# DATA ANALYTICS USING POWER BI

TASK7: Combine Insights into a Dashboard

Objective: Create a comprehensive dashboard incorporating all insights.

Dashboard Highlights:

1. Demographic Insight:

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

2. Investment Preferences:

A visual summary shows that **Gold, Stock Market, Debentures and** **Government bonds** are the most popular investment choices across individuals.

• Gold:95%

• Stock Market:88%

• Debentures and Government bonds:85%

3. 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.

4. Duration Trends:

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

5. Sources of Investment Information:

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

6. Investment Reasons:

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

7. 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**.

8. Monitoring Frequency:

Most individuals monitor their investments **monthly**, followed by **weekly** and **daily**.