# DATA ANALYTICS USING POWER BI

TASK2: Gender-based Analysis

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

To analyze and compare the **investment preferences of male and female individuals** across selected investment types — specifically **Mutual Funds**, **Equity Market**, **Fixed Deposits**, and **Government Bonds**.

1. Filtered Preferences by Rating:

• Treated a rating of **4 or higher** as an indication of interest in a specific investment.

2. Chart Setup:

• **X-axis:** Investment Types (e.g., Mutual Funds, Equity Market, Government Bonds, Fixed Deposits).

• **Y-axis:** Percent Invested (DAX measure showing % of individuals who gave rating ≥ 4).

• **Legend:** Gender (Male, Female).

3. Built a Clustered Column Chart in Power BI:

• Compared investment preferences between males and females for each investment option.

• Clearly visualized how many male vs. female individuals preferred each type.

So what I have concluded is **Males** showed higher preference in: Mutual Funds, Equity Market, Government Bonds while **Females** showed higher preference in Fixed Deposits.

Investment preferences differ significantly between genders, with males leaning more toward higher-risk options and females favoring safer options.

This analysis helped identify which genders are more interested in which types of investments.