# DATA ANALYTICS USING POWER BI

Task: Combine Insights into a Dashboard

Objective: Create a comprehensive dashboard incorporating all insights

Dashboard Highlights:

**Demographic Insight:**  
• The average age of respondents is **27.80**, giving a sense of the predominant age group involved in investments.

• **Investment Preferences:**  
A visual summary shows that **Gold, Stock Market, and Debentures** are the most popular investment choices across individuals.

• **Savings Objective vs. Investment Avenue:**  
A comparative chart reveals that individuals with **Capital Appreciation** as their goal mostly prefer **Mutual Funds**, while **Growth** and **Income** are also aligned with Mutual Funds and Fixed Deposits.

• **Duration Trends:**  
Most respondents invest for **3–5 years** or **1–3 years**, indicating a mid-term investment horizon.

• **Sources of Investment Information:**  
Investors mainly rely on **Financial Consultants (32)** and **Newspapers and Magazines (28)** as their primary sources of guidance.

• **Investment Reasons:**  
The top motivations for investing include **Better Returns**, **Risk-Free options**, and **Fixed Returns**.

• **Gender-Based Preferences:**  
The dashboard includes a comparative analysis showing how investment preferences vary by gender — for instance, **males prefer Equity and Fixed Deposits more than females**, while **females show higher preference for Debentures and Stock Market**.

• **Monitoring Frequency:**  
Most individuals monitor their investments **monthly**, followed by **weekly** and **daily**.