# DATA ANALYTICS USING POWER BI

TASK3: Objective Analysis

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

1.Correlation Analysis:

• Used the Objective column to group respondents by savings goals.

• Compared these objectives with the Avenue column, which includes different investment options.

2.Chart Setup:

• Created a visual , so I have used clustered column chart to display how frequently each investment avenue is chosen under each savings objective.

• This helped identify which objectives align with which types of investments.

So what I have concluded is Individuals with the goal of Capital Appreciation most often selected **Mutual Funds**, indicating that mutual funds are considered a strong option for achieving higher long-term returns.

**Mutual Funds** were commonly chosen by individuals seeking **Growth**, indicating a moderate risk-return balance.