

## **ANALYSIS OF INVESTMENT BANKING WITH MULTIPLE CRITERIA DECISION MAKING USING ANALYTICAL HIERARCHY PROCESS**

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Budding company's financial decision making is related to investment and income management in advancing technology and investment plans. In general, businesses choose their financial partners from their friendly companies' recommendations and from their neighboring companies' feedback. The individual investor can gain greater handy by evaluating the banks results by their own, instead of relying on the opinion of other investors. That company has its own priorities and requirements to control its growth in a short time to achieve its target financial gains. To achieve the objective of assessing bank efficiency, the priorities are prioritized through the method called AHP, which increases the weights of the individual bank for all parameters that suit that of the business, and a theory known as the TOPSIS. The most preferred bank can be selected by the company to strengthen its development once its performance is analyzed.

