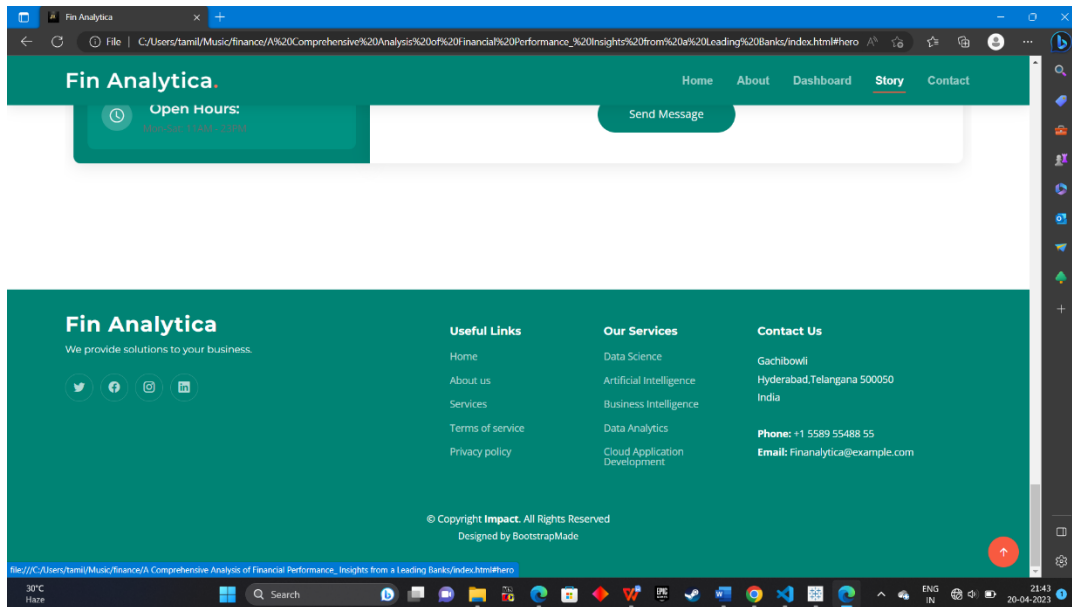
*We provide business solutions in various domains.*

✔ Insights generations using Business Intelligence.

✔ Building Data models using Statistics.

✔ Developing the predictive models.

# Fin Analytica.
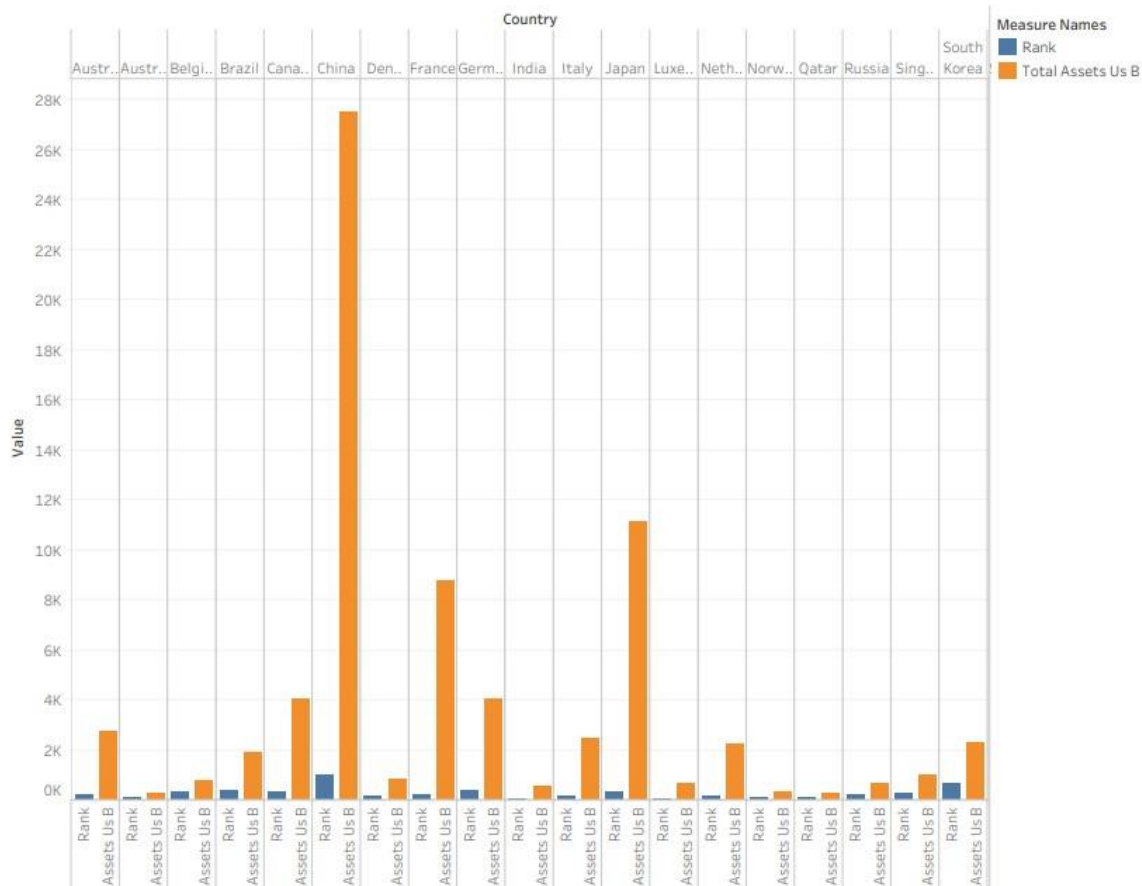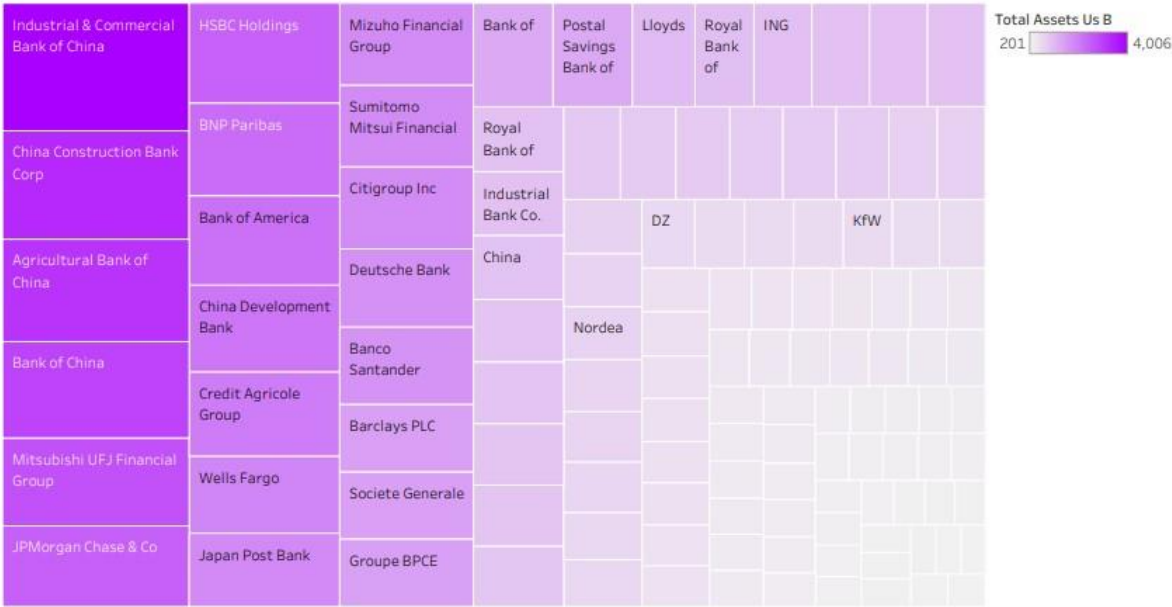
**Open Hours:**

Send Message

# Fin Analytica

We provide solutions to your business.

## Useful Links

Home

About us

Services

Terms of service

Privacy policy

## Our Services

Data Science

Artificial Intelligence

Business Intelligence

Data Analytics

Cloud Application
Development

## Contact Us

Gachibowli

Hyderabad,Telangana 500050

India

**Phone:** +1 5589 55488 55

**Email:** Finanalytica@example.com

# Story 1

Country

**Measure Names**
- Rank
- Total Assets Us B

# Story 1

Total Assets Us B
201 ▢ 4,006

Industrial & Commercial Bank of China · HSBC Holdings · Mizuho Financial Group · Bank of · Postal Savings Bank of · Lloyds · Royal Bank of · ING · China Construction Bank Corp · BNP Paribas · Sumitomo Mitsui Financial · Royal Bank of · Agricultural Bank of China · Citigroup Inc · Industrial Bank Co. · DZ · KfW · Bank of America · Bank of China · Deutsche Bank · China · Mitsubishi UFJ Financial Group · China Development Bank · Banco Santander · Nordea · Credit Agricole Group · JPMorgan Chase & Co · Wells Fargo · Barclays PLC · Japan Post Bank · Societe Generale · Groupe BPCE

# Story 1

Country: Australia, Austria, Belgium, Brazil, Canada, China, Denmark, France, Germany, India, Italy, Japan, Luxembourg, Netherlands, Norway, Qatar, Russia, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, UK, USA

Total Assets Us B

# Story 1

Total Assets Us B

90K
80K
70K
60K
50K
40K
30K
20K
10K
0K

1    2    3    4

Quarter of Balance Sheet

## Top banks according rank and assets



## Total assets analysis according to year and quarter



## Top banks according to total assets



Measure Names
- Rank
- Total Assets Us B

Total Assets Us B
201 — 4,006

Country
- Australia
- Austria
- Belgium
- Brazil
- Canada
- China
- Denmark
- France
- Germany
- India
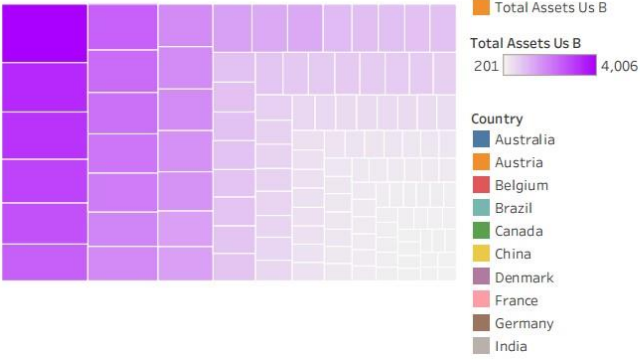
## Top banks according to country based total assets
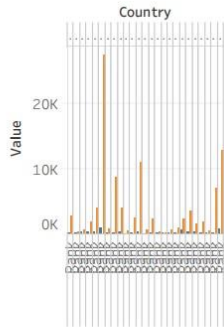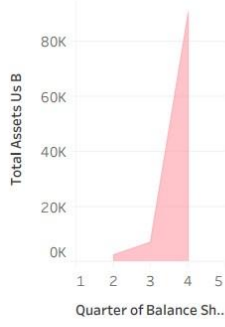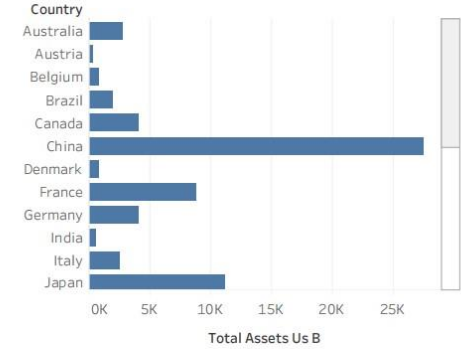


## Top 10 Countries with assets proportion

Story 1

| Top bank according rank and assets | Top bank according to total assets | Top bank according to country based on tota.. | Top 10 Countries with assets proportion | Total assets analysis according to year and.. |

**Country**
- Australia
- Austria
- Belgium
- Brazil
- Canada
- China
- Denmark
- France
- Germany
- India

*Total Assets Us B* (y-axis: 0K to 50K)
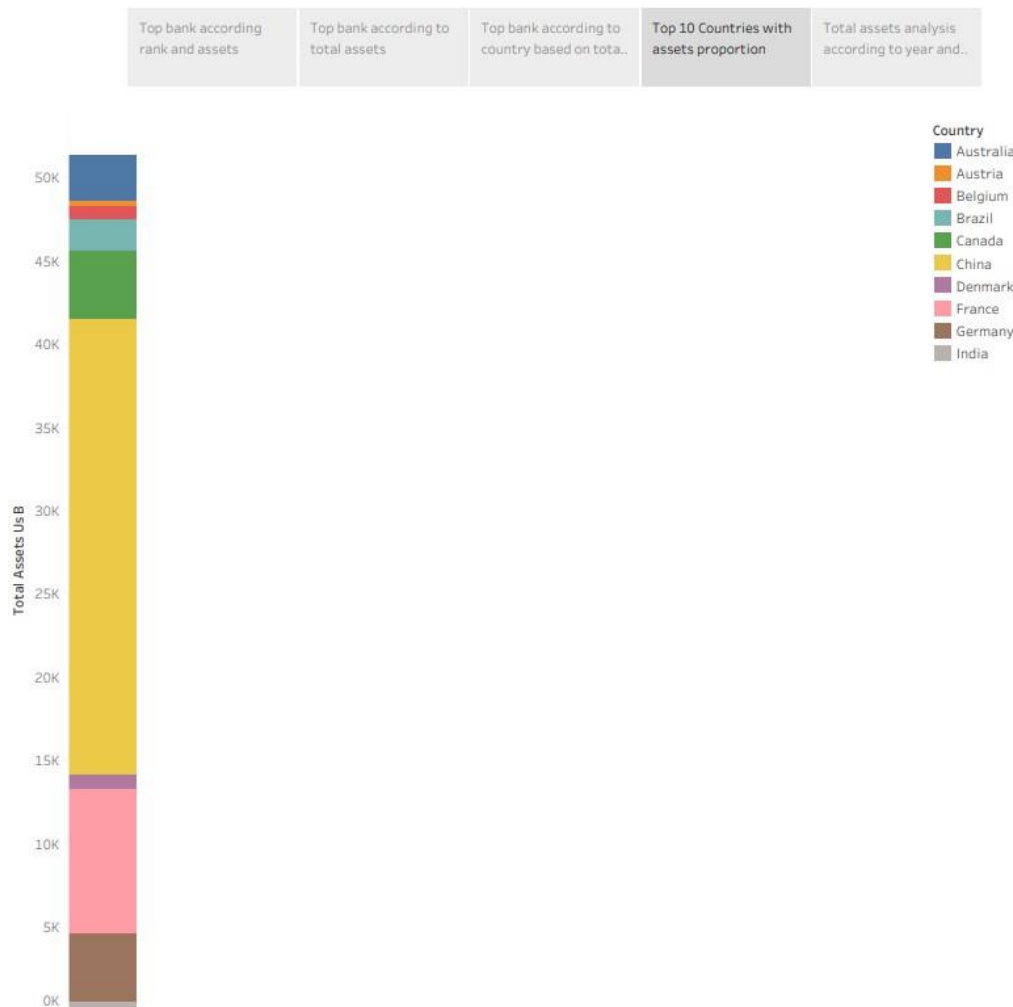
# 4. Advantages and Disadvantages

## 4.1 Advantages

1. **Credit Creation: The existence of a financial institution is a kind of security that ensures that less money is left unused in an economy. This means that financial institutions are intermediaries between the savers and the borrowers. This process creates money out of money and boosts growth in an economy.**

**Provide Funds:** Financial institution is a good source of medium and long-term finance. They provide both owned and borrowed capital to the organization.

**Economic Development:** Financial institution promotes economic development in an economy by way of funding all the development plans of government and private organizations.

**Infrastructural Development:** The establishment of financial institutions builds a strong banking base in an economy. Besides this, it offers all the financial services needed for the development and promotion of other infrastructures, like industries, roads, hospitals, educational institutions, etc.

**Promotes Regional Balances:** Financial institution takes up their social responsibility to establish their units in backward areas to uplift these areas by educating and providing basic monetary services to people. The financial institution aims to bring backward regions on equal footing with developed regions.

**Employment Generation:** Financial institution provides all necessary funding to build and develop industries and infrastructure in a country. This creates new employment opportunities for the available manpower.

## 4.2 Disadvantage

Complex Process: The process of granting loans by Financial Institutions is rigid and involves lots of paperwork. This makes the process time-consuming and expensive.

Restriction on the Borrower: The financial institutions have a right to have their nominee on the Board of Directors of the borrowing company, which restricts the power of the company. Besides this, they may directly interfere with the dividend distribution decision of the borrowing company.

System of Collateral Securities: Financial institutions are governed under strict rules of the Government, which requires them to grant loans only against some security. Due to this, sometimes deserving organisations fail to get financial assistance due to a lack of security

## 5. Application

Let us apply the learnings discussed to an application for predicting customer churn, which is a big drain on resources and finances in banks. The cost of acquiring a customer is higher than the cost of retaining a customer and all banks try to protect themselves against an increase in the churn rate, using customer behavior analysis providing an early indicator for banks. In order for the customer behavior to work effectively, we need to get a 360-degree global view of each customer and their interactions on different exchange channels such as banking visits, customer service calls, web transactions, or mobile banking. The transactional behavior will provide warning signs, such as reducing transactions or cancellation of automatic payments. However, increasing the volume, variety, and velocity of the data needing to be exploited has made it nearly impossible to store, analyze, and retrieve useful information through traditional data management technologies.

Big data infrastructure has been designed and built to address these challenges by solving data management problems by storing, analyzing, and retrieving the massive volume and variety of structured and unstructured data while scaling with extreme flexibility and elasticity as data increases. The platform and its application will

**provide banks benefit from real-time interactions with their customers.**

## 6. conclusion

In Conclusion, banking holds a crucial role in our day-to-day life. We must adhere to the banking system as responsible citizens. The banking system acts as a crucial base for the financial system as well as the entire economic system of the country. It provides a base to the market and the companies. In a crux, we can say that it is the source of channeling the finance by the people of the country.

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## 7. Future scope

The future of investment banking is expected to be shaped by technological advancements, changes in regulatory environments, and evolving customer needs. The increasing use of automation and fintech solutions is expected to drive efficiency and cost savings in investment banking operations. However, the regulatory environment is also likely to become more stringent, requiring investment banks to be more transparent and accountable. The shift towards sustainable and socially responsible investing is also likely to gain momentum, presenting opportunities for investment banks to develop new products and services in this area. In addition, the ongoing digital transformation of the financial services industry is expected to continue to drive growth and innovation in investment banking. So, if you are interested and want to make a career in this domain, then it is recommended to have a look at Intellipaat's video guide that covers the steps to start a career in the investment banking sector.

# 8. Appendix

## 8.1 HTML code for the output webpage

```html
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0"
name="viewport">

  <title>Fin Analytica</title>
  <meta content="" name="description">
  <meta content="" name="keywords">

  <!-- Favicons -->
  <link href="assets/img/favicon.png" rel="icon">
  <link href="assets/img/apple-touch-icon.png" rel="apple-touch-icon">

  <!-- Google Fonts -->
  <link rel="preconnect" href="https://fonts.googleapis.com">
  <link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
  <link
href="https://fonts.googleapis.com/css2?family=Open+Sans:ital,wght@0,30
0;0,400;0,500;0,600;0,700;1,300;1,400;1,600;1,700&family=Montserrat:ita
l,wght@0,300;0,400;0,500;0,600;0,700;1,300;1,400;1,500;1,600;1,700&fami
ly=Raleway:ital,wght@0,300;0,400;0,500;0,600;0,700;1,300;1,400;1,500;1,
600;1,700&display=swap" rel="stylesheet">

  <!-- Vendor CSS Files -->
  <link href="assets/vendor/bootstrap/css/bootstrap.min.css"
rel="stylesheet">
  <link href="assets/vendor/bootstrap-icons/bootstrap-icons.css"
rel="stylesheet">
  <link href="assets/vendor/aos/aos.css" rel="stylesheet">
```

```html
  <link href="assets/vendor/glightbox/css/glightbox.min.css"
rel="stylesheet">
  <link href="assets/vendor/swiper/swiper-bundle.min.css"
rel="stylesheet">

  <!-- Template Main CSS File -->
  <link href="assets/css/main.css" rel="stylesheet">

  <!-- =======================================================
  * Template Name: Impact - v1.1.1
  * Template URL: https://bootstrapmade.com/impact-bootstrap-business-
website-template/
  * Author: BootstrapMade.com
  * License: https://bootstrapmade.com/license/
  ======================================================== -->
</head>

<body>

  <!-- ======= Header ======= -->
  <section id="topbar" class="topbar d-flex align-items-center">
    <div class="container d-flex justify-content-center justify-
content-md-between">
      <div class="contact-info d-flex align-items-center">
        <i class="bi bi-envelope d-flex align-items-center"><a
href="mailto:contact@example.com">finanalytica@gmail.com</a></i>
        <i class="bi bi-phone d-flex align-items-center ms-
4"><span>+999999999</span></i>
      </div>
      <div class="social-links d-none d-md-flex align-items-center">
        <a href="#" class="twitter"><i class="bi bi-twitter"></i></a>
        <a href="#" class="facebook"><i class="bi bi-facebook"></i></a>
        <a href="#" class="instagram"><i class="bi bi-
instagram"></i></a>
        <a href="#" class="linkedin"><i class="bi bi-
linkedin"></i></i></a>
      </div>
    </div>
  </section><!-- End Top Bar -->

  <header id="header" class="header d-flex align-items-center">

    <div class="container-fluid container-xl d-flex align-items-center
justify-content-between">
```

```html
        <a href="index.html" class="logo d-flex align-items-center">
          <!-- Uncomment the line below if you also wish to use an image
logo -->
          <!-- <img src="assets/img/logo.png" alt=""> -->
          <h1>Fin Analytica<span>.</span></h1>
        </a>
        <nav id="navbar" class="navbar">
          <ul>
            <li><a href="#hero">Home</a></li>
            <li><a href="#about">About</a></li>
            <li><a href="#portfolio">Dashboard</a></li>
            <li><a href="#team">Story</a></li>

            <li><a href="#contact">Contact</a></li>
          </ul>
        </nav><!-- .navbar -->

        <i class="mobile-nav-toggle mobile-nav-show bi bi-list"></i>
        <i class="mobile-nav-toggle mobile-nav-hide d-none bi bi-x"></i>

    </div>
  </header><!-- End Header -->
  <!-- End Header -->

  <!-- ======= Hero Section ======= -->
  <section id="hero" class="hero">
    <div class="container position-relative">
      <div class="row gy-5" data-aos="fade-in">
        <div class="col-lg-6 order-2 order-lg-1 d-flex flex-column
justify-content-center text-center text-lg-start">
          <h2>Welcome to <span>Fin Analytica</span></h2>
          <p>A widely used approach to analyzing a bank, CAMELS,
considers a bank's Capital adequacy, Asset quality, Management
capabilities, Earnings sufficiency, Liquidity position, and Sensitivity
to market risk..</p>
          <div class="d-flex justify-content-center justify-content-lg-
start">
            <a href="#about" class="btn-get-started">Get Started</a>
            <a href="https://www.youtube.com/watch?v=fTTGALaRZoc"
class="glightbox btn-watch-video d-flex align-items-center"><i
class="bi bi-play-circle"></i><span>Watch Video</span></a>
          </div>
        </div>
        <div class="col-lg-6 order-1 order-lg-2">
```

```html
            <img src="assets/img/200w.gif" class="img-fluid" alt="" data-
aos="zoom-out" data-aos-delay="100">
        </div>
      </div>
    </div>

    <div class="icon-boxes position-relative">
      <div class="container position-relative">
        <div class="row gy-4 mt-5">

          <div class="col-xl-3 col-md-6" data-aos="fade-up" data-aos-
delay="100">
            <div class="icon-box">
              <div class="icon"><i class="bi bi-card-text"></i></div>
              <h4 class="title"><a href="" class="stretched-
link">Statiscal analysis</a></h4>
            </div>
          </div>
          <!--End Icon Box -->

          <div class="col-xl-3 col-md-6" data-aos="fade-up" data-aos-
delay="200">
            <div class="icon-box">
              <div class="icon"><i class="bi bi-bar-chart"></i></div>
              <h4 class="title"><a href="" class="stretched-link">Data
Visualization</a></h4>
            </div>
          </div>
          <!--End Icon Box -->

          <div class="col-xl-3 col-md-6" data-aos="fade-up" data-aos-
delay="300">
            <div class="icon-box">
              <div class="icon"><i class="bi bi-laptop"></i></div>
              <h4 class="title"><a href="" class="stretched-
link">Machine Learning</a></h4>
            </div>
          </div>
          <!--End Icon Box -->

          <div class="col-xl-3 col-md-6" data-aos="fade-up" data-aos-
delay="500">
            <div class="icon-box">
              <div class="icon"><i class="bi bi-cpu"></i></div>
```

```html
                    <h4 class="title"><a href="" class="stretched-
link">Artificial Intelligence</a></h4>
              </div>
          </div>
          <!--End Icon Box -->

       </div>
     </div>
   </div>

   </div>
 </section>
 <!-- End Hero Section -->

 <main id="main">

   <!-- ======= About Us Section ======= -->
   <section id="about" class="about">
     <div class="container" data-aos="fade-up">

       <div class="section-header">
         <h2>About Us</h2>
         <p>We provide best Business intelligence solutions to the
companies,which makes a strategy for elevating their business in the
market</p>
       </div>

       <div class="row gy-4">
         <div class="col-lg-6">
           <h3>Insight generations through sophasticated tools</h3>
           <img src="assets/img/about.jpg" class="img-fluid rounded-4
mb-4" alt="">

         </div>
         <div class="col-lg-6">
           <div class="content ps-0 ps-lg-5">
             <p class="fst-italic">
               We provide business solutions in various domains.
             </p>
             <ul>
               <li><i class="bi bi-check-circle-fill"></i> Insights
generations using Business Intelligence.</li>
               <li><i class="bi bi-check-circle-fill"></i> Building
Data models using Statistics.</li>
```

```html
                <li><i class="bi bi-check-circle-fill"></i> Developing
the predictive models.</li>
              </ul>


              <div class="position-relative mt-4">
                <img src="assets/img/about-2.jpg" class="img-fluid
rounded-4" alt="">
                <a href="https://www.youtube.com/watch?v=LXb3EKWsInQ"
class="glightbox play-btn"></a>
              </div>
            </div>
          </div>
        </div>

      </div>
    </section><!-- End About Us Section -->



    <!-- ======= Stats Counter Section ======= -->
    <section id="stats-counter" class="stats-counter">
      <div class="container" data-aos="fade-up">

        <div class="row gy-4 align-items-center">

          <div class="col-lg-6">
            <img src="assets/img/stats-img.svg" alt="" class="img-
fluid">
          </div>

          <div class="col-lg-6">

            <div class="stats-item d-flex align-items-center">
              <span data-purecounter-start="0" data-purecounter-
end="1000000" data-purecounter-duration="1" class="purecounter"></span>
              <p><strong>Students</strong> has Succesfully trained</p>
            </div><!-- End Stats Item -->

            <div class="stats-item d-flex align-items-center">
              <span data-purecounter-start="0" data-purecounter-
end="300" data-purecounter-duration="1" class="purecounter"></span>
              <p><strong>Projects</strong> has been developed</p>
            </div><!-- End Stats Item -->
```

```html
            <div class="stats-item d-flex align-items-center">
              <span data-purecounter-start="0" data-purecounter-
end="10000" data-purecounter-duration="1" class="purecounter"></span>
              <p><strong>Hours Of Support</strong> has been
delivered</p>
            </div><!-- End Stats Item -->

          </div>

        </div>

      </div>
    </section><!-- End Stats Counter Section -->

    <!-- ======= Call To Action Section ======= -->
    <section id="call-to-action" class="call-to-action">
      <div class="container text-center" data-aos="zoom-out">
        <a href="https://www.youtube.com/watch?v=To2nuBRP7fE"
class="glightbox play-btn"></a>
        <h3>Call To Action</h3>
        <a class="cta-btn" href="#">Call To Action</a>
      </div>
    </section><!-- End Call To Action Section -->


    <!-- ======= Portfolio Section ======= -->
    <section id="portfolio" class="portfolio sections-bg">
      <div class="container" data-aos="fade-up">

        <div class="section-header">
          <h2>Insights</h2>

        </div>
        <div class='tableauPlaceholder' id='viz1681998192981'
style='position: relative'><noscript><a href='#'><img alt='Dashboard 1
'
src='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;Da&#4
7;Dashboard_16818876238340&#47;Dashboard1&#47;1_rss.png' style='border:
none' /></a></noscript><object
class='tableauViz'  style='display:none;'><param name='host_url'
value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param
name='embed_code_version' value='3' /> <param name='site_root' value=''
/><param name='name' value='Dashboard_16818876238340&#47;Dashboard1'
```

```html
/><param name='tabs' value='no' /><param name='toolbar' value='yes'
/><param name='static_image'
value='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;Da&
#47;Dashboard_16818876238340&#47;Dashboard1&#47;1.png' /> <param
name='animate_transition' value='yes' /><param
name='display_static_image' value='yes' /><param name='display_spinner'
value='yes' /><param name='display_overlay' value='yes' /><param
name='display_count' value='yes' /><param name='language' value='en-US'
/><param name='filter' value='publish=yes'
/></object></div>                    <script
type='text/javascript'>                    var divElement =
document.getElementById('viz1681998192981');                    var
vizElement =
divElement.getElementsByTagName('object')[0];                    if (
divElement.offsetWidth > 800 ) {
vizElement.style.width='1000px';vizElement.style.height='827px';} else
if ( divElement.offsetWidth > 500 ) {
vizElement.style.width='1000px';vizElement.style.height='827px';} else
{
vizElement.style.width='100%';vizElement.style.height='1677px';}
              var scriptElement =
document.createElement('script');                    scriptElement.src
=
'https://public.tableau.com/javascripts/api/viz_v1.js';
   vizElement.parentNode.insertBefore(scriptElement,
vizElement);                    </script>


        </div>
    </section><!-- End Portfolio Section -->


    <!-- ======= Our Team Section ======= -->
    <section id="team" class="team">
      <div class="container" data-aos="fade-up">

        <div class="section-header">
          <h2>Story Board</h2>
          <div class='tableauPlaceholder' id='viz1681998238241'
style='position: relative'><noscript><a href='#'><img alt='Story 1 '
src='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;Y4&#4
7;Y4ZKTNGS4&#47;1_rss.png' style='border: none'
/></a></noscript><object
class='tableauViz'  style='display:none;'><param name='host_url'
value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param
name='embed_code_version' value='3' /> <param name='path'
```

```html
value='shared&#47;Y4ZKTNGS4' /> <param name='toolbar' value='yes'
/><param name='static_image'
value='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;Y4&
#47;Y4ZKTNGS4&#47;1.png' /> <param name='animate_transition'
value='yes' /><param name='display_static_image' value='yes' /><param
name='display_spinner' value='yes' /><param name='display_overlay'
value='yes' /><param name='display_count' value='yes' /><param
name='language' value='en-US' /><param name='filter'
value='publish=yes' /></object></div>                    <script
type='text/javascript'>                    var divElement =
document.getElementById('viz1681998238241');                    var
vizElement =
divElement.getElementsByTagName('object')[0];                    vizEle
ment.style.width='1016px';vizElement.style.height='991px';
       var scriptElement =
document.createElement('script');                    scriptElement.src
=
'https://public.tableau.com/javascripts/api/viz_v1.js';
  vizElement.parentNode.insertBefore(scriptElement,
vizElement);                    </script>
    <!-- ======= Contact Section ======= -->
    <section id="contact" class="contact">
      <div class="container" data-aos="fade-up">

        <div class="section-header">
          <h2>Contact</h2>
          <p></p>
        </div>

        <div class="row gx-lg-0 gy-4">

          <div class="col-lg-4">

            <div class="info-container d-flex flex-column align-items-
center justify-content-center">
              <div class="info-item d-flex">
                <i class="bi bi-geo-alt flex-shrink-0"></i>
                <div>
                  <h4>Location:</h4>
                  <p>Telangana</p>
                </div>
              </div><!-- End Info Item -->

              <div class="info-item d-flex">
```

```html
            <i class="bi bi-envelope flex-shrink-0"></i>
            <div>
              <h4>Email:</h4>
              <p>finanalytica</p>
            </div>
          </div><!-- End Info Item -->

          <div class="info-item d-flex">
            <i class="bi bi-phone flex-shrink-0"></i>
            <div>
              <h4>Call:</h4>
              <p>+1 5589 55488 55</p>
            </div>
          </div><!-- End Info Item -->

          <div class="info-item d-flex">
            <i class="bi bi-clock flex-shrink-0"></i>
            <div>
              <h4>Open Hours:</h4>
              <p>Mon-Sat: 11AM - 23PM</p>
            </div>
          </div><!-- End Info Item -->
        </div>

      </div>

      <div class="col-lg-8">
        <form action="forms/contact.php" method="post" role="form"
class="php-email-form">
          <div class="row">
            <div class="col-md-6 form-group">
              <input type="text" name="name" class="form-control"
id="name" placeholder="Your Name" required>
            </div>
            <div class="col-md-6 form-group mt-3 mt-md-0">
              <input type="email" class="form-control" name="email"
id="email" placeholder="Your Email" required>
            </div>
          </div>
          <div class="form-group mt-3">
            <input type="text" class="form-control" name="subject"
id="subject" placeholder="Subject" required>
          </div>
          <div class="form-group mt-3">
```

```html
                  <textarea class="form-control" name="message" rows="7"
placeholder="Message" required></textarea>
                </div>
                <div class="my-3">
                  <div class="loading">Loading</div>
                  <div class="error-message"></div>
                  <div class="sent-message">Your message has been sent.
Thank you!</div>
                </div>
                <div class="text-center"><button type="submit">Send
Message</button></div>
              </form>
          </div><!-- End Contact Form -->

        </div>

      </div>
    </section><!-- End Contact Section -->

  </main><!-- End #main -->

  <!-- ======= Footer ======= -->
  <footer id="footer" class="footer">

    <div class="container">
      <div class="row gy-4">
        <div class="col-lg-5 col-md-12 footer-info">
          <a href="index.html" class="logo d-flex align-items-center">
            <span>Fin Analytica</span>
          </a>
          <p>We provide solutions to your business.</p>
          <div class="social-links d-flex mt-4">
            <a href="#" class="twitter"><i class="bi bi-
twitter"></i></a>
            <a href="#" class="facebook"><i class="bi bi-
facebook"></i></a>
            <a href="#" class="instagram"><i class="bi bi-
instagram"></i></a>
            <a href="#" class="linkedin"><i class="bi bi-
linkedin"></i></a>
          </div>
        </div>

        <div class="col-lg-2 col-6 footer-links">
```

```html
          <h4>Useful Links</h4>
          <ul>
            <li><a href="#">Home</a></li>
            <li><a href="#">About us</a></li>
            <li><a href="#">Services</a></li>
            <li><a href="#">Terms of service</a></li>
            <li><a href="#">Privacy policy</a></li>
          </ul>
        </div>

        <div class="col-lg-2 col-6 footer-links">
          <h4>Our Services</h4>
          <ul>
            <li><a href="#">Data Science</a></li>
            <li><a href="#">Artificial Intelligence</a></li>
            <li><a href="#">Business Intelligence</a></li>
            <li><a href="#">Data Analytics</a></li>
            <li><a href="#">Cloud Application Development</a></li>
          </ul>
        </div>

        <div class="col-lg-3 col-md-12 footer-contact text-center text-md-start">
          <h4>Contact Us</h4>
          <p>
            Gachibowli<br>
            Hyderabad,Telangana 500050<br>
            India <br><br>
            <strong>Phone:</strong> +1 5589 55488 55<br>
            <strong>Email:</strong> Finanalytica@example.com<br>
          </p>

        </div>

      </div>
    </div>

    <div class="container mt-4">
      <div class="copyright">
        &copy; Copyright <strong><span>Impact</span></strong>. All
Rights Reserved
      </div>
      <div class="credits">
        <!-- All the links in the footer should remain intact. -->
```

```html
      <!-- You can delete the links only if you purchased the pro
version. -->
      <!-- Licensing information: https://bootstrapmade.com/license/
-->
      <!-- Purchase the pro version with working PHP/AJAX contact
form: https://bootstrapmade.com/impact-bootstrap-business-website-
template/ -->
      Designed by <a
href="https://bootstrapmade.com/">BootstrapMade</a>
      </div>
    </div>

  </footer><!-- End Footer -->
  <!-- End Footer -->

  <a href="#" class="scroll-top d-flex align-items-center justify-
content-center"><i class="bi bi-arrow-up-short"></i></a>

  <div id="preloader"></div>

  <!-- Vendor JS Files -->
  <script
src="assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
  <script src="assets/vendor/aos/aos.js"></script>
  <script src="assets/vendor/glightbox/js/glightbox.min.js"></script>
  <script
src="assets/vendor/purecounter/purecounter_vanilla.js"></script>
  <script src="assets/vendor/swiper/swiper-bundle.min.js"></script>
  <script src="assets/vendor/isotope-
layout/isotope.pkgd.min.js"></script>
  <script src="assets/vendor/php-email-form/validate.js"></script>

  <!-- Template Main JS File -->
  <script src="assets/js/main.js"></script>

</body>

</html>
```