# **DATA ANALYTICS USING POWER BI**

TASK1: Data Exploration and Summary

Objective: Understand and summarize key statistics in the dataset.

Summary: The goal of this task is to explore the dataset, understand its structure, identify the types of investment variables present, and summarize initial insights about individuals’ investment and common saving objects.

1.Column Review:

• Examined key columns such as: **Mutual Funds, Equity Market, Debentures, Government Bonds, Fixed Deposits, PPF, Gold, and Stock Market**.

• Observed that most of these columns contain numeric values from 1 to 7, indicating **investment preference ratings**.

2. Understanding the Data:

• Ratings from 1 to 7 were treated as **preference levels**, where higher values (4 and above) suggest higher interest in that investment type.

• The Stock Market column contained categorical values ("Yes"/"No"), which was converted to binary for analysis.

3. Missing Values Check:

• Confirmed that the dataset did **not contain nulls** in key investment columns.

• Some formatting inconsistencies (like text vs. number) were handled where needed, which means "Yes"/"No" = **Text values** (not numbers), But for analysis like calculating percentage, we need **numbers** (1 for Yes, 0 for No).

4. Chart Setup:

• Built a clustered Column Chart

• **X axis**: Percent Invested

• **Y axis**: Investment

5. Age Column Analysis:

• Calculated the **average age** of the individuals — result: **27.80 years**

• This indicates that most respondents are young adults, likely early in their investment journey.

6.What I have concluded :

• All individuals had some level of rating across investment options.

• So, basically respondents are mostly in the **young age group**, which may influence their investment behaviour (e.g., more interest in riskier assets like Gold or Stock Market).