

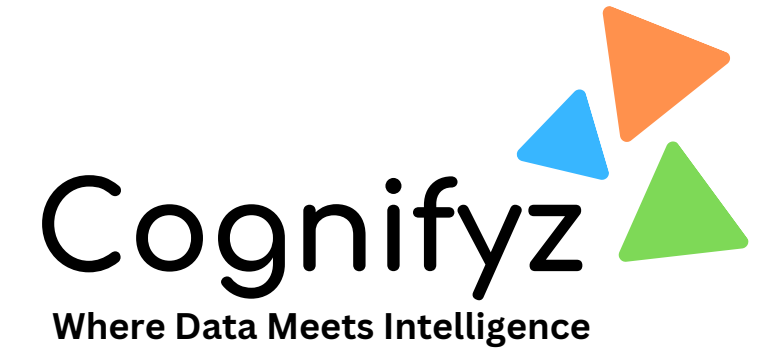


# INTERNSHIP PROGRAM

Tableau

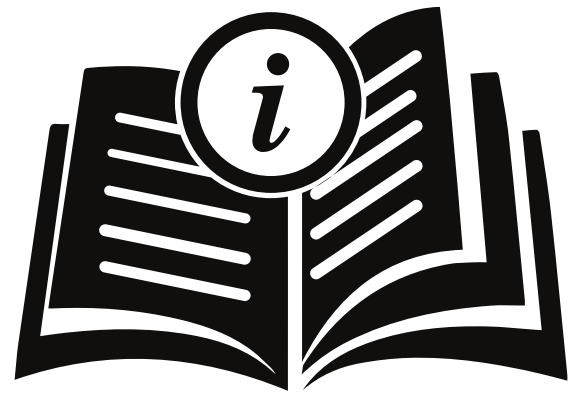


# About Us



- Cognifyz Technologies is a leading technology company that specializes in the dynamic field of data science and excels in delivering impactful projects and solutions.
- The company offers a wide range of products and services, including artificial intelligence (AI), machine learning (ML), and data analytics tools.
- Cognifyz Technologies also provides training programs to enhance skills and knowledge in these areas.
- The company focuses on delivering innovative and cutting-edge solutions to meet the evolving needs of businesses.





**During your internship tenure, it is important to keep in mind the following points**

- Enhance your professional presence by updating your LinkedIn profile. Share your achievements, such as the offer letter or internship completion certificate, which you received from us. Don't forget to mention and tag Cognifyz Technologies in your posts. You can use hashtags like #cognifyz #cognifyzTech #cognifyzTechnologies to showcase your affiliation.
- Maintain academic integrity and respect intellectual property. Plagiarism and copying code are serious offenses that can lead to the termination of your internship and subsequent restriction from future opportunities with us.
- Demonstrate your work by sharing a video showcasing the completion of your tasks on LinkedIn. Remember to tag Cognifyz Technologies in your post and use relevant hashtags like #cognifyz #cognifyzTech #cognifyzTechnologies to engage with our community.

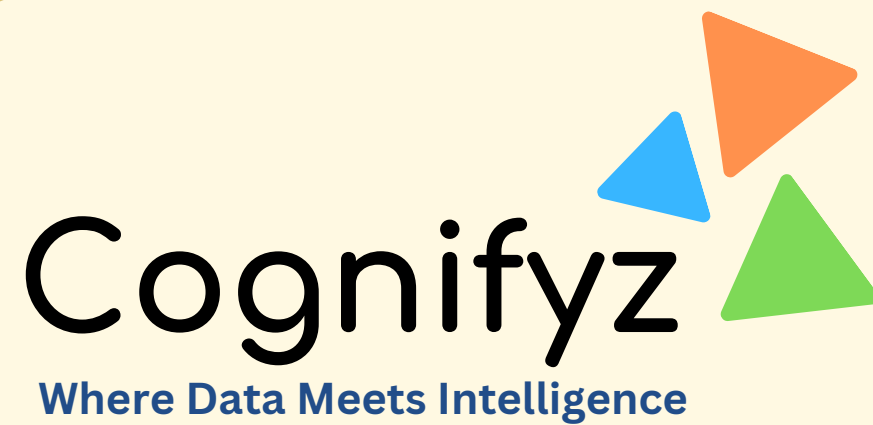


# SUBMISSION



- Create a professional video showcasing your internship projects and achievements.
- Host the video on LinkedIn to provide proof of your work and establish credibility among your peers. Consider tagging Cognifyz Technologies in your posts to ensure they are notified of your work.
- A SUBMISSION FORM will be shared later. Till then please continue your task and make a separate file of each level.
- When posting the video on LinkedIn, include the following hashtags to maximize visibility and engagement: **#cognifyztechnologies** **#cognifyz** **#cognifyztech**. Additionally, depending on your internship domain.





DATA ANALYSIS BU USING TABLEAU

# TASK LIST



**Welcome to our exciting Tableau internship program! To complete this internship, you will have to complete all 7 tasks. We've designed these tasks to cater to your convenience and ensure an engaging and rewarding experience. Additionally, the successful completion of all tasks will further enhance your chances of receiving a stipend.**



# Task 1

## Task : Data Exploration and Summary

**Objective:** Understand and summarize key statistics in the dataset.

### Steps:

1. **Data Import:** Import the dataset into Tableau.
2. **Exploratory Analysis:** Explore the dataset structure and data types.
3. **Calculate Statistics:** Compute average age, percentage of individuals with various investments, and common savings objectives.
4. **Visualization:** Create charts for effective visualization of the summary statistics.



# Task 2



## Task : Gender-based Analysis

**Objective: Analyze and visualize gender-based differences in investment preferences.**

### Steps:

- 1. Visual Comparison: Create charts comparing investment choices (equity, mutual funds, government bonds) based on gender.**
- 2. Insights: Derive insights from the visualizations, noting significant gender-based trends.**

# Task 3

## Task : Objective Analysis

**Objective:** Analyze the relationship between savings objectives and investment choices.

### Steps:

- 1. Correlation Analysis:** Explore the correlation between savings objectives (e.g., Capital Appreciation) and investment avenues (e.g., Equity).
- 2. Chart Creation:** Generate charts displaying preferred investment choices for each savings objective.





# Task 4

## **Task: : Investment Duration and Frequency**

**Objective: Analyze investment durations and monitoring frequencies.**

### **Steps:**

- 1. Duration Distribution: Visualize the distribution of investment durations.**
- 2. Frequency Analysis: Examine investment monitoring frequencies and their impact on investment preferences.**



# Task 5

## Task: Reasons for Investment

**Objective: Analyze and visualize the reasons for investment.**

### Steps:

- 1. Trend Analysis: Identify common trends in reasons for investment (e.g., Better Returns, Tax Benefits).**
- 2. Visualization: Create charts showing the most frequently cited reasons for investing.**



# Task 6

## Task: Source of Information

**Objective: Analyze the sources from which individuals gather investment information.**

### Steps:

- 1. Source Analysis: Visualize where individuals get their investment information (e.g., Newspapers, Internet).**
- 2. Insight Extraction: Analyze which sources are most commonly relied upon by investors.**



# Task 7

## Task: Combine Insights into a Dashboard

**Objective:** Create a comprehensive dashboard incorporating all insights.

### Steps:

1. **Dashboard Design:** Design an intuitive dashboard layout in Tableau.
2. **Incorporate Insights:** Include visualizations from all previous analyses in the dashboard.
3. **Interactivity:** Add interactive elements for exploring the data further.
4. **Key Findings:** Summarize major insights derived from the analysis.
5. **Finalization:** Polish the dashboard for a professional appearance and user-friendly experience.



# How to Contact Us?

To find out more information,  
please contact us



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