



INDIAN PERSONAL FINANCE & SPENDING HABITS

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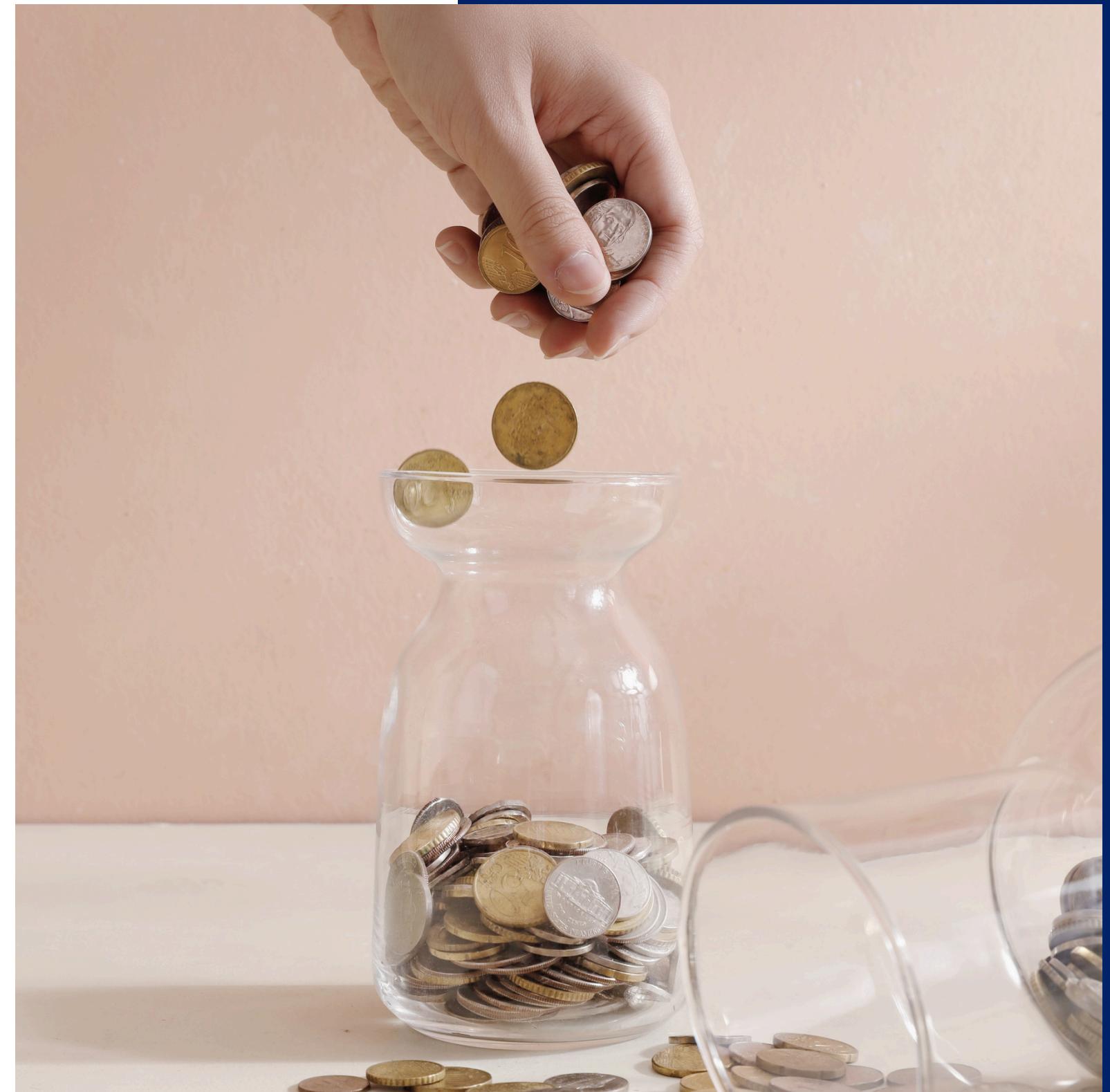
Introduction

Personal finance plays an important role in every individual's life. It helps people plan their income, spending, and savings in a balanced way. In India, people's spending habits are changing with time due to lifestyle improvements, digital payments, and increasing financial awareness.



OBJECTIVES

- Assess Financial Health and Income Drivers
- Identify Potential Savings Opportunities (The Gap Analysis)
- Deep Dive into Spending Habits
- Evaluate Savings Performance and Strategy



Data Understanding & Cleaning Summary

- The dataset shows people's income, spending, savings, and investment habits in India.
- I renamed the column headers for better clarity.
- Changed some number columns to fixed decimals and whole numbers for consistency.
- Checked data types and made sure they were correct.
- Verified that there were no major missing or duplicate values.
- Cleaned small text errors and made the data ready for Power BI analysis.



DASHBOARD OVERVIEW

INDIAN PERSONAL FINANCE AND SPENDING HABITS

Occupation

City_Tier

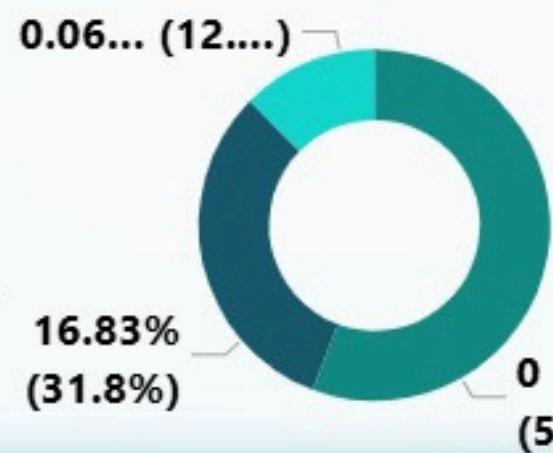
₹ 831.71M
Total Income

₹ 618.76M
Total Expenses

₹ 212.95M
Actual Savings

161.36M₹
Savings Gap

Spending Composition



Income by Occupation



Actual Savings, Gauge Max and Target Savings Amt



Actual vs Potential Savings Across Age Groups



Total Expenses by City Tier



Essential Expenses Across Occupation





KEY INSIGHTS

- Overall Finance:

Total income is ₹831.71M and expenses ₹618.76M, leaving savings of ₹212.95M — showing high spending levels.

- Income by Occupation:

Professionals, students, and self-employed have similar incomes; retired people earn slightly less.

- Spending Pattern:

Rent takes the biggest share of expenses, followed by groceries and loan payments.

- Savings by Age Group:

People aged 36–50 save the most; younger groups (18–25) save the least.

- City Tier Spending:

Tier-2 cities spend the most, showing lifestyle-driven expenses.

- Essential Expenses:

Professionals and students spend more on groceries and transport.





RECOMMENDATIONS

- Conduct financial literacy campaigns to help individuals close the ₹161M savings gap and prioritize investments.
- Introduce financial planning programs for the 18–30 age group to develop early savings and investment habits.
- Since rent takes up a major portion of expenses, individuals should explore shared living or affordable housing options.
- Implement targeted programs in Tier-2 cities to manage rising lifestyle expenses and promote budget discipline.
- Offer occupation-based budgeting advice to professionals, students, and self-employed individuals for better expense control.



CONCLUSION

The analysis of Indian Personal Finance and Spending Habits shows that while income levels are fairly balanced across groups, spending remains high — leading to a visible savings gap. Essentials like rent and groceries dominate expenses, limiting financial growth. Younger individuals and Tier-2 city residents face more challenges in saving effectively. With proper financial planning, savings awareness, and lifestyle control, individuals can reduce unnecessary spending and improve long-term financial stability. Overall, this study highlights the need for smarter budgeting, early savings habits, and customized financial guidance to build a healthier financial future.





THANK
YOU

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