Data analysis using Power BI

27.80
Average of age
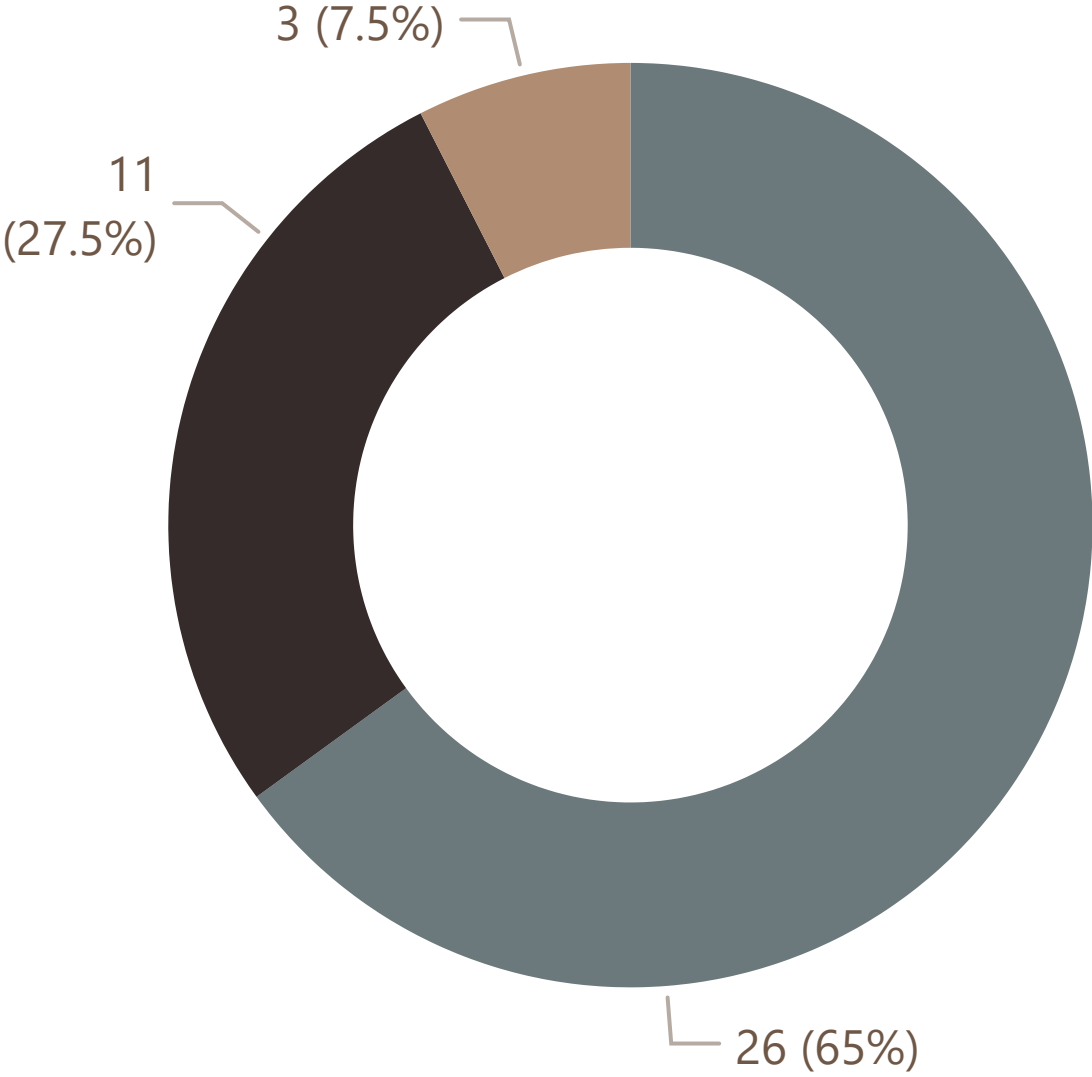
Percentage of individuals with various investments,
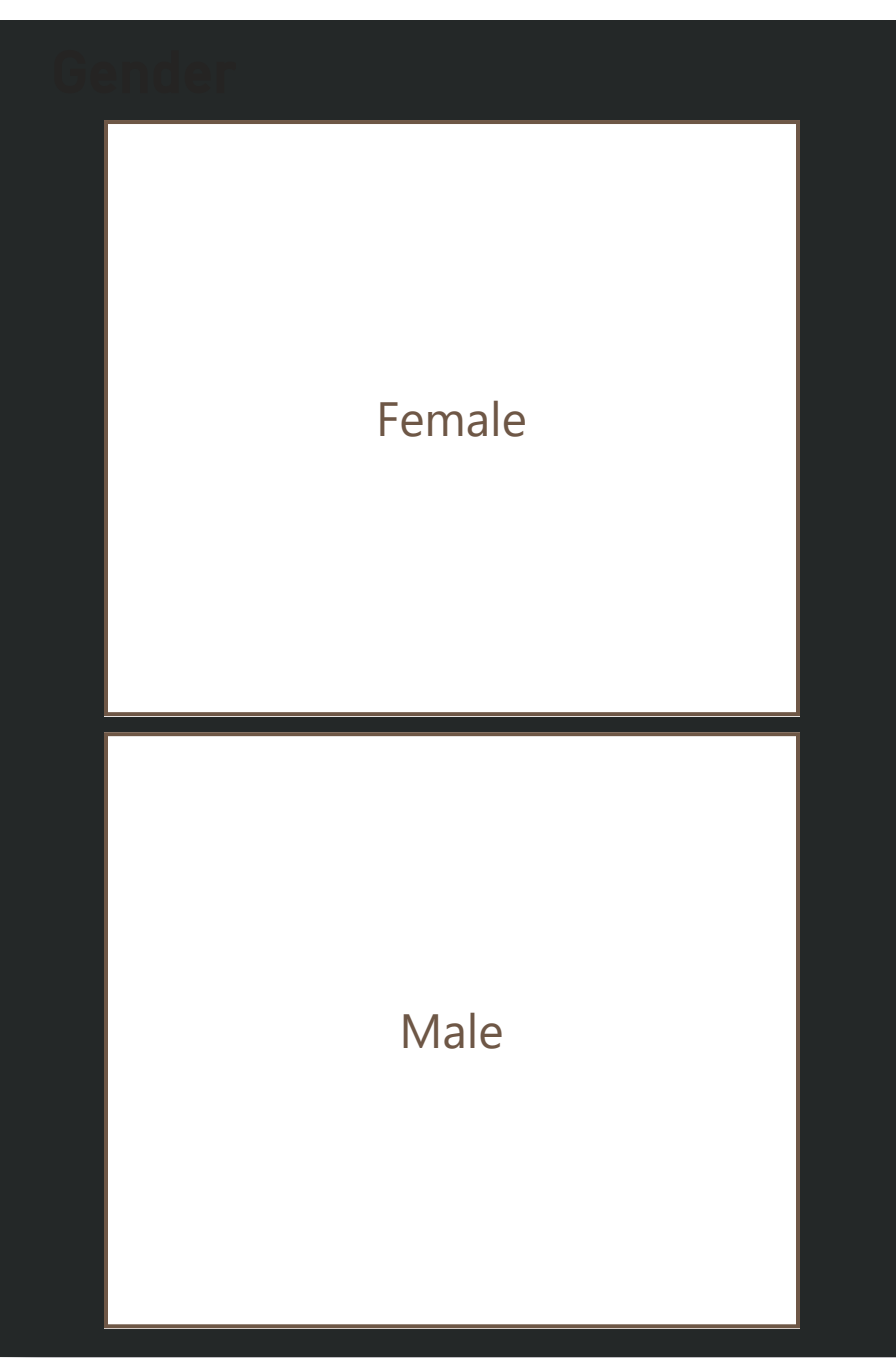

3 (7.5%)

9 (22.5%)

18 (45%)

10 (25%)
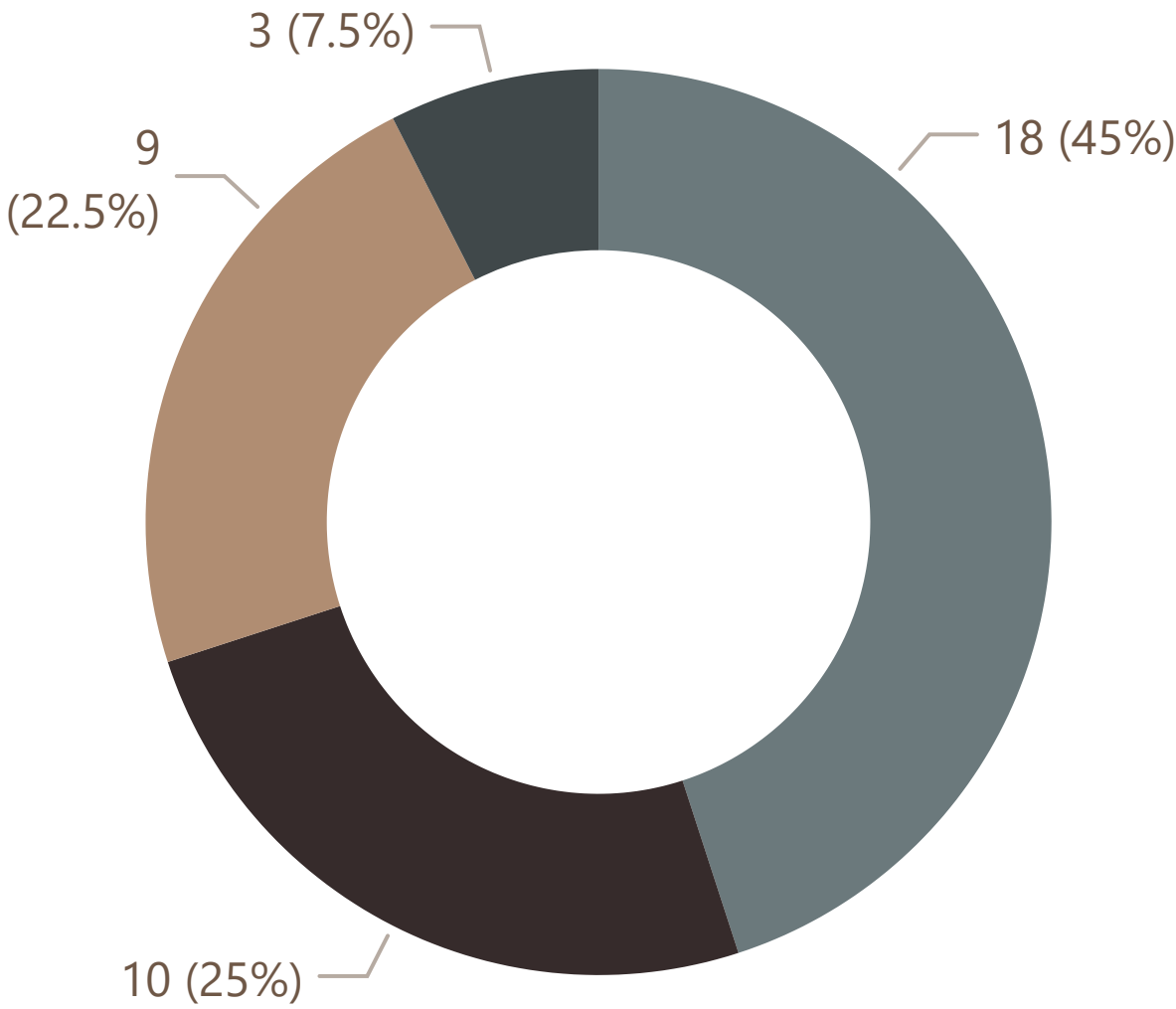
Avenue
- Mutual Fund
- Equity
- Fixed Deposits
- Public Provident Fund

Objective %

3 (7.5%)

11 (27.5%)

26 (65%)

Objective
- Capital Appreciation
- Growth
- Income

Gender

Female

Male

Average of Mutual_Funds, Average of Equity_Market and Average of Government_Bonds by gender

● Average of Mutual_Funds   ● Average of Equity_Market   ● Average of Government_Bonds


Average of Mutual_Funds, Average of Equity_Market and Average of Government_Bonds
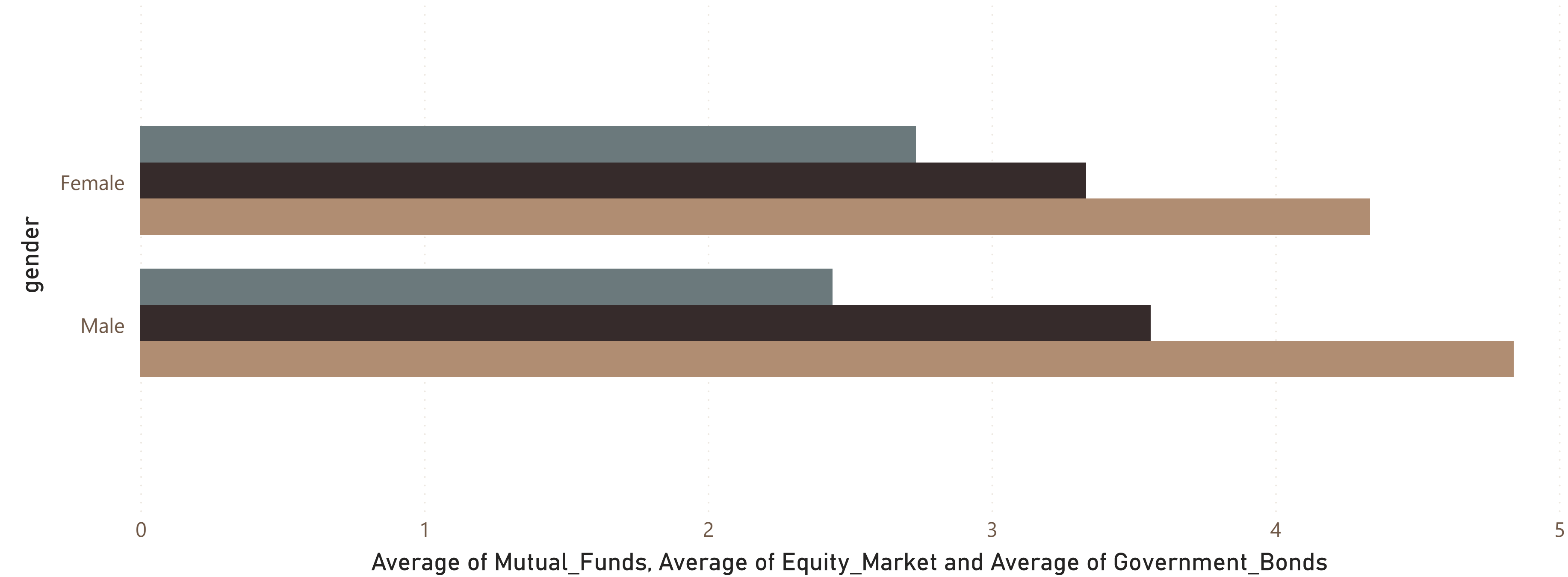
Average of Mutual_Funds and total Average of Equity_Market are negatively correlated with each other.

Female had 2.73 Average of Mutual_Funds, 3.33 Average of Equity_Market, and 4.33 Average of Government_Bonds. Male had 2.44 Average of Mutual_Funds, 3.56 Average of Equity_Market, and 4.84 Average of Government_Bonds.
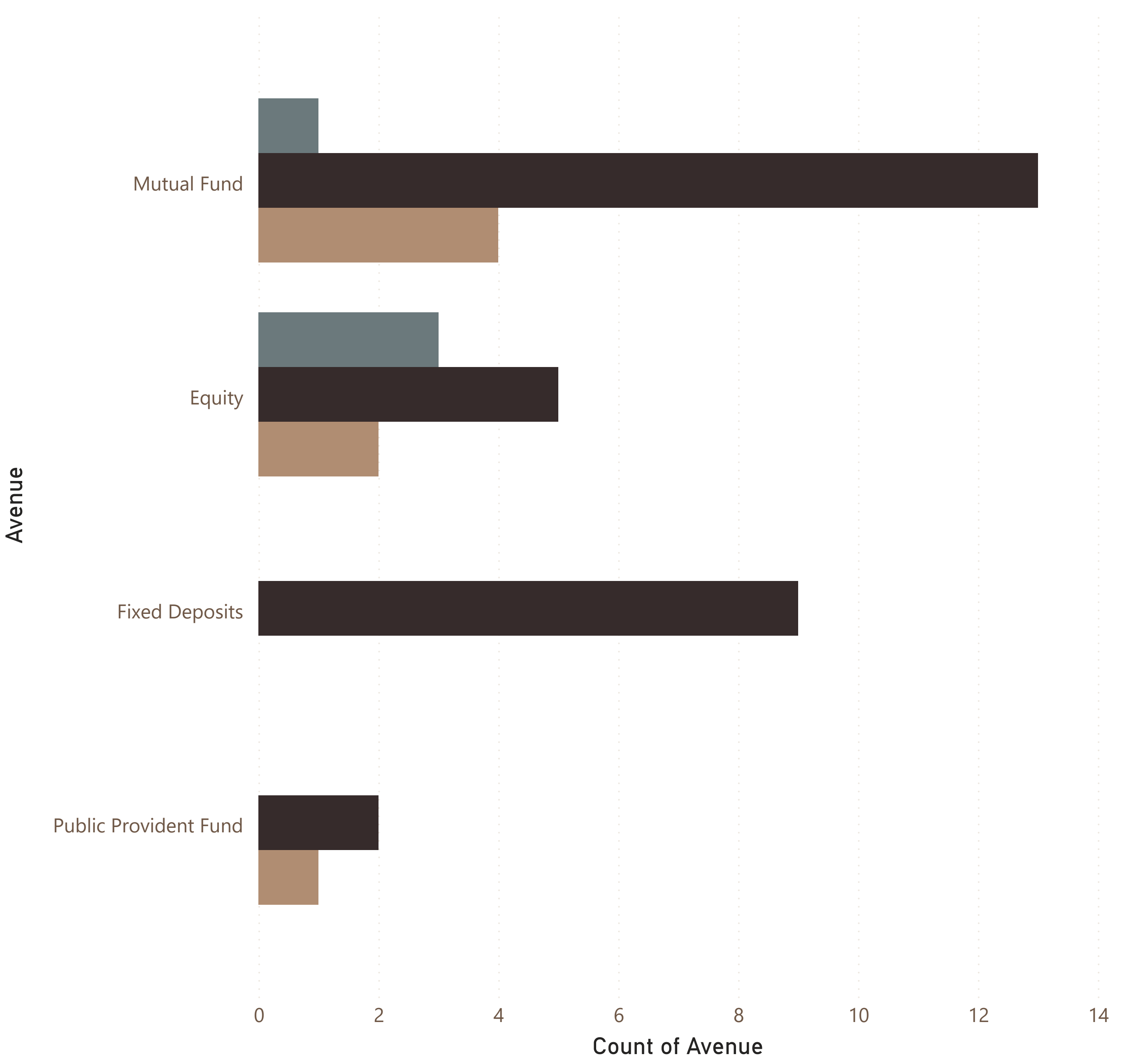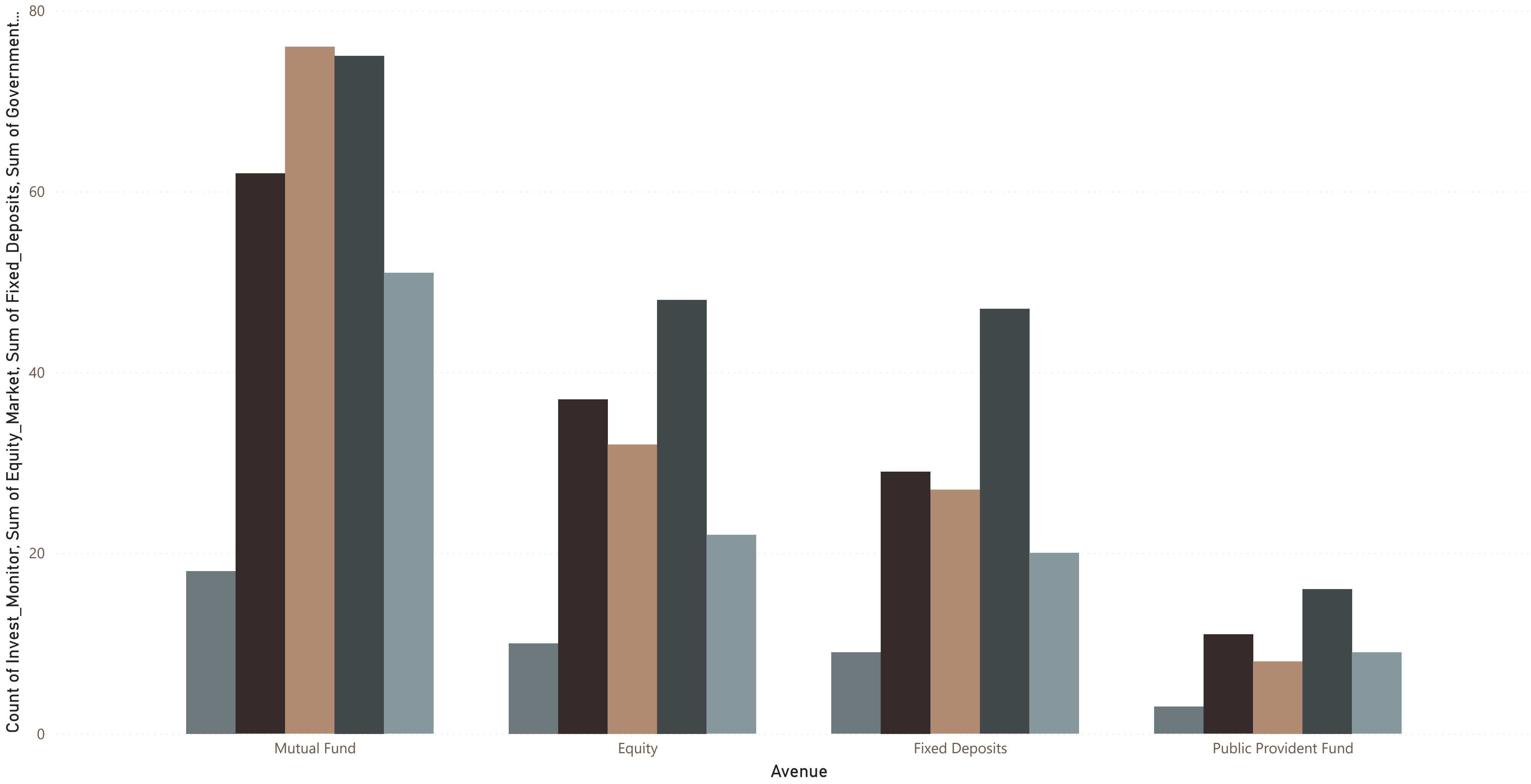
Correlation Analysis
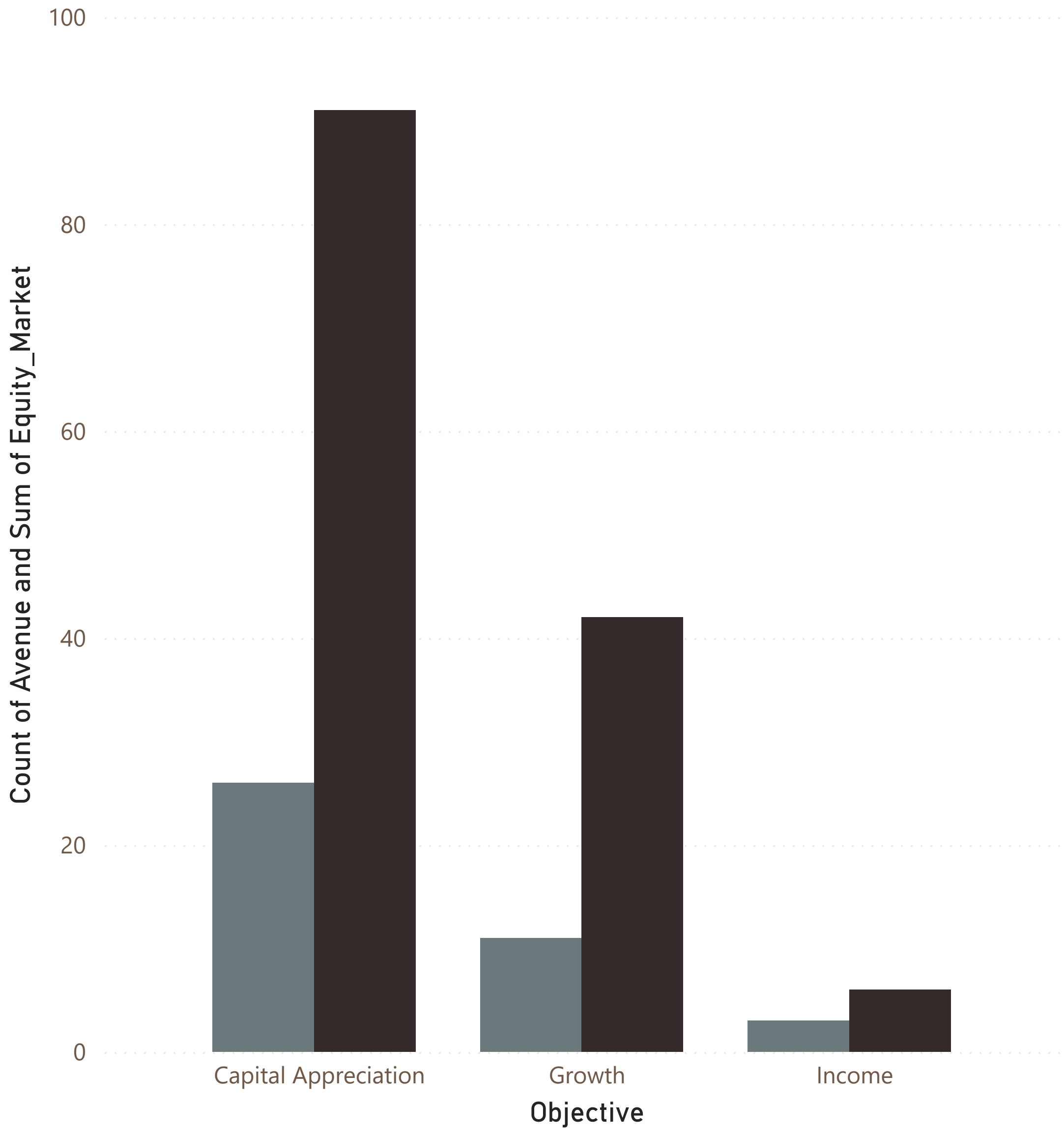
Count of Avenue by Avenue and Invest_Monitor
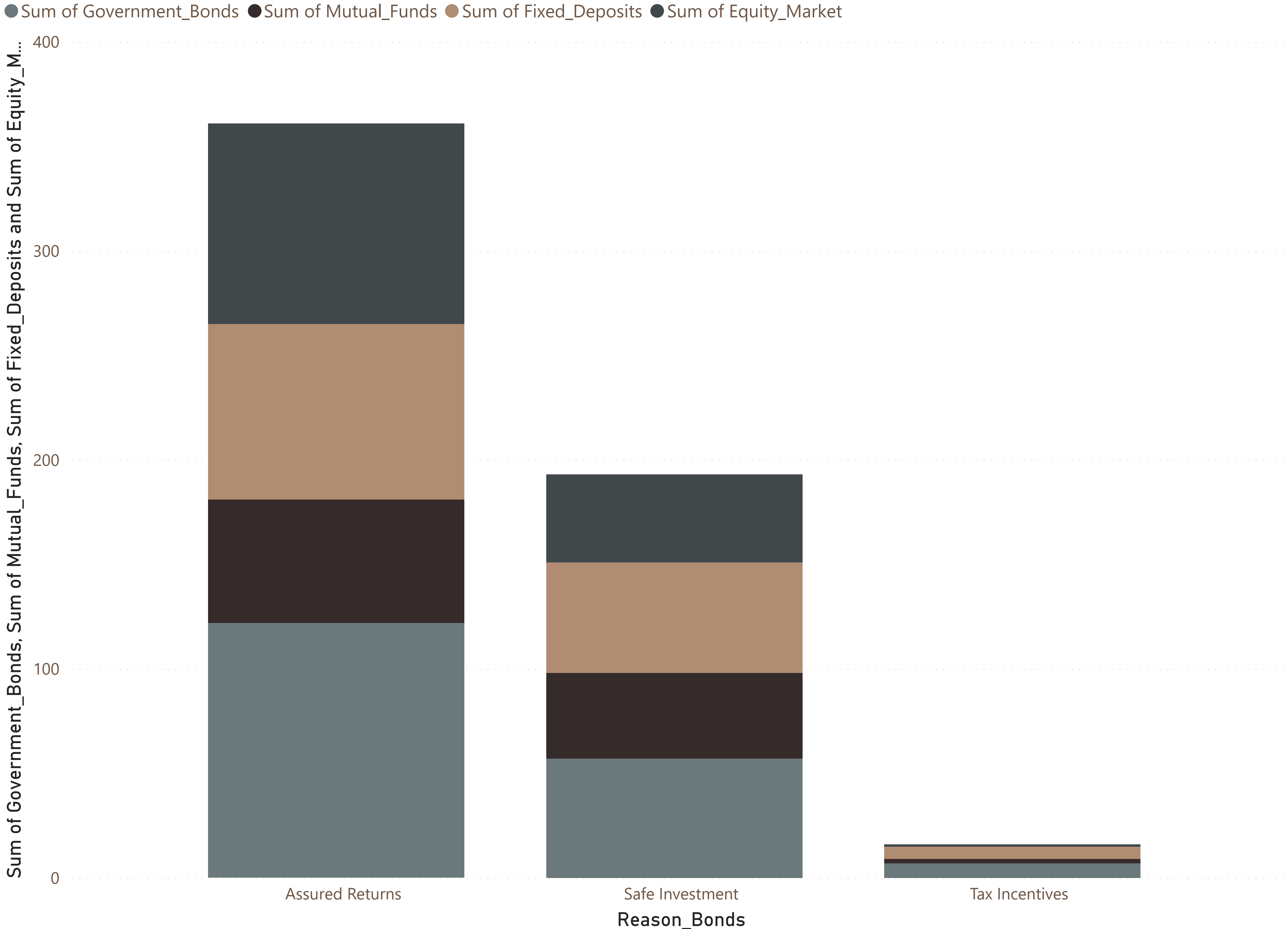
Invest_Monitor ● Daily ● Monthly ● Weekly

Distribution of investment durations.

● Count of Invest_Monitor ● Sum of Equity_Market ● Sum of Fixed_Deposits ● Sum of Government_Bonds ● Sum of Mutual_Funds

Sum of Government_Bonds, Sum of Mutual_Funds, Sum of Fixed_Deposits and Sum of Equity_Market by Reason_Bonds

At 122, Assured Returns had the highest Sum of Government_Bonds and was 1,642.86% higher than Tax Incentives, which had the lowest Sum of Government_Bonds at 7.

Sum of Government_Bonds and total Sum of Mutual_Funds are positively correlated with each other.

Assured Returns accounted for 65.59% of Sum of Government_Bonds.

Safe Investment had 57 Sum of Government_Bonds, 41 Sum of Mutual_Funds, and 53 Sum of Fixed_Deposits. Assured Returns had 122 Sum of Government_Bonds, 59 Sum of Mutual_Funds, and 84 Sum of Fixed_Deposits. Tax Incentives had 7 Sum of Government_Bonds, 2 Sum of Mutual_Funds, and 6 Sum of Fixed_Deposits.