**Task 1**

Task : Data Exploration and Summary

Objective: Understand and summarize key statistics in the dataset.

Steps:

1. Data Import: Import the dataset into Power BI.
2. Exploratory Analysis: Explore the dataset structure and data types.
3. Calculate Statistics: Compute average age, percentage of individuals with various investments, and common savings objectives.
4. Visualization: Create charts for effective visualization of the summary statistic.

**Task 2**

Task : Gender-based Analysis

Objective: Analyse 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.

**Task 3**

Task : Objective Analysis

Objective: Analyse 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.

**Task 4**

Task: Investment Duration and Frequency

Objective: Analyse investment durations and monitoring frequencies.

Steps:

1. Duration Distribution: Visualize the distribution of investment durations.
2. Frequency Analysis: Examine investment monitoring frequencies and their impact on investment preferences.

**Task 5**

Task: Reasons for Investment

Objective: Analyse and visualize the reasons for investment.

Steps:

1. Trend Analysis: Identify common trends in reasons for investment (e.g., Better Returns, Tax Benefits).
2. Visualization: Create charts showing the most frequently cited reasons for investing.

**Task 6**

Task: Source of Information

Objective: Analyse 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: Analyse which sources are most commonly relied upon by investors.

**Task 7**

Task: Combine Insights into a Dashboard

Objective: Create a comprehensive dashboard incorporating all insights.

Steps:

1. Dashboard Design: Design an intuitive dashboard layout in Power BI.
2. Incorporate Insights: Include visualizations from all previous analyses in the dashboard.
3. Interactivity: Add interactive elements for exploring the data further.
4. Key Findings: Summarize major insights derived from the analysis.
5. Finalization: Polish the dashboard for a professional appearance and user-friendly experience.