



DATA ANALYSIS BY USING POWER BI

TASK LIST

Welcome to our exciting PowerBlinternship 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.



Task 1



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.

