SoulVibe.Tech Internship Program

Demographic and Financial Dashboard (Power BI Project)

A Power BI project focused on analyzing the relationship between demographic characteristics and financial trends using a structured dataset.

1 Project Overview

This Power BI project presents a Demographic and Financial Dashboard created to analyze individual-level data, combining variables such as age, gender, education, occupation, dependents, income, work experience, and location. The aim is to discover trends and generate actionable insights that can inform decision-making in areas such as education, employment, and financial planning

2 Dataset Summary

Source: Provided CSV file "data sheet batch 9.csv"

Records: Individual-level demographic and financial details

Fields included:

Age

Gender

Education_Level

Occupation

Number_of_Dependents

Location

Work_Experience

Marital_Status

Employment_Status

Household_Size

Homeownership_Status

Type_of_Housing

Primary_Mode_of_Transportation

Income

3 Objectives

- Visualize key demographic distributions
- Understand income variation by education and location
- Identify high-earning individuals and related factors
- Discover trends in work experience and financial growth
- Build a user-friendly, interactive dashboard for stakeholders

4. Dashboard Components

A. Demographic Overview

Pie Chart: Gender Distribution

Bar Chart: Count by Education Level

Tree Map: Occupation Distribution

B. Income Analysis

Card: Average Income

Column Chart: Avg Income by Education Level

Bar Chart: Income by Location

C. Experience & Dependents

Scatter Plot: Work Experience vs Income

Donut Chart: Dependents Distribution

Table: Top 10 Highest Earners (Age, Occupation, Income, Education)

D. Filters & Interactivity

Slicers: Gender, Location, Employment Status

Page-Level Filter: Marital Status

5. Key Insights

- Education & Income**:** Individuals with High School education surprisingly show slightly higher average income than Bachelor's and Master's holders in this dataset. Doctorate holders earn the lowest on average,
- Average Income by Location: People in rural areas have the highest average income (1.05M), followed by suburban (0.92M) and urban (0.75M)
- Occupation Distribution: Healthcare and Technology dominate among top earners.
- Work Experience: the more experienced the individual, the higher their income tends to be.
- Number of Dependents: Individuals with more dependents tend to cluster in the lower income, indicating a financial burden
- Top Earners: Top 10 earners are largely from Healthcare and Technology sectors.
- Most of them have Bachelor’s or Master’s degrees, and are aged between 33–66.

6. Recommendations

- Conduct further research into why high school grads outperform degree holders in income
- Encourage career development in Healthcare and Technology, where income potential is highest.
- Provide financial planning programs, child benefits, or tax relief to individuals with multiple dependents

- ❖ early-career mentorship, internships, and training programs as experience growth clearly leads to higher income

7. Tools Used

Power BI Desktop: Data import, cleaning, modeling, and visual design

Excel: Initial dataset inspection

8. Conclusion

This dashboard project successfully demonstrates how demographic variables and financial indicators interact, revealing critical patterns in income distribution. The visualizations enable informed decision-making and provide a foundation for deeper analysis in employment, education, and social planning.

Dashboard Screenshot