National conference on: Digital Economy and its Impact on the Economy and International Trade in Algeria - Challenges and Prospects - November 27, 2024 - PEDAA Laboratory, University of El Oued

Smart Financial Guidance: A Digital Platform for Supporting Informed Decision-Making

Atmane medini

[1] *University of Eloued (Algeria), medini-atmane@univ-eloued.dz*

Abstract:

Controlling and sustaining the positive status of an economic institution is considered one of the key performance indicators. Therefore, this study aimed to design a cloud-based financial consulting platform in the form of a digital application, enabling the financial manager to understand the current status of the institution, thereby facilitating better management. The platform relies on programming algorithms in Python with the Pyscript framework, as well as HTML and CSS languages, within the Visual Studio Code environment. The application's working methodology is based on converting financial indicators (inputs), such as Net Income, Total Assets, Shareholders' Equity, and Revenue, into numerically meaningful outputs that interpret performance levels within a standard institutional performance table. The outputs include Return on Assets (ROA), Return on Equity (ROE), Profit Margin, Asset Turnover, and Equity Multiplier. The user can access the digital platform via the link: https://jocular-cat-84571e.netlify.app/ and input the initial indicators to obtain a detailed understanding of the institution's financial status.

Keywords: Financial Performance, Digital Consulting Platform, Cloud-based Application, Financial Ratios, Economic Institutions html CSS.

* **medini atmane :** *medini-atmane@univ-eloued.dz*

1. INTRODUCTION

As Algeria strives to achieve a comprehensive digital transformation, the digital economy emerges as a cornerstone for fostering economic growth and sustainable development. With the growing importance of startups and SMEs as key drivers of the national economy, the need for accessible and specialized financial consulting

to support this vital sector has become increasingly critical. These businesses face multiple challenges, including limited access to traditional financial services, low financial literacy, and a complex regulatory environment, which hinder their ability to achieve growth and sustainability.

This study gains its significance from addressing one of the pressing issues in Algeria's economic landscape. It aims to highlight the role of simplified digital platforms as innovative solutions to these challenges. By offering effective and user-friendly consulting tools, these platforms can enhance the ability of businesses to make more efficient financial decisions, improve their financial performance, and boost their competitiveness both locally and globally. This aligns with the national vision of building a modern digital economy that supports the development of startups and SMEs.

Research Problem

How can digital financial consulting platforms enhance the decision-making and growth potential of startups and SMEs in Algeria?

Hypotheses

- **Hypothesis 1:** A simplified and user-friendly digital consulting platform can contribute to improving the financial resource management of startups and SMEs.
- **Hypothesis 2:** Accessibility to digital platforms enhances strategic financial decision-making in these businesses.
- **Hypothesis 3:** Digital platforms help bridge the gap between digital opportunities and practical application for startups and SMEs.

1.1. Significance of Digital Financial Platforms:

Digital financial platforms hold critical importance in the contemporary economic landscape of Algeria, particularly for Small and Medium-sized Enterprises (SMEs) and startups. These platforms provide essential services that bridge the gap between emerging businesses and financial expertise, enabling entrepreneurs to navigate complex financial environments with confidence. By offering tailored financial consulting, real-time analytics, and user-friendly interfaces, digital platforms empower businesses to make informed decisions that foster growth and sustainability

Moreover, the significance of these platforms extends beyond individual enterprises; they contribute to the overall health of the economy by promoting

financial inclusion and encouraging entrepreneurial activity. As SMEs and startups gain access to vital resources, they are better positioned to innovate, create jobs, and contribute to economic diversification. In this context, digital financial platforms serve as a vital catalyst for Algeria's economic transformation, facilitating a more robust, dynamic, and competitive business ecosystem (Owusu, 2023).

1.2. Objectives and Vision of the Digital Financial Consulting Platform

The primary objective of the Digital Financial Consulting Platform is to empower startups and Small and Medium-sized Enterprises (SMEs) in Algeria by providing accessible, tailored financial guidance and resources, recognizing the unique challenges faced by these businesses. The platform aims to simplify complex financial processes and enhance decision-making capabilities through innovative technology. Its vision extends beyond merely offering consulting services; it aspires to cultivate a supportive ecosystem that fosters financial literacy, encourages entrepreneurial spirit, and drives sustainable growth. By leveraging advanced analytics and user-friendly tools, the platform seeks to position Algerian startups as competitive players in both local and international markets, ultimately contributing to the broader economic development and digital transformation of the country (Group, 2017).

•Mission:

The mission of the Digital Financial Consulting Platform is to democratize access to high-quality financial consulting services for startups and SMEs in Algeria by harnessing digital technologies to provide entrepreneurs with the necessary tools, insights, and expertise to navigate the complexities of financial management effectively. This mission encompasses several key components: offering personalized financial guidance that addresses the specific needs and challenges of each business, fostering a culture of financial literacy and empowerment among entrepreneurs, and creating a supportive community that encourages collaboration and knowledge sharing. Ultimately, the platform strives to enhance the financial resilience of startups, enabling them to thrive in a competitive landscape and contribute to the sustainable economic development of Algeria (KPMG, 2022).

- **Vision**:

The vision for this digital platform is to bridge the gap in accessible financial advice

for individuals and businesses, fostering financial literacy and empowering users with tailored consulting solutions. This platform aims to streamline the process of financial decision-making, providing real-time data, intuitive tools, and expert insights. Key objectives include creating an easily navigable interface, ensuring data security, and making high-quality consulting available across diverse economic sectors. The ultimate goal is to drive financial inclusion and encourage sustainable growth through informed financial choices.

1.3. Key Platform Features and Functionalities

The Digital Financial Consulting Platform offers essential features tailored for startups and Small and Medium-sized Enterprises (SMEs) in Algeria. A key capability is its ability to calculate important financial indicators, such as Return on Assets (ROA) and Return on Equity (ROE). The platform also integrates AI-driven analytics for personalized insights, provides an intuitive interface for seamless navigation, and includes educational resources to enhance financial literacy. These functionalities streamline financial processes and empower entrepreneurs to make informed, data-driven decisions, fostering growth and resilience in the business environment.

•AI-Driven Financial Analysis:

AI-Driven Financial Analysis is a cornerstone feature of the Digital Financial Consulting Platform, providing powerful tools for financial forecasting, budgeting, and investment analysis. By leveraging artificial intelligence, the platform enhances the accuracy and efficiency of financial assessments, enabling users to make data-informed decisions with confidence. The AI algorithms analyze historical data and market trends, allowing businesses to identify potential opportunities and risks in their financial landscape. This capability not only streamlines the financial planning process but also equips startups and SMEs with actionable insights that drive strategic growth and optimize resource allocation. Through AI-driven analysis, the platform empowers entrepreneurs to navigate complex financial environments and achieve their business objectives more effectively.

•Personalized Consulting Services:

Personalized Consulting Services are a cornerstone feature of the Digital Financial Consulting Platform, designed to effectively address the unique needs of startups

and Small and Medium-sized Enterprises (SMEs). The platform offers tailored advisory options based on the specific characteristics of each business, including its sector, type of activity, and stage of development. This customized approach empowers entrepreneurs to access specialized financial advice that aids in making strategic decisions to support their growth and success. By understanding the unique challenges faced by each company, these services enhance competitiveness and provide sustainable support for business owners in their pursuit of achieving their objectives.

•Educational Resources:

Educational Resources are a vital component of the Digital Financial Consulting Platform, aimed at enhancing digital financial literacy among entrepreneurs and business owners. The platform features a comprehensive library of materials, including articles, tutorials, webinars, and guides that cover essential financial concepts and best practices. These resources are designed to empower users with the knowledge and skills necessary to navigate the complexities of financial management confidently. By providing accessible and engaging educational content, the platform fosters a culture of continuous learning and improvement, enabling startups and SMEs to make informed financial decisions that drive their growth and sustainability in an increasingly competitive market.

•Interactive Interface:

The Interactive Interface of the Digital Financial Consulting Platform is designed with a focus on user experience, ensuring that entrepreneurs and business owners can navigate the platform easily, regardless of their financial expertise. The interface features a user-centric design, providing intuitive access to a variety of tools. It is worth noting that HTML and CSS programming languages were used in designing the interface.

1. Technological Framework and Security Measures

The Technological Framework and Security Measures underpinning the Digital Financial Consulting Platform are essential for ensuring robust performance, reliability, and data protection. Utilizing cutting-edge technologies, the platform is built on a scalable architecture that supports a wide range of financial analysis tools and consulting services, enabling seamless integration and real-time processing of information. To safeguard sensitive financial data, the platform implements advanced security protocols, including encryption, secure authentication methods,

and regular security audits, ensuring compliance with industry standards and regulations. These measures not only protect user information but also enhance trust and confidence in the platform, allowing entrepreneurs and SMEs to focus on their growth and financial strategies without compromising their data security.

2.1. Platform Architecture

The Platform Architecture of the Digital Financial Consulting Platform is simplified and functions as a basic financial tool. Unlike advanced systems, it neither processes nor analyze data, nor does it rely on cloud-based solutions or implement technologies such as artificial intelligence or machine learning. Operating entirely locally, the platform does not store data but focuses solely on performing essential financial calculations to support users in their decision-making process. Its straightforward design ensures ease of use, making it a practical solution for individuals and small businesses without requiring complex infrastructures or programming expertise such as Python. The architecture emphasizes accessibility and prioritizes simplicity and functionality over unnecessary technical complexities.

2.2. Programming Algorithms of Digital Platform for Financial Consulting

The Interactive Interface of the Digital Financial Consulting Platform is meticulously designed to prioritize user experience, ensuring that entrepreneurs and business owners can navigate the platform with ease, regardless of their financial expertise. Featuring a user-centric design, the interface provides intuitive access to a variety of tools and analyses. It is noteworthy that pyscript framework as a fundamental language also we use HTML and CSS programming languages were employed in creating this interface.

Our digital platform leverages advanced programming algorithms to deliver secure, scalable, and user-friendly services. Built using Visual Studio Code, these algorithms manage data encryption, risk assessment, and real-time consulting, ensuring seamless accessibility and high performance across multiple devices. The platform’s calculations center on essential financial ratios, delivering critical insights to support informed decision-making.

- **Input Variables**:

Table 01: input indicators of digital platform

indicators
Net Income
Total Assets
Shareholders' Equity
Revenue

Source: prepared by the research

- **Net Income**: Net income, often referred to as the "bottom line," represents the total earnings of a company after all expenses, taxes, and costs have been deducted from total revenue. It is a critical indicator of a company's profitability and financial performance, serving as a basis for various financial ratios that assess business health. According to Brigham and Ehrhardt (2016), Net income is the amount of money a company has left after all its expenses have been paid, indicating the overall profitability of the business (Gitman, L.J. & Zutter, C.J., 2014).

The formula:

$$\text{Net Income} = \text{Total Revenue} - \text{Total Expenses}$$

Where:
-Total Revenue: includes all income generated from sales and other operations.
-Total Expenses: encompass all costs, including operating expenses, interest, taxes, and any other expenditures.

- **Total Assets**: Total assets represent the total economic resources owned by a company, which are used to generate revenue. This includes both current assets, such as cash and inventory, and non-current assets, like property and equipment. Understanding total assets is crucial for evaluating a company's financial health and its ability to meet obligations (Brealey, R. A.,, Myers, S. C., & Allen, F, 2022).

The formula:

$$\text{Total Assets} = \text{Current Assets} + \text{Non-Current Assets}$$

As stated by Brigham and Ehrhardt (2013), "total assets provide insight into a firm's financial strength and its capacity to leverage resources for growth" (p. 46). This metric is essential for stakeholders when assessing investment opportunities and creditworthiness.

- **Shareholders' Equity**: Shareholders' equity represents the residual interest in the assets of a company after deducting its liabilities. It reflects the ownership stake of shareholders and serves as a key indicator of financial health (Hayes, 2022).
  The formula:

$$\text{Shareholders' Equity} = \text{Total Assets} - \text{Total Liabilities}$$

This metric is crucial for assessing a company's solvency and financial stability. As noted by Brigham and Ehrhardt (2016), "Shareholders' equity indicates the net worth of a company and provides insights into the company's ability to withstand financial challenges and generate returns for its investors." Monitoring changes in shareholders' equity can help investors understand how well a company is performing and whether it is effectively utilizing its resources to create value.

- **Revenue:** Revenue, often referred to as sales or turnover, represents the total income generated by a company from its business activities before any expenses are deducted. It serves as a crucial indicator of a company's operational performance and is fundamental for assessing profitability. According to Brigham and Ehrhardt (2016), "Revenue is the top line of a company's income statement and reflects the effectiveness of its sales strategies and market demand (Fridson, M. S & Alvarez, F., 2022)
  The formula:

$$\text{Revenue} = \text{Price per Unit} \times \text{Number of Units Sold}$$

This simple equation highlights the relationship between pricing strategy and sales

volume, both of which significantly influence a company's overall financial health. Effective revenue management can lead to sustainable growth, making it a focal point for financial analysis and strategic planning.

Table 02: comparative input indicator's financial levels

Indicator	High Margin	Medium Margin	Low Margin
Net Income	High profitability, indicating strong operational efficiency and effective cost management.	Moderate profitability, suggesting average efficiency and control over expenses.	Low profitability, indicating potential issues in cost control or revenue generation.
Total Assets	Large asset base, indicating extensive resources for operations and growth.	Moderate asset base, reflecting a balanced approach to resource allocation.	Small asset base, suggesting limited resources or potential underinvestment.
Shareholders' Equity	High equity ratio, indicating strong financial stability and less reliance on debt.	Moderate equity ratio, reflecting a balanced mix of debt and equity financing.	Low equity ratio, suggesting high leverage and increased financial risk.
Revenue	High revenue growth, indicating strong market demand and effective sales strategies.	Steady revenue, reflecting stable market position and consistent sales performance.	Low revenue, indicating potential challenges in market competition or product demand.

Source: Adapted from Brigham, E. F., & Ehrhardt, M. C. (2016). Financial Management: Theory & Practice. Cengage Learning.

- **Output Ratios**:

Table03: output-indicators of Digital platform

Input indicators
Return on Assets (ROE):
Return on Equity (ROE):
Profit Margin
Asset Turnover
Equity Multiplier

Source: prepared by the research

- **Return on Assets (ROA):** Return on Assets (ROA) is a key financial metric that measures a company's efficiency in using its assets to generate profit. It is calculated by dividing net income by total assets (Corporate Finance Institute, 2021)

The formula

$$\text{ROA} = \frac{\text{Net Income}}{\text{Total Assets}}$$

A higher ROA indicates that the company is effectively utilizing its assets to produce earnings, which is crucial for assessing operational performance. According to Brigham and Ehrhardt (2016), "ROA provides a measure of how effectively a company is converting its investments in assets into net income" (p. 203). This ratio is particularly valuable for comparing companies within the same industry, as it offers insights into their asset management efficiency and overall profitability. By tracking ROA over time, businesses can identify trends in asset utilization and make informed strategic decisions to enhance operational performance.

- **Return on Equity (ROE):** Return on Equity (ROE) is a key financial metric that measures the profitability of a company in relation to shareholders' equity. It indicates how effectively management is using a company’s assets to generate earnings, providing insight into the efficiency of capital utilization (Corporate Finance Institute, October 30, 2024,)

The formula

$$\text{ROE} = \frac{\text{Net Income}}{\text{Shareholders' Equity}} \times 100$$

Profit Margin: Profit margin is a key financial metric that measures the percentage of revenue that remains as profit after all expenses have been deducted. It reflects the efficiency of a company in converting sales into actual profit and is essential for assessing overall profitability (Westberg, P., 2024).

The formula

$$\text{Profit Margin} = \left(\frac{\text{Net Income}}{\text{Revenue}}\right) \times 100$$

Asset Turnover: Asset turnover is a financial ratio that measures the efficiency of a company in using its assets to generate sales revenue. It is calculated by dividing total revenue by average total assets, reflecting how well a company utilizes its asset base to produce income. A higher asset turnover ratio indicates a more efficient use of assets, suggesting that the company is effectively converting its investments into sales (Borad, 2022)

The formula

$$\text{Asset Turnover} = \frac{\text{Total Revenue}}{\text{Average Total Assets}}$$

- **Equity Multiplier**: The Equity Multiplier is a financial ratio that measures a company's financial leverage by comparing its total assets to its shareholders' equity. It indicates how much of the company's assets are financed by equity versus debt. A higher equity multiplier suggests that a larger proportion of the company's assets are financed through debt, which can imply greater financial risk (Cornadr, 2024).

The formula:

$$\text{Equity Multiplier} = \frac{\text{Total Assets}}{\text{Shareholders' Equity}}$$

Table05: comparative output indicator's financial levels

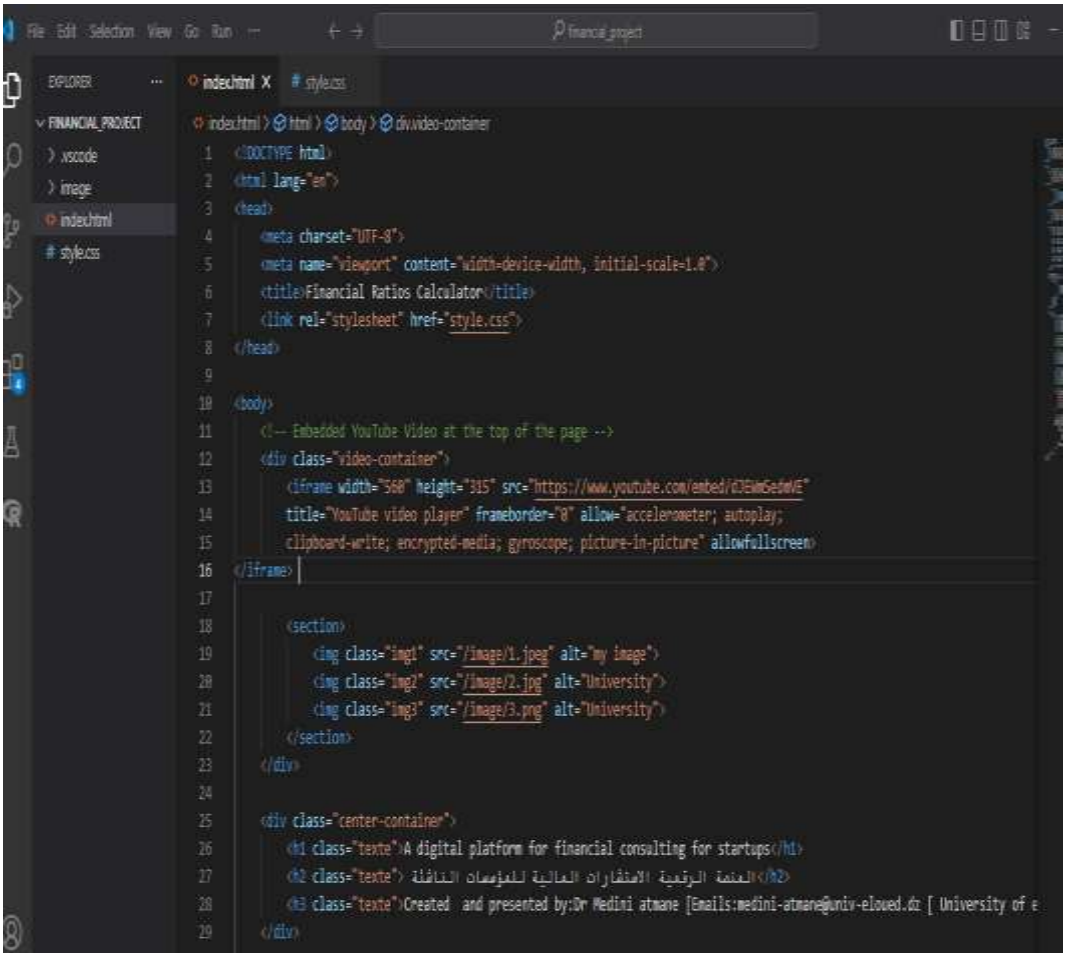
Indicator	Highest Margin	Medium Margin	Lowest Margin
Return on Assets (ROA)	15% and above	5% - 15%	Below 5%
Return on Equity (ROE)	20% and above	10% - 20%	Below 10%
Profit Margin	25% and above	10% - 25%	Below 10%
Asset Turnover	2.0 and above	1.0 - 2.0	Below 1.0
Equity Multiplier	3.0 and above	1.5 - 3.0	Below 1.5

source: Ross, S. A., Wester field, R. W., & Jaffe, J. (2019). Corporate Finance. McGraw-Hill Education.

3.Algorithm of progradation:

In my project, I utilize Pyscript as the foundational programming language, integrating it with HTML and CSS to create a dynamic and user-friendly interface. Pyscript enables seamless interaction between Python code and web technologies, allowing for the development of robust algorithms that enhance the functionality of the digital financial consulting platform. Utilizing Visual Studio Code as my development environment facilitates efficient coding and debugging, ensuring a streamlined workflow. This combination not only empowers users with tailored financial solutions but also fosters an engaging and accessible experience.

fig 01: Programming Algorithms for the Digital Platform



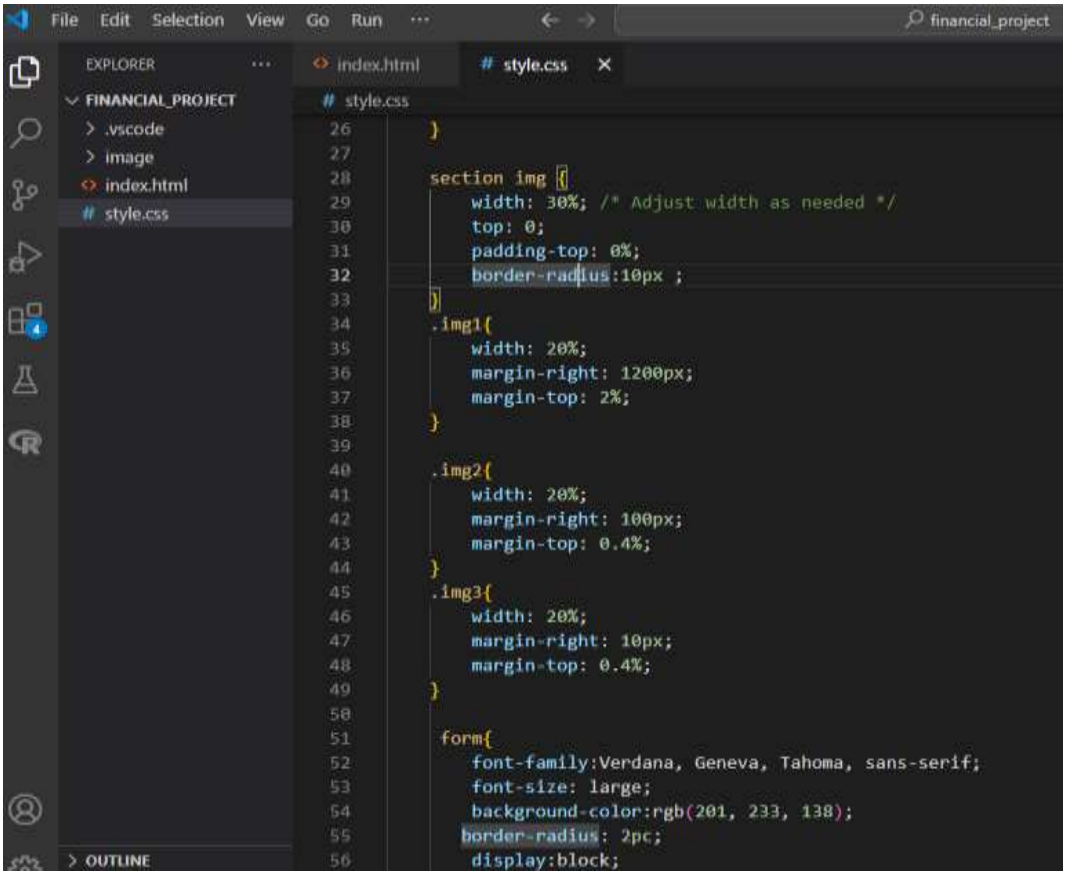
source: created by the research

Style Algorithms of Digital Platform for Financial Consulting

Developing a seamless and intuitive user experience on a digital platform for financial consulting requires meticulously designed style algorithms. These algorithms are essential for standardizing the layout, user interactions, and data presentation, ensuring a cohesive and professional appearance that enhances usability. Leveraging Visual Studio Code as the primary development environment, these style algorithms are crafted to maintain consistency across diverse user interfaces, including responsive elements that adjust seamlessly on various devices. Additionally, the algorithms prioritize user accessibility by optimizing font styles, color schemes, and element positioning to support clear navigation, efficient data

entry, and insightful visual analytics tailored for financial consulting.

fig 02: Optimization Algorithms for the Digital Platform



source: Platform Digital Financial Consulting created by the research

fig:03 : Design Interface of the Financial Consulting Platform Before Incorporating Financial Standards

source: Platform Digital Financial Consulting created by the research

fig:04 : Design Interface of the Financial Consulting Platform After Incorporating Financial Standards

source: Platform Digital Financial Consulting created by the research

- **The URL Link of the Digital. Platform**

https://jocular-cat-84571e.netlify.app/

We invite you to access our digital platform through the following link: Digital Platform for Financial Consulting. This platform is designed to empower local businesses by providing advanced financial tools and insights tailored for startups. Users can navigate various features, including financial consulting resources, economic impacts of digitalization, and strategies for enhancing export potential. Experience firsthand how digital solutions can transform your approach to financial management and support your business growth.

- **Security and Compliance**:

Security and Compliance are paramount for the Digital Financial Consulting Platform, ensuring that all user data and financial information are protected from unauthorized access and breaches. The platform employs advanced encryption techniques to secure sensitive data both in transit and at rest, safeguarding user information from potential cyber threats. Additionally, robust authentication measures, including multi-factor authentication, are implemented to verify user identities and enhance security.

To adhere to industry regulations and standards, the platform undergoes regular compliance audits and security assessments, ensuring that it meets all legal requirements for data protection. By prioritizing security and compliance, the platform not only builds trust with its users but also creates a secure environment where entrepreneurs can confidently engage in financial consulting and management without the fear of compromising their sensitive information.

3.Economic and Trade Impacts of Financial Digitalization for Startups

The digitalization of financial services significantly influences the economic and trade environment for startups. By adopting digital financial platforms, startups gain streamlined access to financial data, real-time market insights, and secure online transactions, allowing them to operate with increased efficiency and reduced overhead costs. This digital shift fosters cross-border trade opportunities by simplifying international transactions and reducing barriers, such as currency exchange complexities and regulatory delays. Additionally, digitalization enhances startups' ability to analyze financial performance swiftly, make data-driven decisions, and strengthen their financial resilience in competitive markets. These benefits collectively promote growth and enable startups to scale their operations on a global stage.

- **Empowering Local Businesses**:
  Access to financial consulting plays a vital role in empowering local businesses by providing them with the strategic insights needed for sustainable growth. Through financial advisory services, business owners can better manage cash flow, make informed investment decisions, and navigate economic challenges. This support enhances their ability to compete, even within rapidly evolving markets, by enabling them to optimize resources, control costs, and leverage new opportunities. Moreover, financial consulting fosters resilience, equipping businesses with the tools to adapt to economic fluctuations, thereby contributing to a more robust and diversified local economy.

- **Enhancing Export Potential**:
  Financial consulting plays a pivotal role in enhancing export potential by helping local businesses strategically expand into international markets. Through tailored financial advice, companies can better assess foreign market opportunities, optimize pricing strategies, and manage exchange rate risks. Access to financial expertise also allows businesses to understand and comply with international trade regulations, streamline export operations, and secure financing for scaling production to meet foreign demand. By empowering companies with the necessary financial insights and tools, consulting services enable them to increase competitiveness on a global scale, ultimately boosting their export capabilities and contributing to economic growth.

3,1.Future Prospects and Expansion Opportunities

The future of financial digitalization presents significant prospects for expanding services to broader markets and enhancing platform capabilities. As digital financial consulting continues to evolve, integrating advanced technologies such as artificial intelligence and machine learning will enable more personalized and predictive consulting solutions, catering to diverse business needs. Additionally, expanding into international markets offers an opportunity to support cross-border trade and facilitate global growth for startups and local businesses alike. By focusing on innovation and scalability, the platform can continually adapt to changing economic environments, providing valuable support and fostering sustainable growth across regions and industries**.**

- **Advanced Financial Tools**:
  The integration of advanced financial tools within the digital platform equips businesses with powerful capabilities for analysis and strategic planning. These tools enable in-depth assessments of financial health through real-time tracking,

predictive modeling, and detailed performance metrics such as profitability, liquidity, and leverage ratios. By offering user-friendly dashboards and customizable reports, these tools simplify complex financial data, empowering business owners to make quick, informed decisions. Additionally, advanced financial tools enhance forecasting accuracy, helping businesses anticipate market shifts and make proactive adjustments, thereby fostering long-term stability and growth.

3.2.Integration with Government Initiatives:

Aligning the digital financial consulting platform with government initiatives creates a supportive ecosystem for local businesses, startups, and the broader economy. By integrating with programs that promote financial inclusion, digital literacy, and economic development, the platform helps to extend the reach of public financial resources to a wider audience. Additionally, collaboration with government initiatives enables regulatory compliance, simplifies access to funding, and leverages tax incentives, ultimately contributing to a streamlined and supportive environment for business growth. This alignment not only strengthens the platform's value but also reinforces governmental goals for sustainable economic advancement.

5.Conclusion:

The digital financial consulting platform, developed using advanced algorithms, represents a modern and integrated tool that supports and empowers businesses, whether they are large corporations, small enterprises, or startups. It enables entrepreneurs to swiftly and securely access essential financial services that facilitate business management and enhance their ability to make decisions based on scientific and analytical foundations.

The importance of the platform is clearly demonstrated through the key financial indicators it contains, such as Return on Assets (ROA), Return on Equity (ROE), Profit Margin, Asset Turnover, and Equity Multiplier. These indicators provide a comprehensive view of an organization's financial performance, contributing to continuous self-regulation and offering an objective assessment of the organization's profitability and financial efficiency. Moreover, these indicators allow business owners to evaluate the performance of their assets and their ability to generate returns, thereby enhancing the transparency of operations and enabling immediate and informed decisions that support sustainable growth.

The platform also improves operational efficiency by reducing costs associated with traditional financial consulting and providing instant consulting services based on real-time data analysis. This innovative digital approach positively impacts the business environment, allowing small and emerging companies to compete within dynamic and complex markets without requiring advanced financial expertise.

Recommendations:

1. **Encouraging Adoption:** Promote the use of digital financial consulting platforms through awareness campaigns targeted at SMEs and startups to demonstrate the benefits of these tools.
2. **Training Programs:** Develop training workshops to enhance the financial literacy of entrepreneurs, ensuring they can maximize the utility of such platforms.
3. **Integration with National Initiatives:** Align the platform's functionalities with Algeria's national digitalization strategies to provide an inclusive ecosystem for financial consulting.
4. **Customization and Scalability:** Enhance the platform's features to cater to diverse business needs by allowing for scalability and customization based on enterprise size and industry.
5. **Continuous Development:** Invest in the continuous improvement of the platform by integrating emerging technologies to maintain its relevance and competitive edge.

6. Bibliography List:

1. Bank W. (2024). *Algeria: Investing in data key for diversified growth.* Retrieved from World Bank.
2. Borad, S. (2022). *eFinanceManagement:*. Retrieved from How to analyze & improve asset turnover ratio? eFinanceManagement. : https://efinancemanagement.com
3. Brealey, R. A.,, Myers, S. C., & Allen, F. (2022). *Principles of corporate finance.* (13th ed.). McGraw-Hill Education.
4. Cornadr, s. (2024). *My Accounting Course*. Retrieved from . Equity multiplier: https://www.myaccountingcourse.com/accounting-dictionary/equity-multiplier
5. *Corporate Finance Institute*. (October 30, 2024,). Retrieved from Return on equity (ROE): https://corporatefinanceinstitute.com/resources/knowledge/finance/return-on-equity-roe/
6. Corporate Finance Institute. (2021). *Financial Ratios: Analyzing a Company's Performance and Risk.* Corporate Finance Institute.
7. Fridson, M. S, & Alvarez, F. (2022). *Financial Statement Analysis: A Practitioner's Guide.* (5th ed.). Wiley.
8. Gitman, L.J., & Zutter, C.J. (2014). *Principles of Managerial Finance.* Boston: Pearson.

9. Group, O. B. (2017). *Algeria's first e-payment service reshaping finance sector.* . Oxford Business Group.
10. Hayes, A. (2022). *hareholder Equity Ratio: Definition and Formula for Calculation. Investopedia.* Retrieved from https://www.investopedia.com
11. KPMG. (2022). *The Future of Finance: A Digital Transformation Strategy.* Retrieved from https://kpmg.com/xx/en.html
12. Owusu, G. (2023). *How Fintech Can Improve Financial Inclusion in Algeria.* Retrieved from https://theouut.com/how-fintech-can-improve-financial-inclusion-in-algeria/
13. Westberg, P. (2024). *Net profit margin: Meaning, formula, and interpretation.* Retrieved from . Quartr: https://quartr.com/