Task 3 : Objective Analysis

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

Steps:

1. Correlation Analysis: Explore the correlation between savings objectives (e.g., Capital Appreciation) and investment avenues (e.g., Equity).

2. Chart Creation: Generate charts displaying preferred investment choices for each savings objective

SOURCE CODE:

1.Investment Count by Objective:

```
Investment Count by Objective =
SUMX( 'Data_set 2',
   IF( 'Data_set 2'[Mutual_Funds] > 0, 1, 0 ) +
   IF( 'Data_set 2'[Equity_Market] > 0, 1, 0 ) +
   IF( 'Data_set 2'[Debentures] > 0, 1, 0 ) +
   IF( 'Data_set 2'[Government_Bonds] > 0, 1, 0 ) +
   IF( 'Data_set 2'[Fixed_Deposits] > 0, 1, 0 ) +
   IF( 'Data_set 2'[PPF] > 0, 1, 0 ) +
   IF( 'Data_set 2'[Gold] > 0, 1, 0 )
)
```

2. Total and Average Investment Score:

```
Total Investment Score =
SUMX( 'Data_set 2',
   'Data_set 2'[Mutual_Funds] +
   'Data_set 2'[Equity_Market] +
   'Data_set 2'[Debentures] +
   'Data_set 2'[Government_Bonds] +
   'Data_set 2'[Fixed_Deposits] +
   'Data_set 2'[PPF] +
   'Data_set 2'[Gold]
)
```

3. Investment Distribution Across Different Avenues:

```
Total_Debentures_Investment = SUM( 'Data_set 2'[Debentures] )
Total_Equity_Investment = SUM( 'Data_set 2'[Equity_Market] )
Total_Fixed_Deposits_Investment = SUM( 'Data_set 2'[Fixed_Deposits] )
```

Total_Gold_Investment = SUM('Data_set 2'[Gold])

Total_Govt_Bonds_Investment = SUM('Data_set 2'[Government_Bonds])

Total_Mutual_Fund_Investment = SUM('Data_set 2'[Mutual_Funds])

Total_PPF_Investment = SUM('Data_set 2'[PPF])

OUTPUT SCREEN: