

Task 6 : Source of Information

Objective: Analyze the sources from which individuals gather investment information.

Steps:

1. Source Analysis: Visualize where individuals get their investment information (e.g., Newspapers, Internet).

2. Insight Extraction: Analyze which sources are most commonly relied upon by investors.

SOURCE CODE:

1.Source-Based Count of Investors:

```
Newspapers_Magazines_Count =  
CALCULATE(COUNT('Data_set 2'[Source]),  
    'Data_set 2'[Source] = "Newspapers and Magazines"  
)
```

```
Television_Count =  
CALCULATE(COUNT('Data_set 2'[Source]),  
    'Data_set 2'[Source] = "Television"  
)
```

```
Internet_Count =  
CALCULATE(COUNT('Data_set 2'[Source]),  
    'Data_set 2'[Source] = "Internet"  
)
```

```
Financial_Consultants_Count =  
CALCULATE(COUNT('Data_set 2'[Source]),  
    'Data_set 2'[Source] = "Financial Consultants"  
)
```

2.Total Count of Sources Used

```
Source_Count = COUNTROWS('Data_set 2')
```

3.Grouping Investors by Age:

```
Age_Group =
```

```
SWITCH(
```

TRUE(),

ISBLANK('Data_set 2'[age]), "Unknown",

'Data_set 2'[age] <= 18, "Below 18",

'Data_set 2'[age] <= 25, "18-25",

'Data_set 2'[age] <= 30, "26-30",

'Data_set 2'[age] <= 35, "31-35",

'Data_set 2'[age] <= 40, "36-40",

'Data_set 2'[age] <= 45, "41-45",

'Data_set 2'[age] <= 50, "46-50",

'Data_set 2'[age] <= 60, "51-60",

'Data_set 2'[age] > 60, "60+",

"Invalid"

)

4.Source Frequency Count:

Source Frequency = COUNT('Data_set 2'[Source])

OUTPUT SCREEN:

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