Cognifyz

Where Data Meets Intelligence

DATA ANALYSIS BY USING POWER BI

TASK LIST

Welcome to our exciting Power BI internship program! To complete this internship, you will have to complete all 7 tasks. We've designed these tasks to cater to your convenience and ensure an engaging and rewarding experience. Additionally, the successful completion of all tasks will furtherenhance your chances of receiving a stipend.

Task 1

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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 statistics.

Task 2

Task : 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.**

Task 3

Task : 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.**

Task 4

Task: : Investment Duration and Frequency

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

Steps:

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

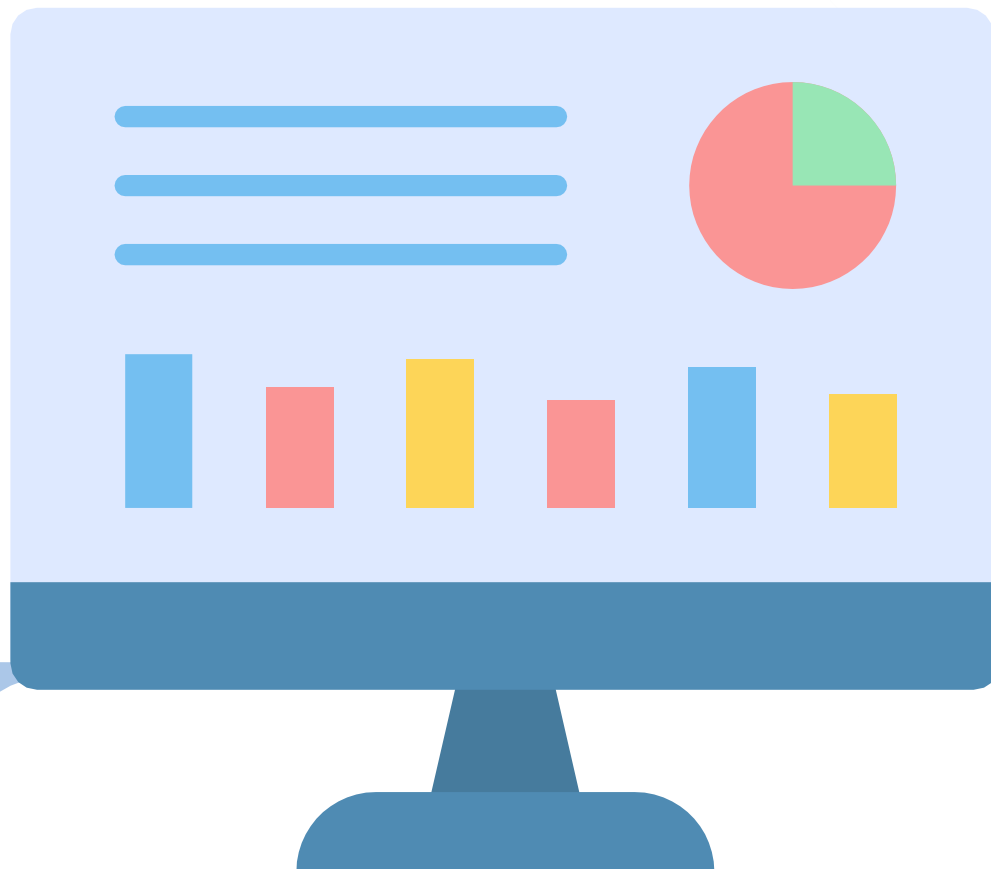2. **Insight Extraction:** Analyze which sources are most commonly relied upon by investors.

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.**

How to Contact Us?

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