

Task 2 : Gender-based Analysis

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

Steps:

- 1. Visual Comparison:** Create charts comparing investment choices (equity, mutual funds, government bonds) based on gender.
- 2. Insights:** Derive insights from the visualizations, noting significant gender based trends.

SOURCE CODE:

1. Investment Percentage by Age & Gender:

```
Investment_Percentage_Age_Gender_Avenue = DIVIDE([Total_Investors_Age_Gender],[Total_Investors], 0) * 100
```

2. Total Investors per Avenue:

```
Total_Investors_Per_Avenue = COUNT('Data_set 2 (2)')[Avenue]
```

3. Total Investment Amounts:

```
Total_Mutual_Funds_Investment = SUM('Data_set 2 (2)')[Mutual_Funds])
```

```
Total_Equity_Investment = SUM('Data_set 2 (2)')[Equity_Market])
```

OUTPUT SCREEN :

