# DATA ANALTICS USING POWER BI

TASK5: Reasons for Investment

Objective: Analyze and visualize the reasons for investment.

1.Trend Analysis:

• Used the Reason Text column to identify commonly cited reasons for investment.

• Analyzed the frequency of each reason such as Better Returns, Fixed Returns and Risk-Free

2.Chart Setup:

• Created a clustered column chart to show how many respondents selected each reason.

• This made it easier to understand the primary motivations behind people’s investment decisions

What I have concluded is that **Better Returns** was the most cited reason, selected by **24 individuals**, showing a preference for high-growth potential.

**Fixed Returns** was selected by **19 individuals**, indicating interest in **stable and predictable income**.

**Risk-Free** was chosen by **18 individuals**, showing that **capital safety** is also a key concern for many.S