



# DATA VISUALIZATION

( USING MICROSOFT EXCEL )



# Level 1:

## Task 1: Gender Distribution Analysis in Excel

Objective:

Analyze the gender distribution within the dataset using Excel.

Data Table:

Shows a count of genders (Male and Female) along with their respective percentages.

Female: 15 (37.5%)

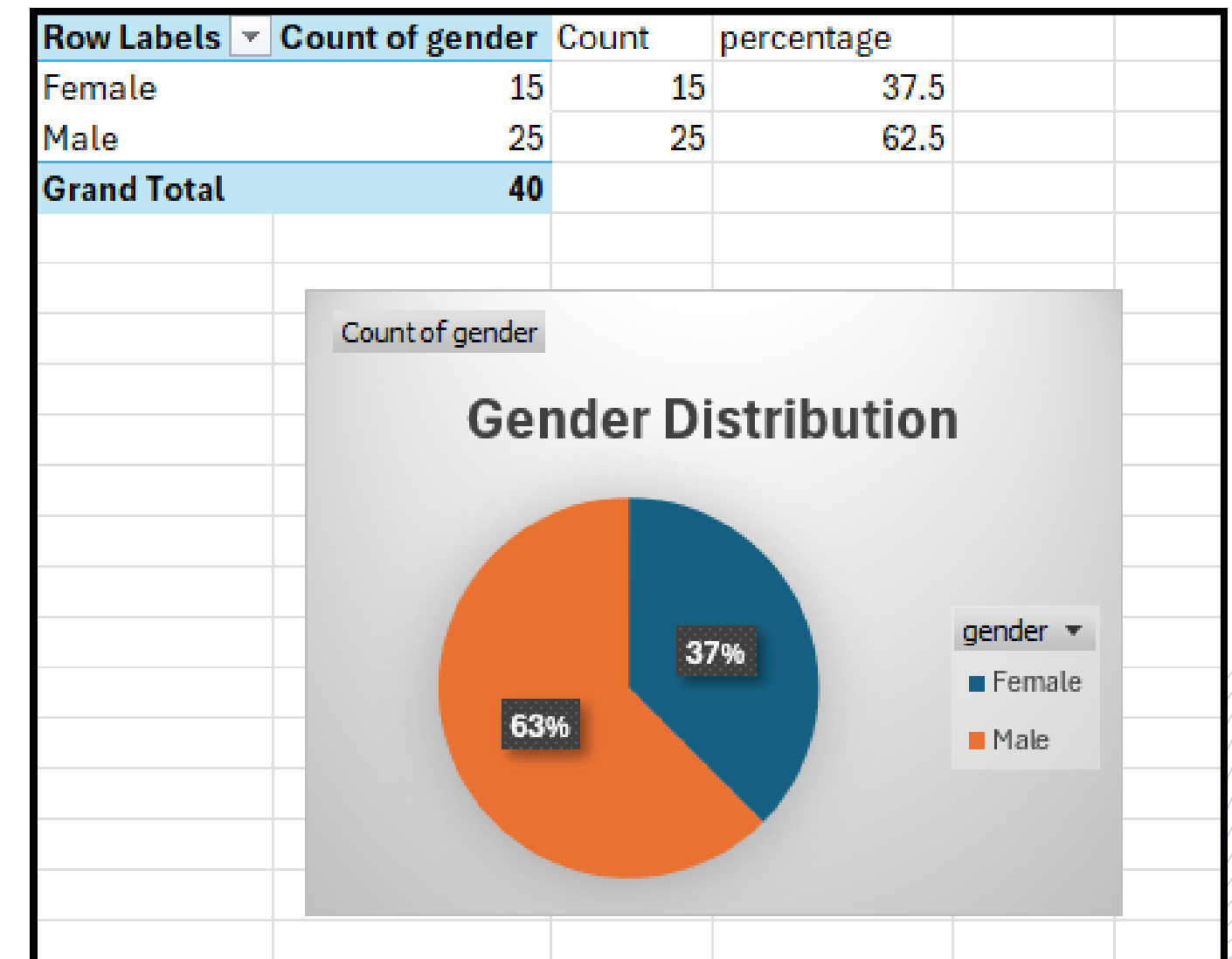
Male: 25 (62.5%)

Total: 40

Pie Chart:

Visual representation of gender distribution.

Uses different colors to indicate male and female percentages.



## Task 2: Investment Preferences Analysis in Excel

Objective:

Analyze participants' investment preferences, including distribution across different avenues and reasons for investment choices using Excel.

Data Table:

Displays the count of responses regarding investment preferences.

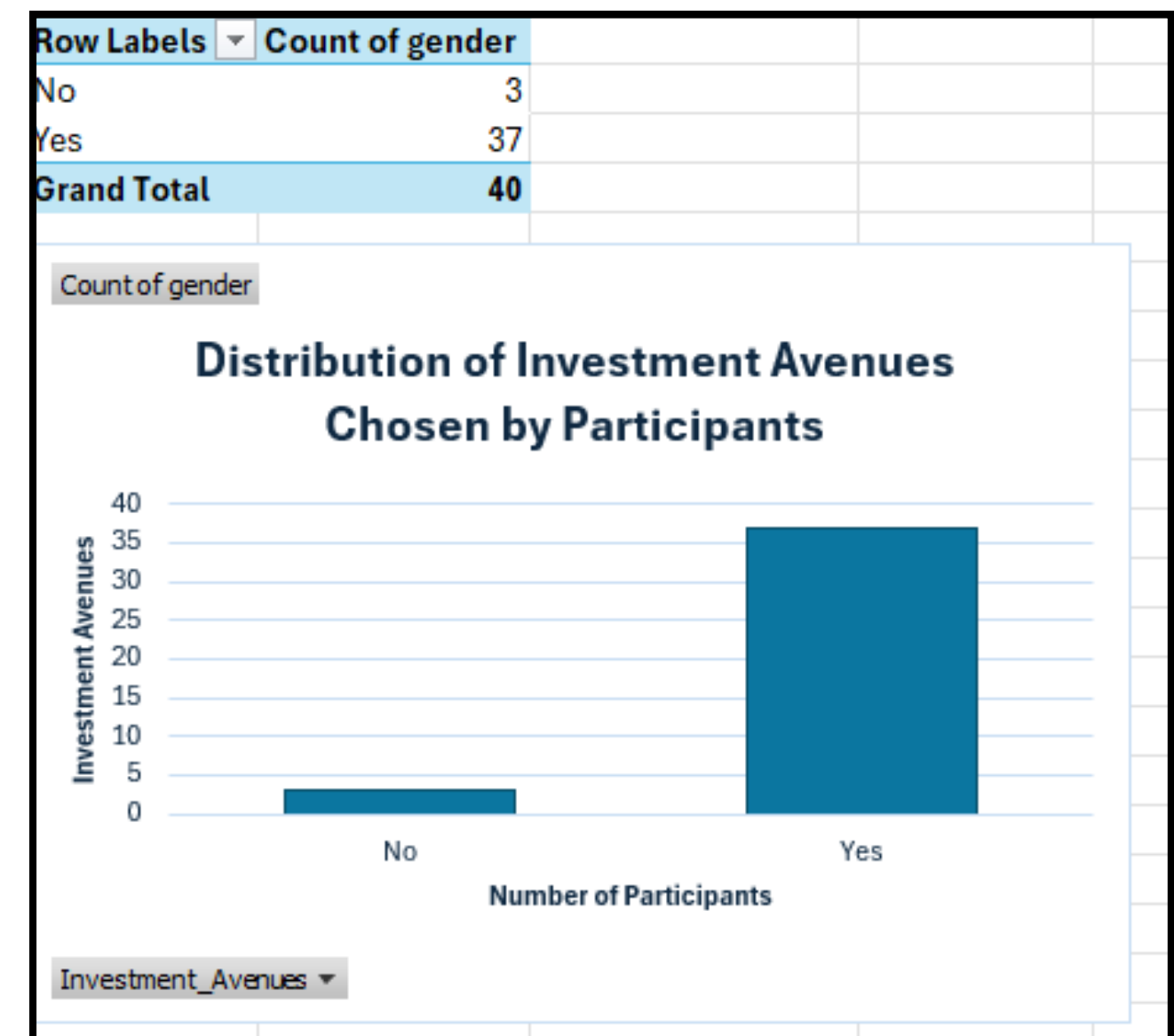
"Yes": 37 participants

"No": 3 participants

Total: 40

Bar Chart:

Visual representation of investment preferences.





# Level 2:

## Task 3: Objective and Source Analysis in Excel

Objective:

Analyze participants' savings objectives and common information sources using Excel.

Data Table:

Displays the count of participants based on their savings objectives:

Education: 3 participants

Health Care: 3 participants

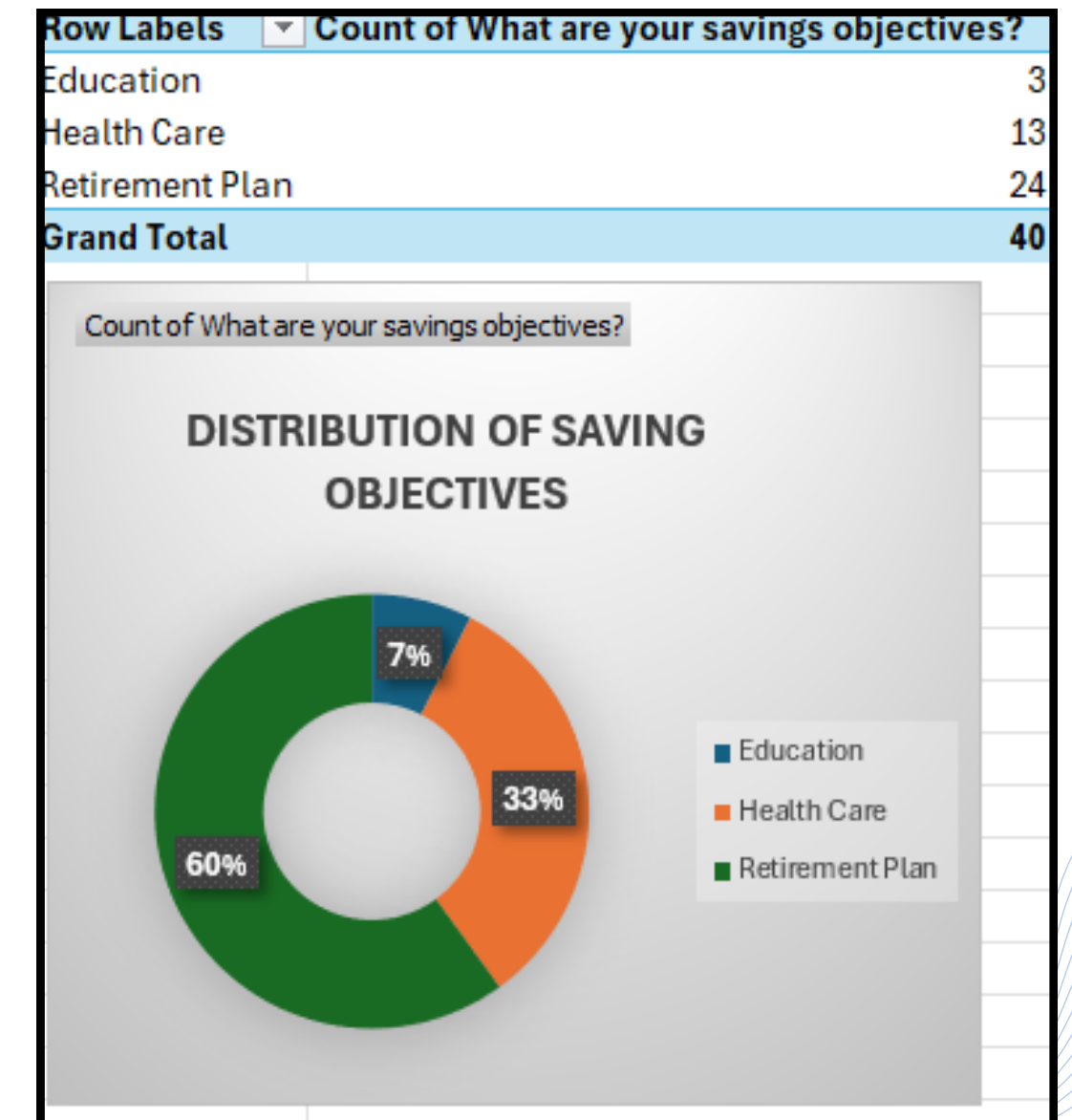
Retirement Plan: 34 participants

Total: 40

Doughnut Chart:

Visual representation of savings objectives.

Different colors represent different savings goals.



Data Table :

Displays the count of participants using different financial information sources:

Financial Consultants: 16 participants

Internet: 4 participants

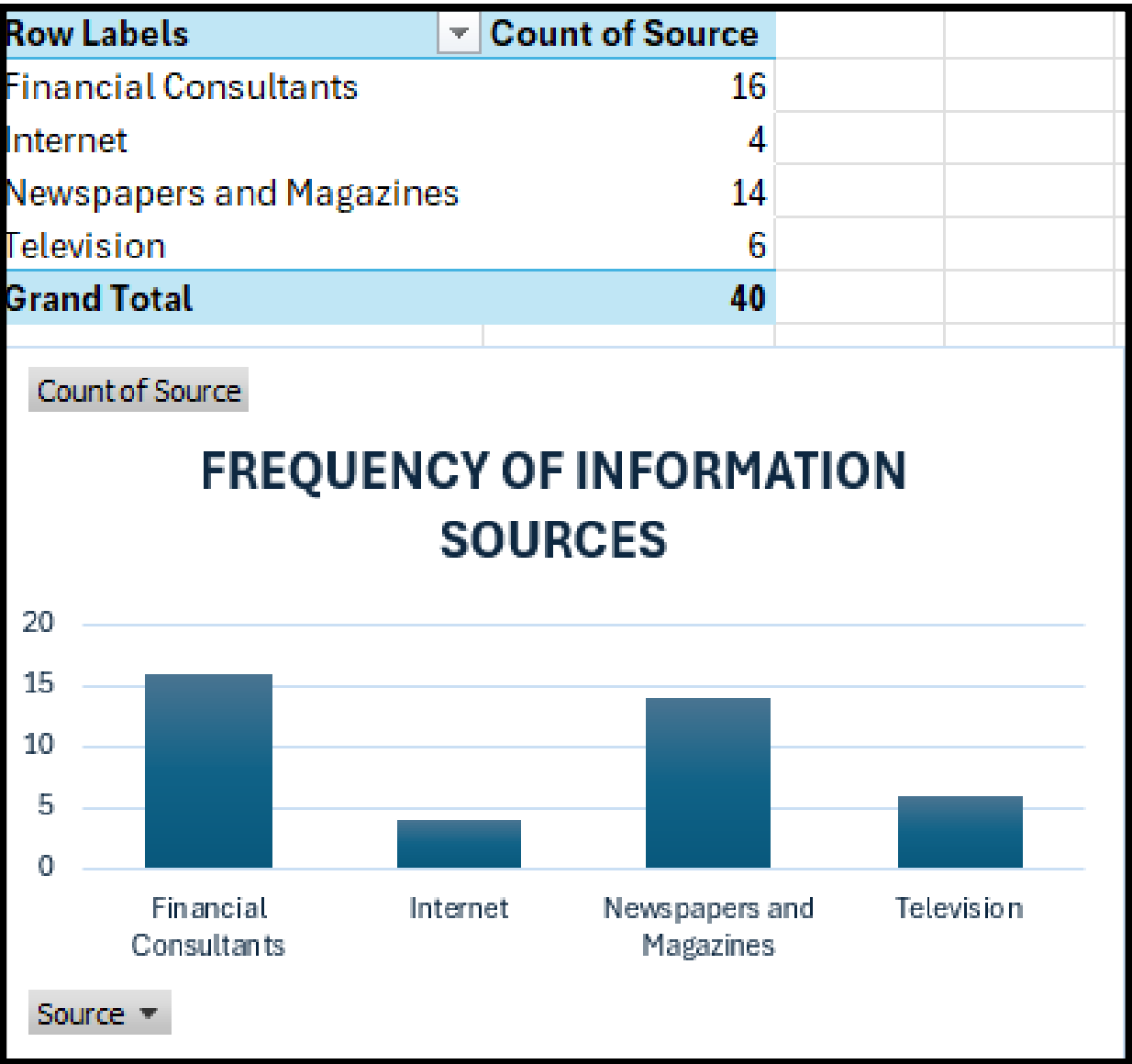
Newspapers and Magazines: 14 participants

Television: 6 participants

Grand Total: 40 participants

Bar Chart:

Title: FREQUENCY OF INFORMATION SOURCES



## Task 4: Duration and Expectations Analysis in Excel

Objective: Analyze investment durations mentioned by participants and their expectations from investments using Excel.

Data Table :

Displays the count of participants using different :

1-3 years: 10 participants

3-5 years: 30 participants

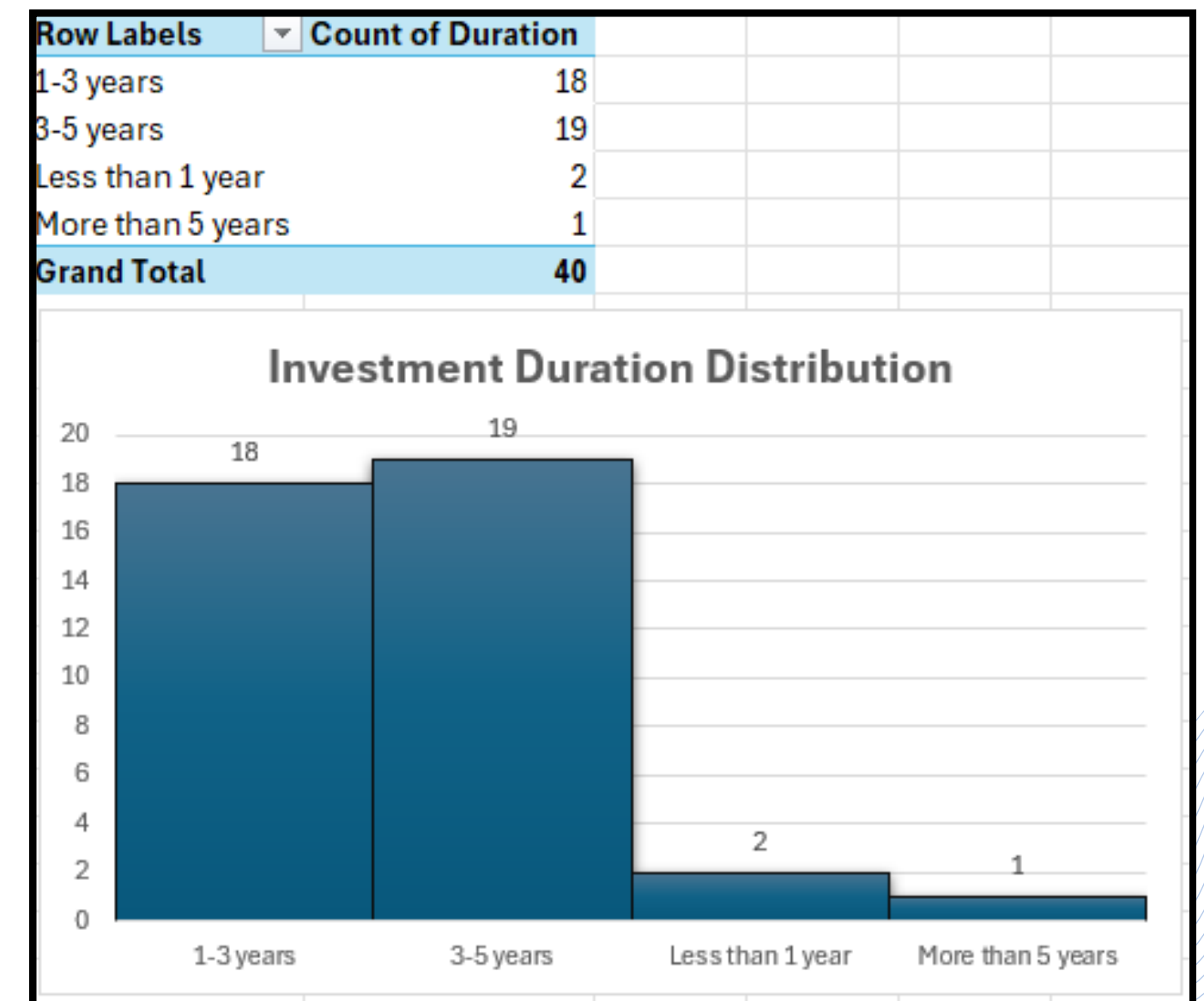
Less than 1 year: 2 participants

More than 5 years: 1 participant

Grand Total: 43 participants

Histogram chart :

Title: FREQUENCY OF INFORMATION SOURCES



Data Table:

Displays the count of participants based on their expected investment returns:

10%-20%: 3 participants

20%-30%: 3 participants

30%-40%: 32 participants

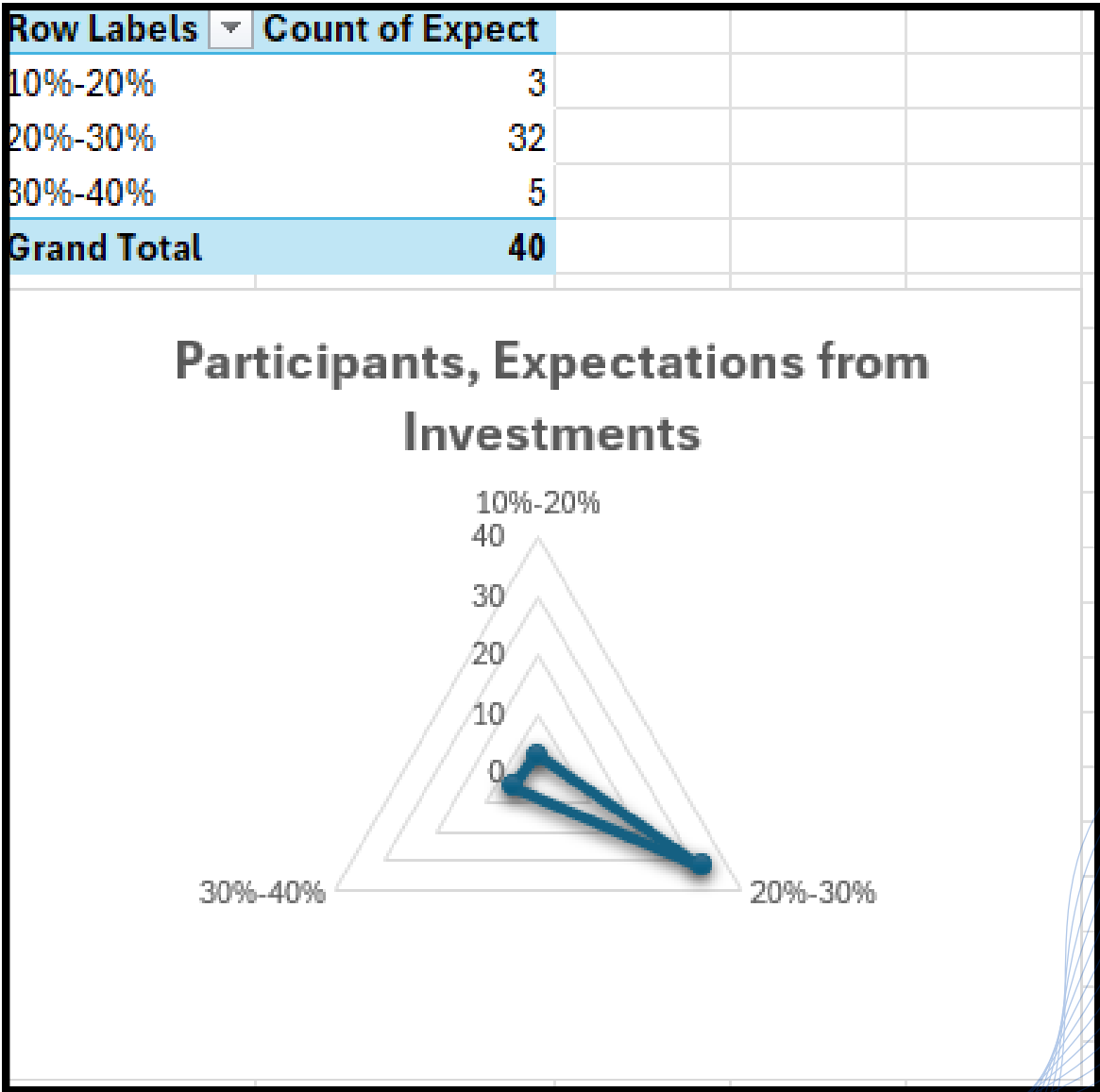
Grand Total: 40 participants

Chart Representation:

Title: Participants' Expectations from Investments

The chart visualizes the distribution of participants based on their expected return percentages.

A radar/spider chart is used to illustrate the spread of expectations.



# Level 3:

## Task 5: Correlation Analysis in Excel

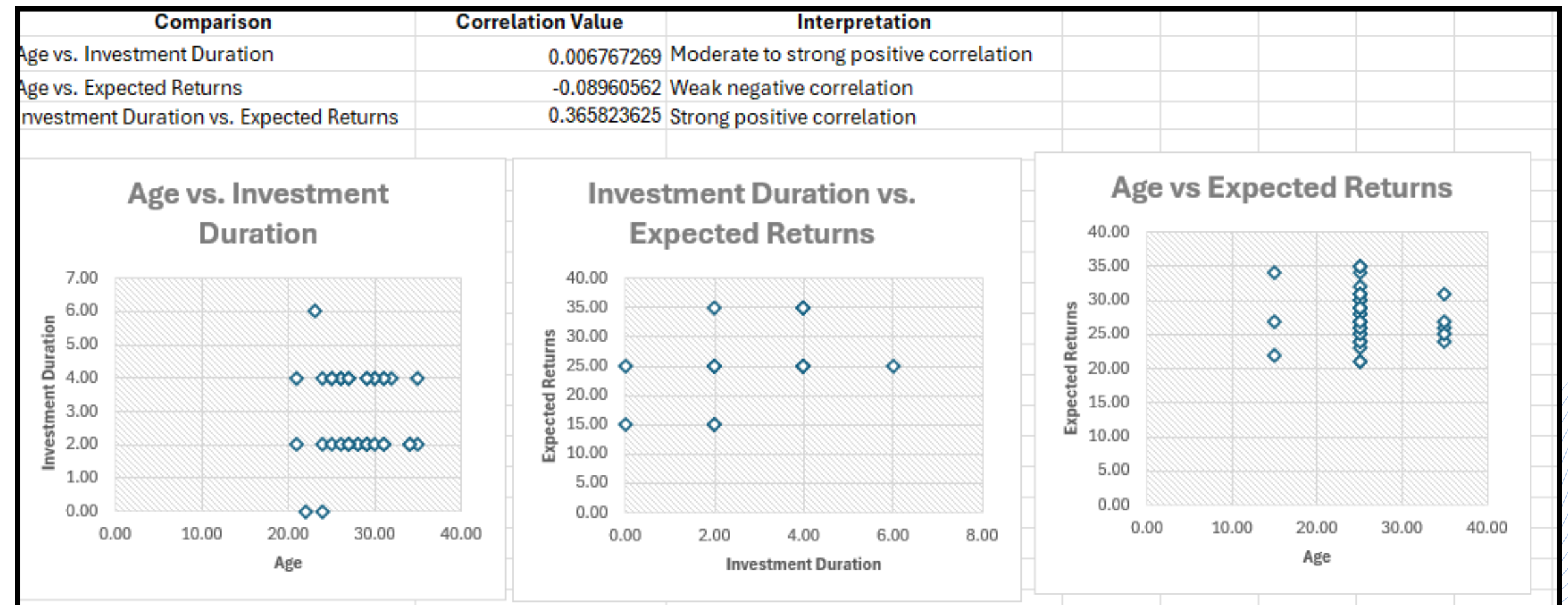
Objective: Analyze potential correlations between factors like age, investment duration, and expected returns using Excel.

Charts: There are three scatter plots:

- Age vs. Investment Duration
- Investment Duration vs. Expected Returns
- Age vs. Expected Returns

Correlation Values:

These show the strength and direction of the relationship between the variables. A higher correlation value (closer to 1 or -1) indicates a stronger relationship, and a value closer to 0 indicates a weaker relationship.





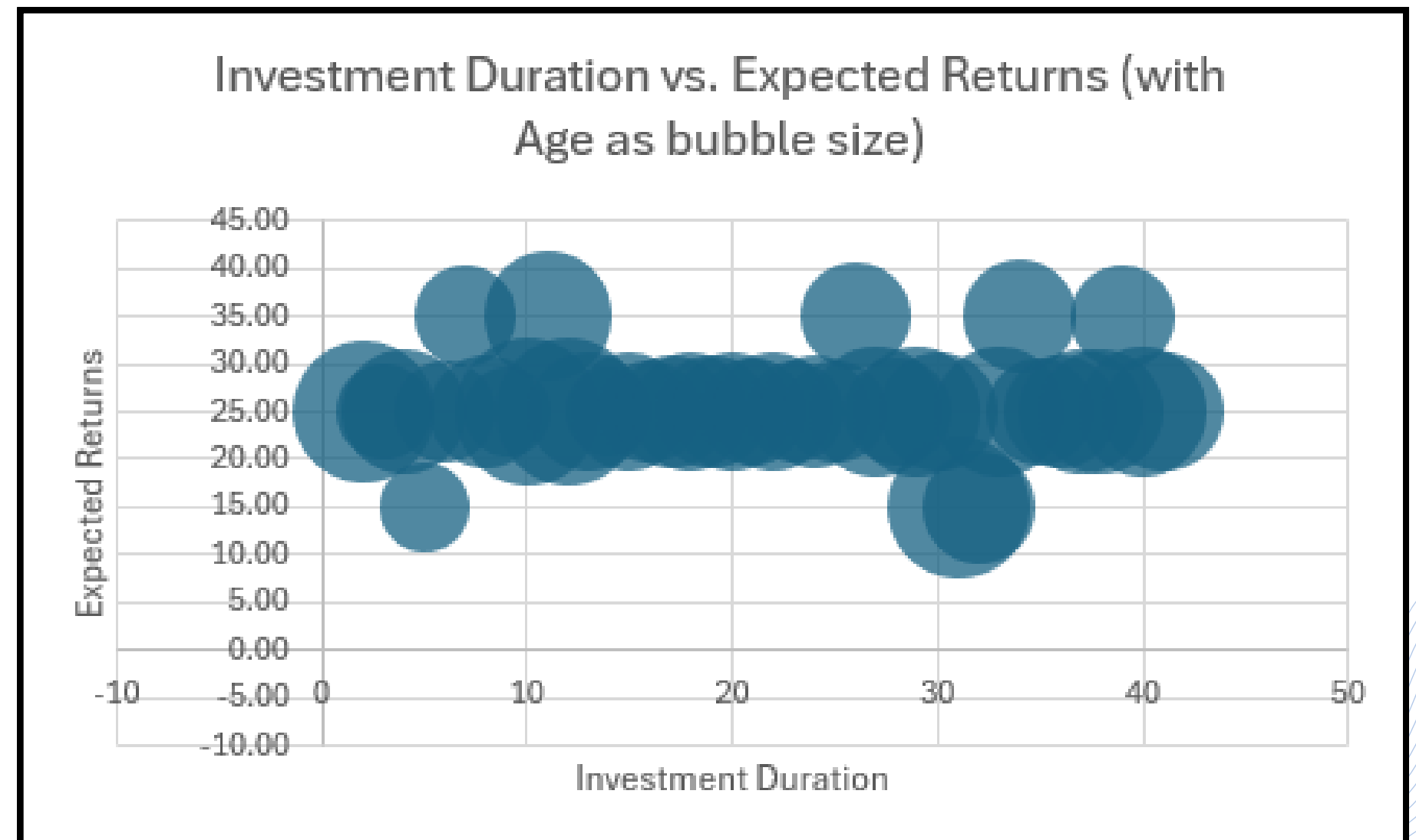
Objective: Analyze potential correlations between factors like age, investment duration, and expected returns using Excel

Chart Type: Bubble Chart, which effectively represents three variables:

X-axis: Investment Duration (in years).

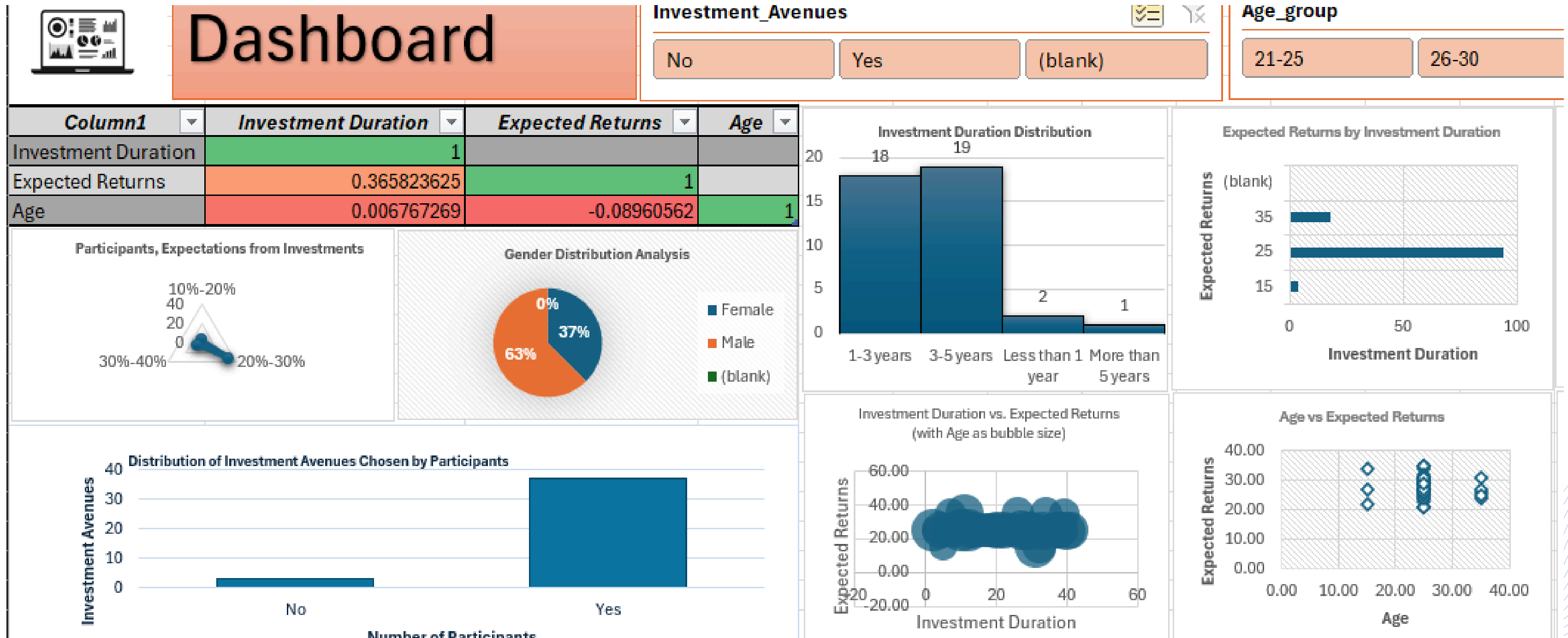
Y-axis: Expected Returns (monetary value or percentage).

Bubble Size: Represents Age (older investors may have different investment behaviors).

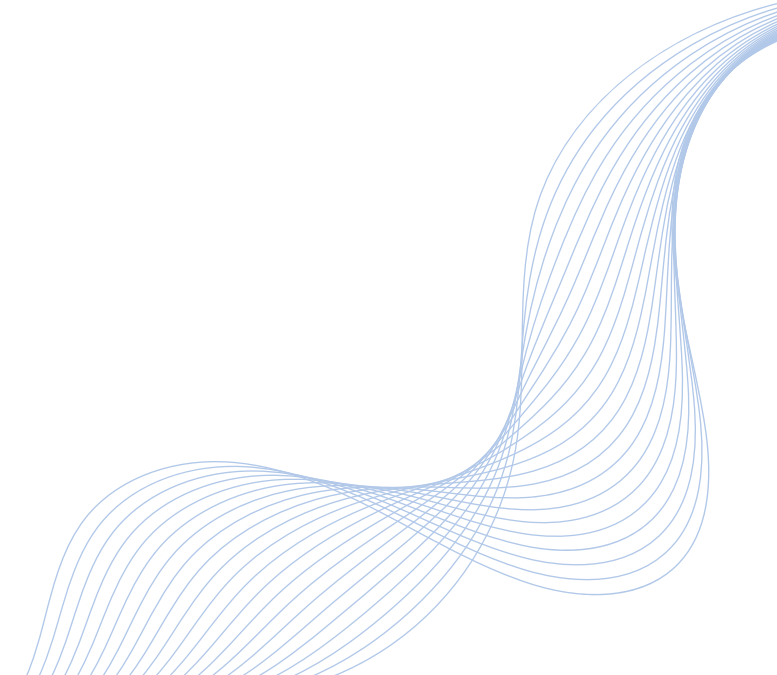


## Task 5: Correlation Analysis in Excel

Objective: Combine selected visualizations into an interactive dashboard using Excel features like slicers and charts linked to the dataset.



1. Dashboard Title: Clearly labeled as "Dashboard", designed for data-driven analysis
2. Correlation Table:  
Displays correlation values between Investment Duration, Expected Returns, and Age to measure the strength of relationships.
3. Interactive Filters (Slicers):  
Investment Awareness (Yes/No) filter to compare users with or without investment knowledge.  
Age Group (21-25, 26-30, etc.) filter to analyze trends among different age groups.
4. Visualizations:  
Bar Charts & Pie Charts: Show gender distribution and investment awareness.  
Scatter Plots: Display correlations between investment duration, expected returns, and age.  
Histograms: Represent distributions of investment choices.



Thank  
You