



INTERNSHIP PROGRAM

Power BI



Task 1: Data Exploration and Summary.

Gender

Female

Male

Avenue

All

Duration

All

Invest_Monitor

Daily

Monthly

Weekly

26

Capital Appreciation

27.80

Average age

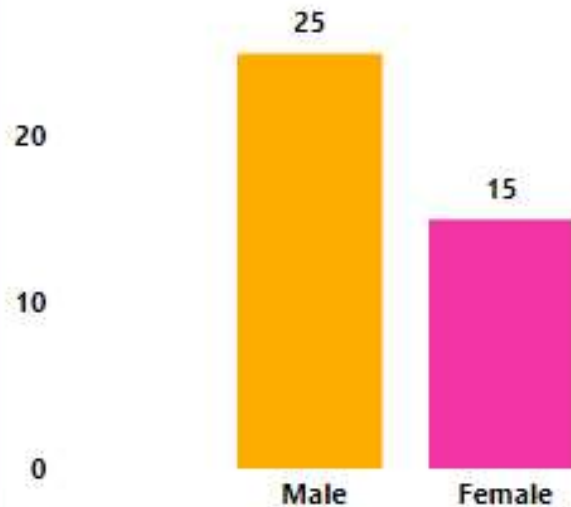
230

Total Debentures

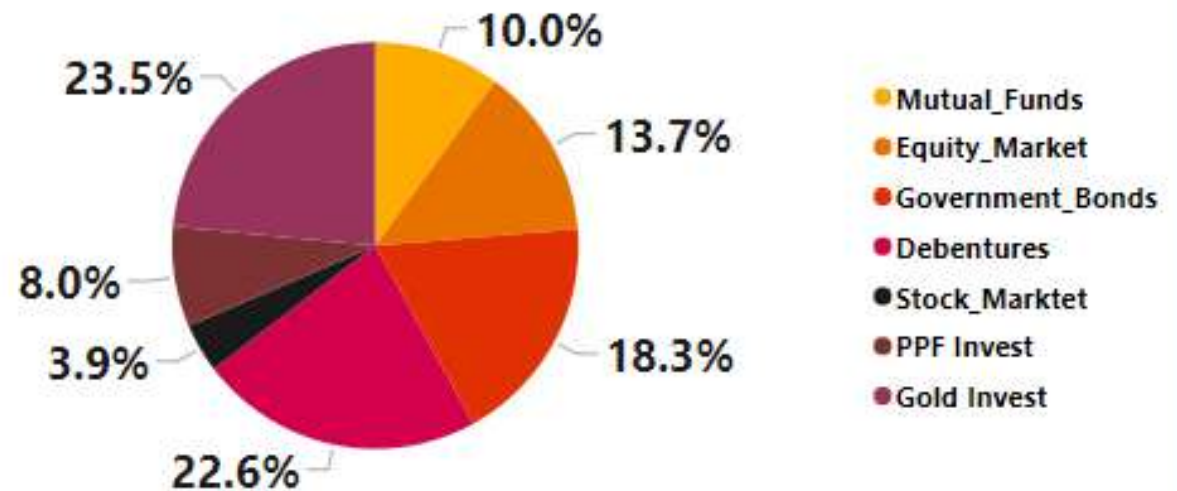
7

Total Government_Bonds

Investment Avenues by Gender



Individual Contribution with Various Investments



Task 2: Gender Based Analysis

Mutual_Funds

| | | | | | |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 7 |
|---|---|---|---|---|---|

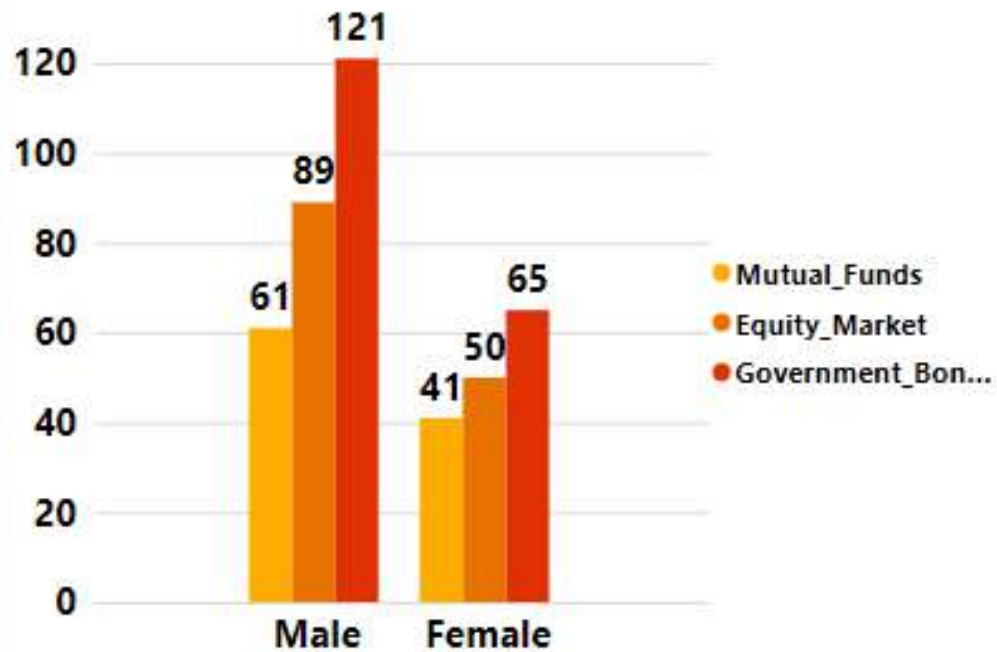
Equity_Market

| | | | | | |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|

Government_Bonds

| | | | |
|---|---|---|---|
| 1 | 3 | 5 | 7 |
| 2 | 4 | 6 | |

Different Investments Choices



25
Male

15
Female

Investments Choices

| Gender | Equity | Government_Bonds | Mutual_Funds |
|--------|--------|------------------|--------------|
| Female | 50 | 65 | 41 |
| Male | 89 | 121 | 61 |
| Total | 139 | 186 | 102 |

Avenue

| | |
|----------------|-------------------|
| Equity | Mutual Fund |
| Fixed Deposits | Public Provide... |

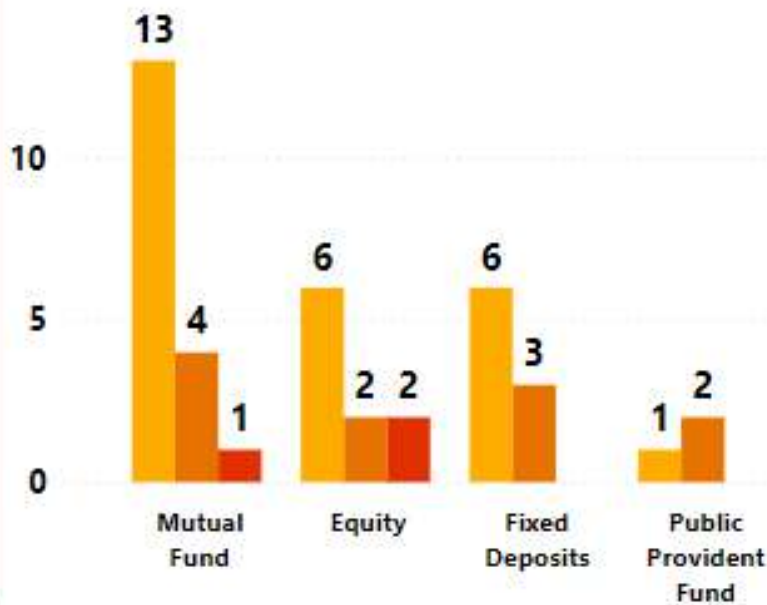
Objective and Avenue Correlation



Task 3 : Objective Analysis

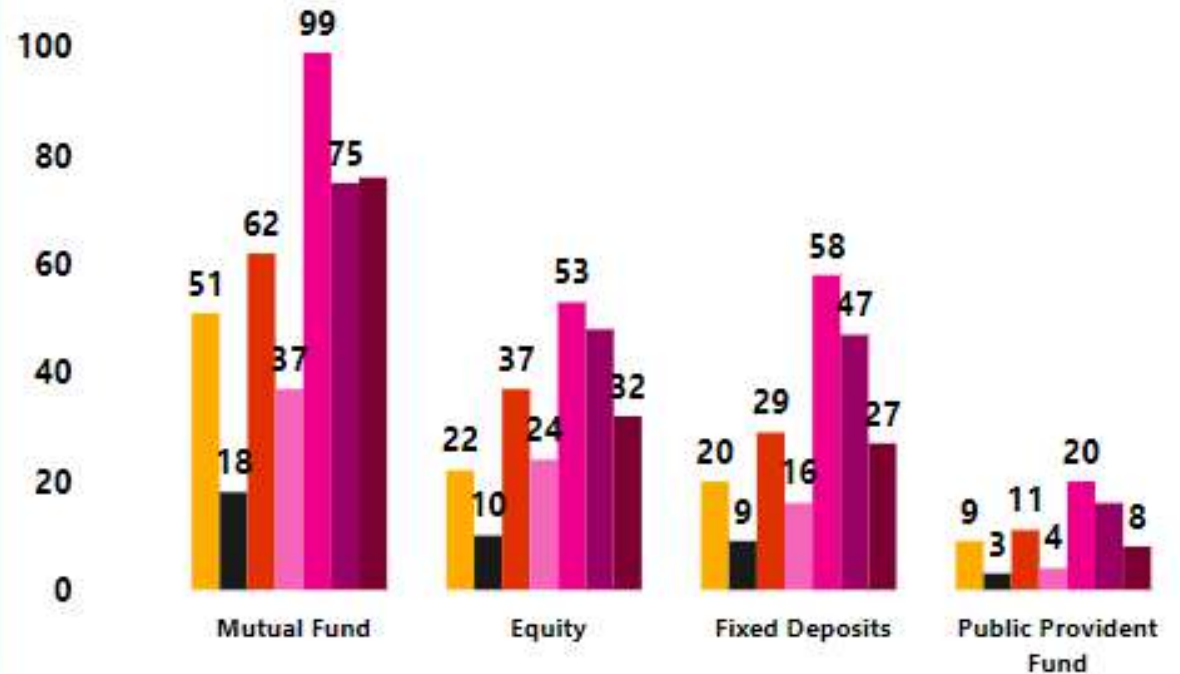
Capital Appreciation, Growth and Income by Avenue

Capital Appreciation Growth Income



Objective Analysis By Avenue

Mutual_Funds Stock_Market Equity_Market PPF Debentures Government_Bonds Fixed_Deposits



Task 4 : Investments Duration and Frequency

25

Returns

14

Risk

1

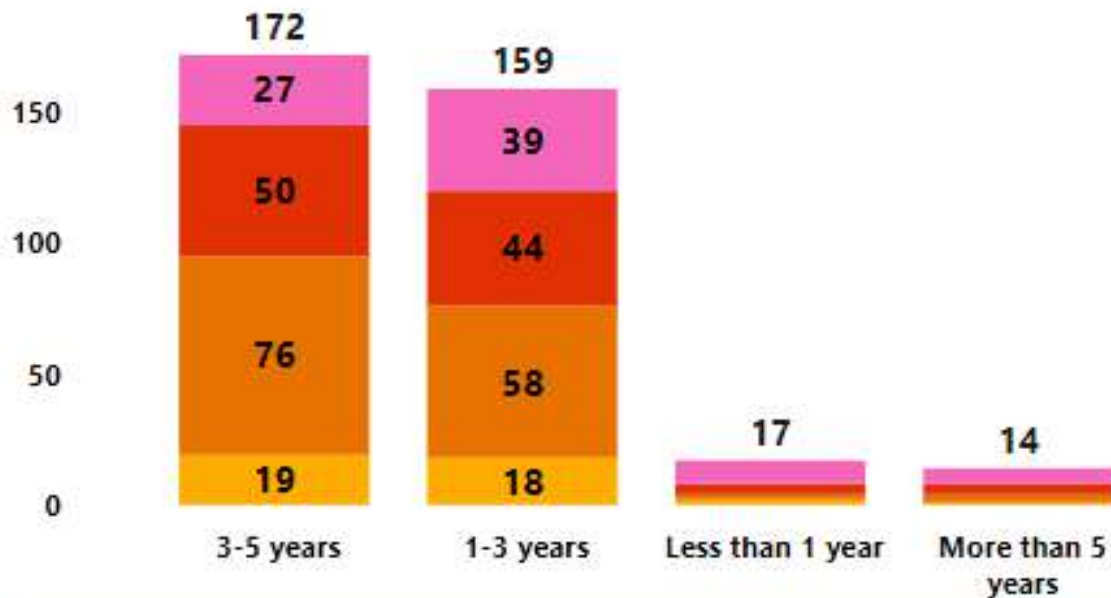
Locking Period

4

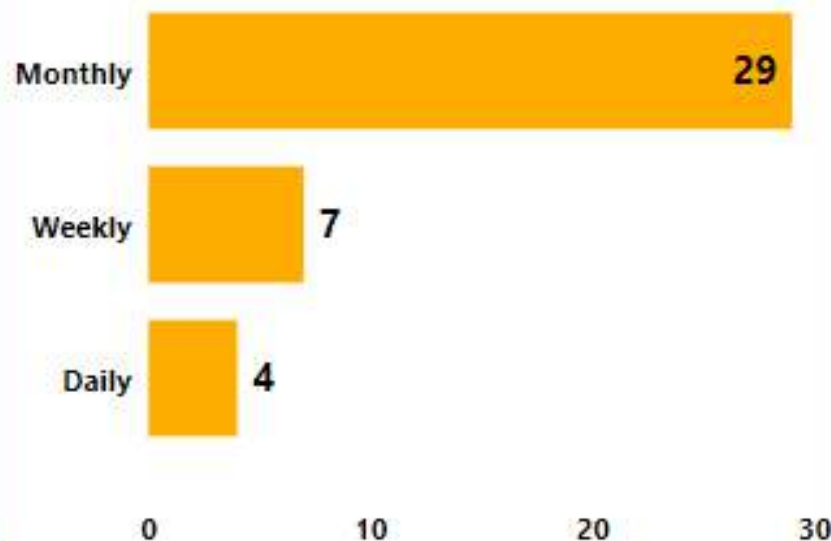
Total Avenue

Investments Duration By Avenue

● Invest_Monitor ● Equity_Market ● Mutual_Funds ● PPF



Investment Avenues by Invest Monitor



Task 5 : Reason For Investments

Reason_Bonds

All

Reason_Equity

All

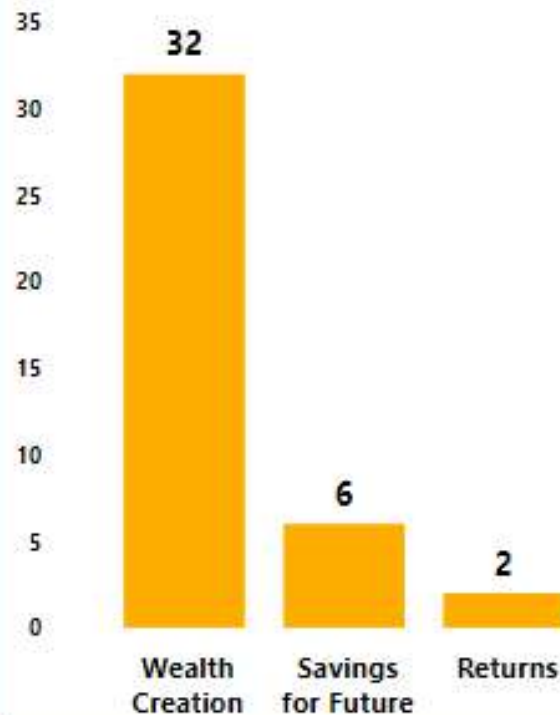
Reason_FD

All

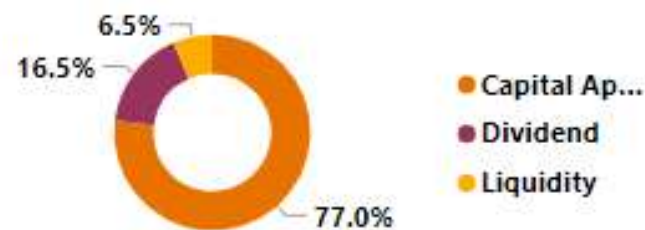
Reason_Mutual

All

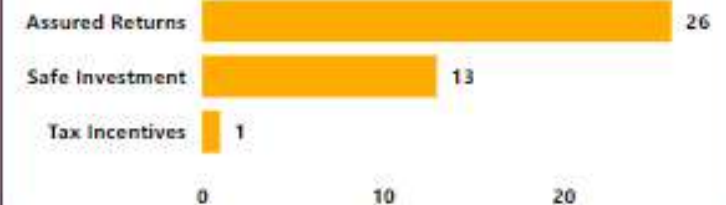
Invest Monitor by Purpose



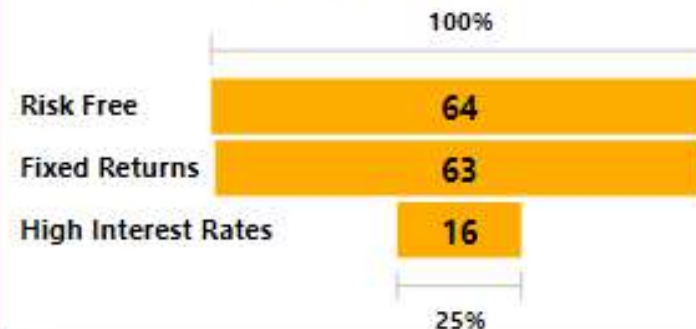
Equity



Bonds



Fixed Deposit



Mutual Funds



Task 6 : Source of Information

6

Television

4

Internet

14

Newspapers and Magazines

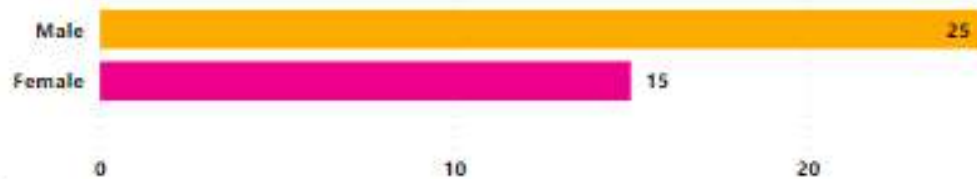
16

Financial Consultants

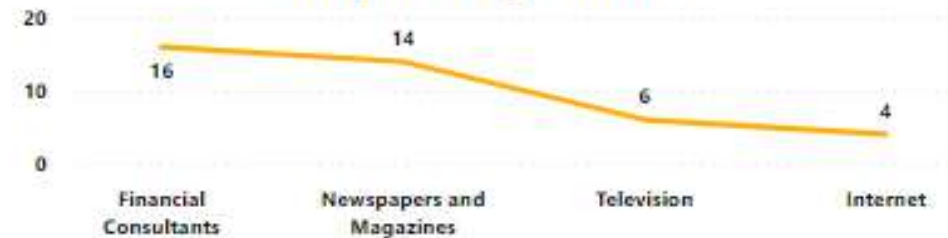
Source

All

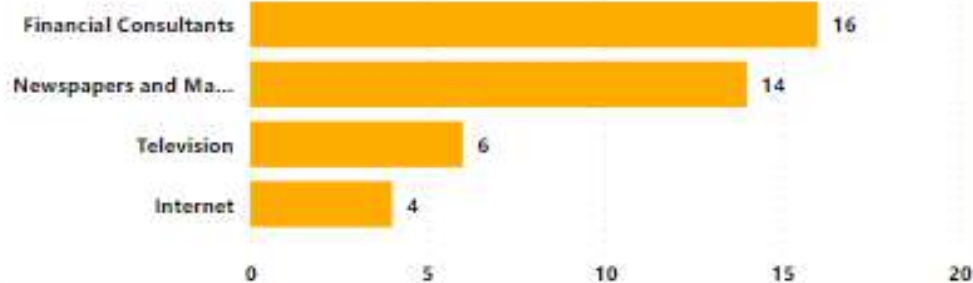
Source by gender



Purpose by Source



Objective by Source



Avenue by Source



Task 7 : Combining Insights Into a Dashboard

27.80
Average age

25
Male

15
Female

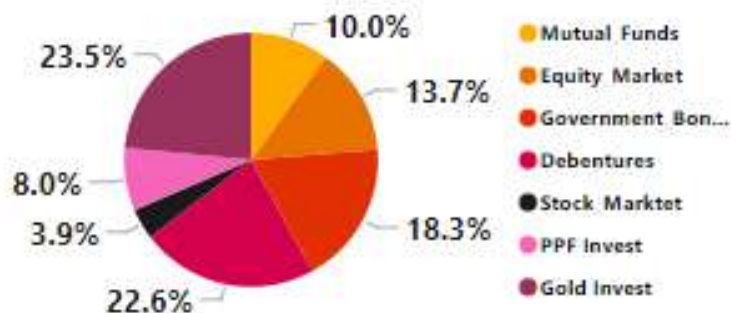
25
Returns

14
Risk

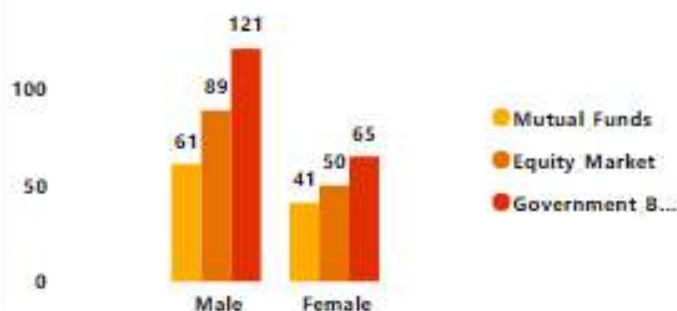
4
Total Avenue

4
Total Avenue

Individual Percentage with Various Investments



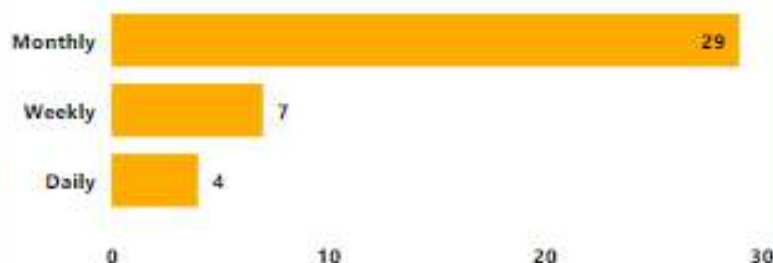
Comparing Investments Choices



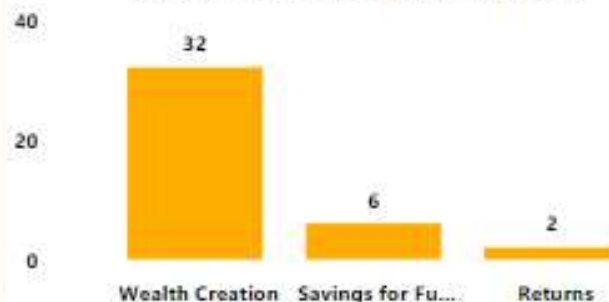
Capital Appreciation, Growth and Income by Avenue



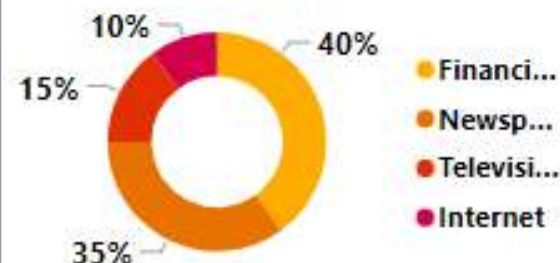
Investment Avenues by Invest Monitor



Invest_Monitor by Purpose




Avenue by Source



Summary.

1. **Data Exploration and Summary** : Extracting the meaningful insights and summarize the findings with data driven decisions.
2. **Gender Based Analysis** : Conducted a gender based analysis on the basis of different investments choices.
3. **Objective Analysis** : In this analysis I derived the capital appreciation, growth and income by avenue.
4. **Investments Duration and Frequency** : Explored the investment pattern, identifying duration and frequency variations.
5. **Reason For Investments** : Derived the reason for investments on the basis of mutual funds, equity, fixed deposit and bonds.
6. **Source of Information** : In this task I derived the various source of information through the gender, source and purpose.
7. **Combining Insights** : Brought it all together by integrating the useful key performance to make a dashboard.

A photograph of a white ceramic cup filled with dark coffee, sitting on a matching saucer. To the right, a portion of a silver laptop is visible, showing the keyboard with keys like 'esc', 'tab', 'caps lock', 'shift', 'control', 'option', and 'command'. The scene is set on a light-colored, textured surface.

*Thank
you*