

# **Internship Program : Soulvibe.Tech**

## **PROJECT TITLE:**

**“Analysing Socioeconomic  
and Demographic Influences  
on Income”**

**BATCH NAME : SVT/DAINT/2025/06/B09**

**BY  
K.Shivani**

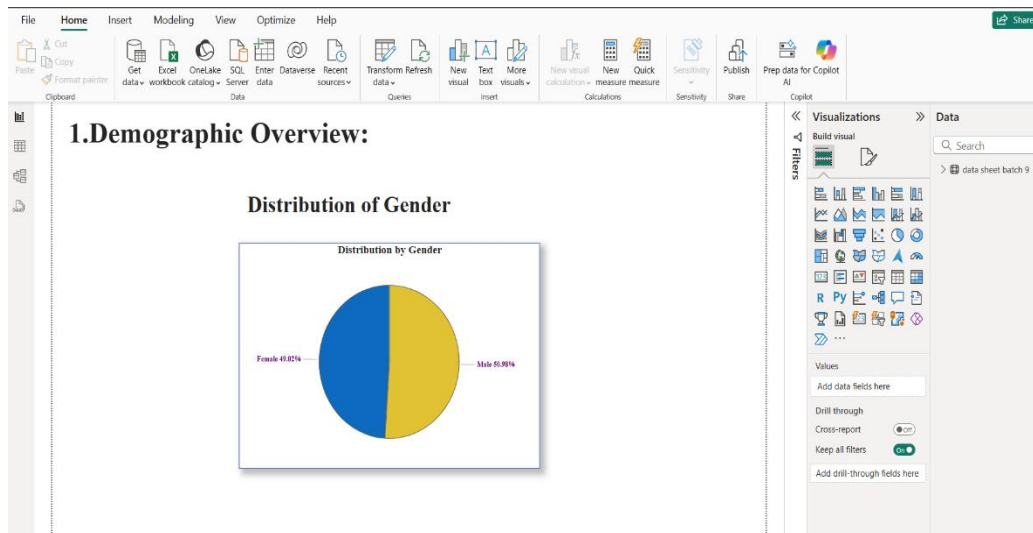
# Introduction

## Overview of the main objective

The main objective of this report is to provide a comprehensive analysis of demographic characteristics, income patterns, occupational distribution, education levels, work experience, and dependents within a given population. It aims to uncover relationships between education and income, highlight income disparities across locations, and identify high-income individuals. Interactive filters based on gender, employment status, location, and marital status enhance user-driven exploration and support informed decision-making through dynamic and focused data insights.

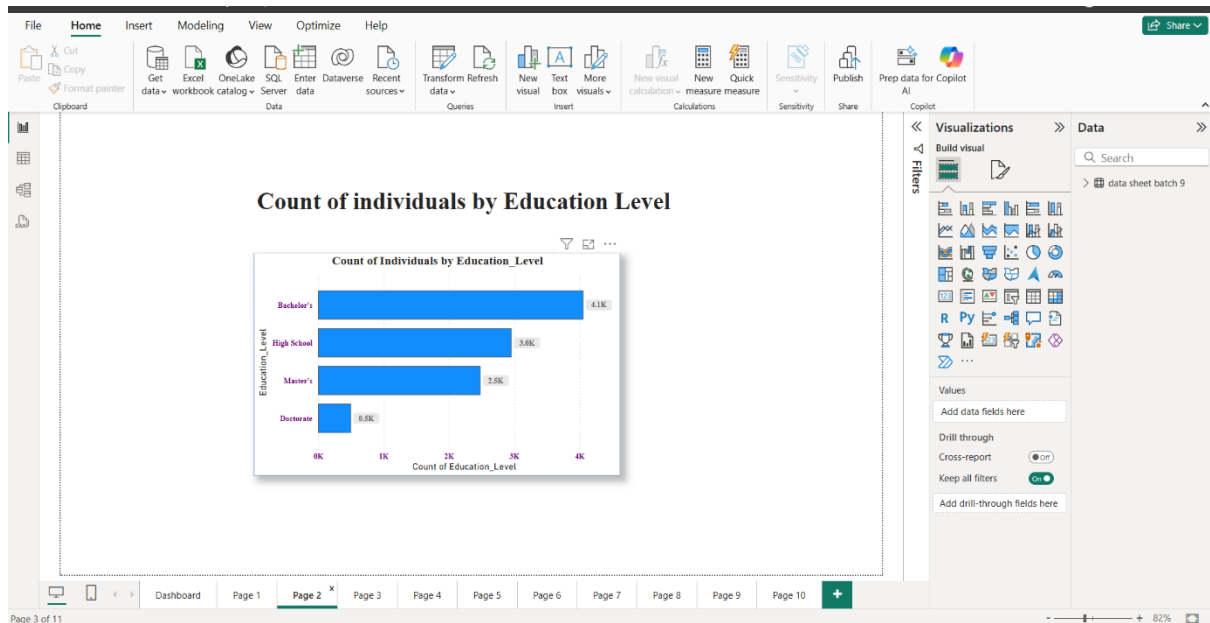
# 1. Demographic Overview:

## Distribution of Gender



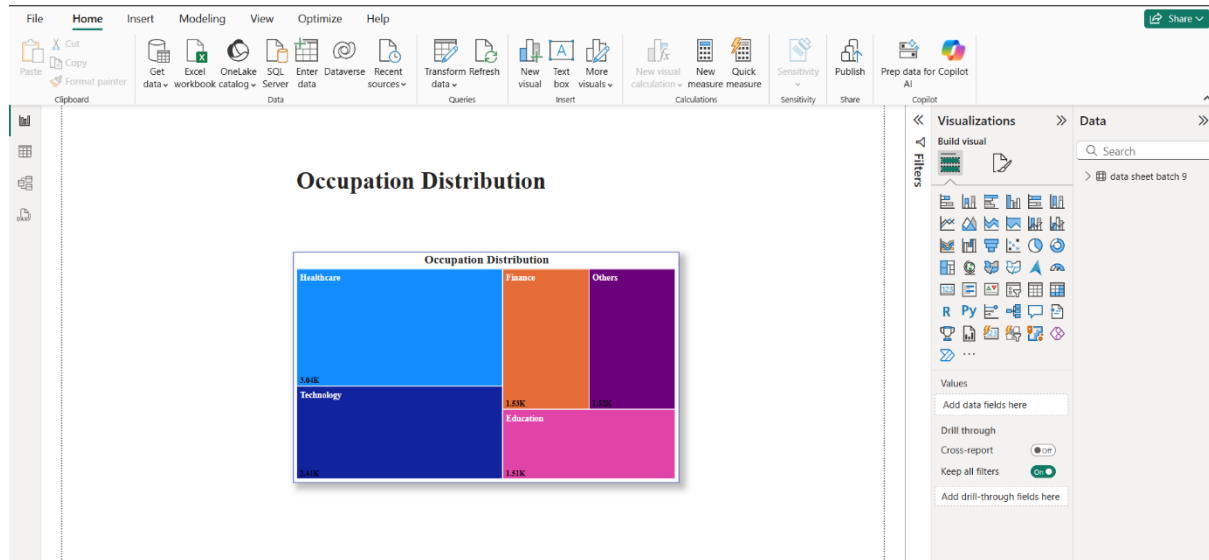
- The gender distribution provides a clear view of how individuals are represented across different gender categories in the dataset.
- It helps identify whether the population is balanced or skewed toward a particular gender.
- This insight is essential for assessing demographic diversity and inclusivity.
- Such analysis supports data-driven decisions in areas like workforce planning and policy development.

# Count of individuals by Education Level



- The analysis presents the distribution of individuals across various education levels within the dataset.
- It highlights which qualification levels are most prevalent among the population.
- This insight helps assess the overall educational background and potential skill levels.
- Such information is valuable for workforce planning, training needs, and policy formulation.

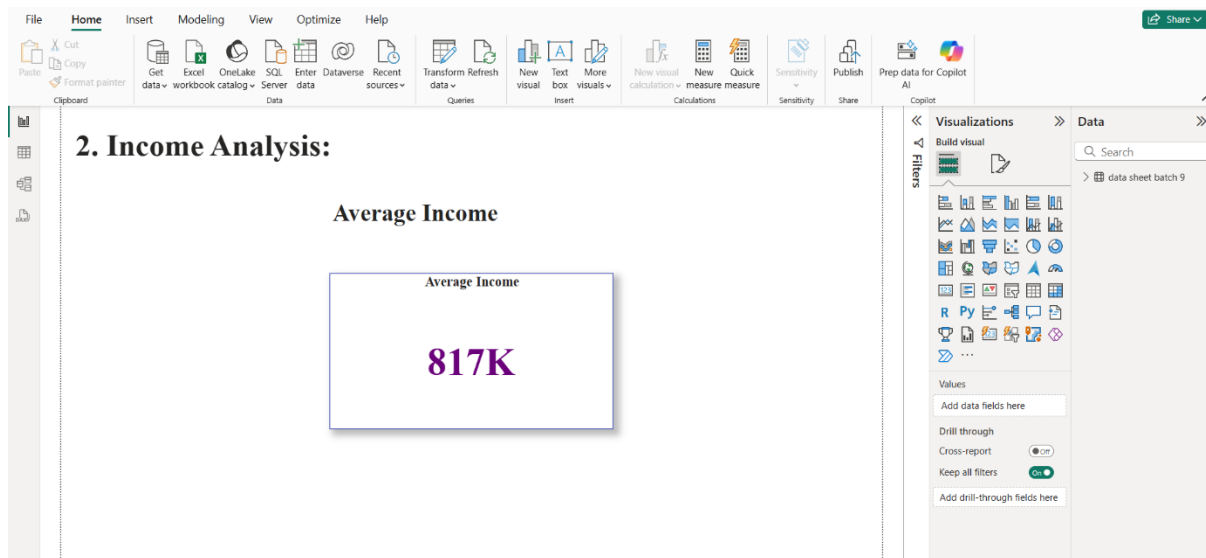
# Occupation Distribution



- The distribution of people in the dataset across different occupations is demonstrated by the study.
- It depicts the most and least prevalent occupations, indicating the industries with the highest employment rates.
- This awareness facilitates comprehension of economic engagement and workforce composition.
- The distribution of resources, labour market analysis, and career planning all benefit from this sort of information.

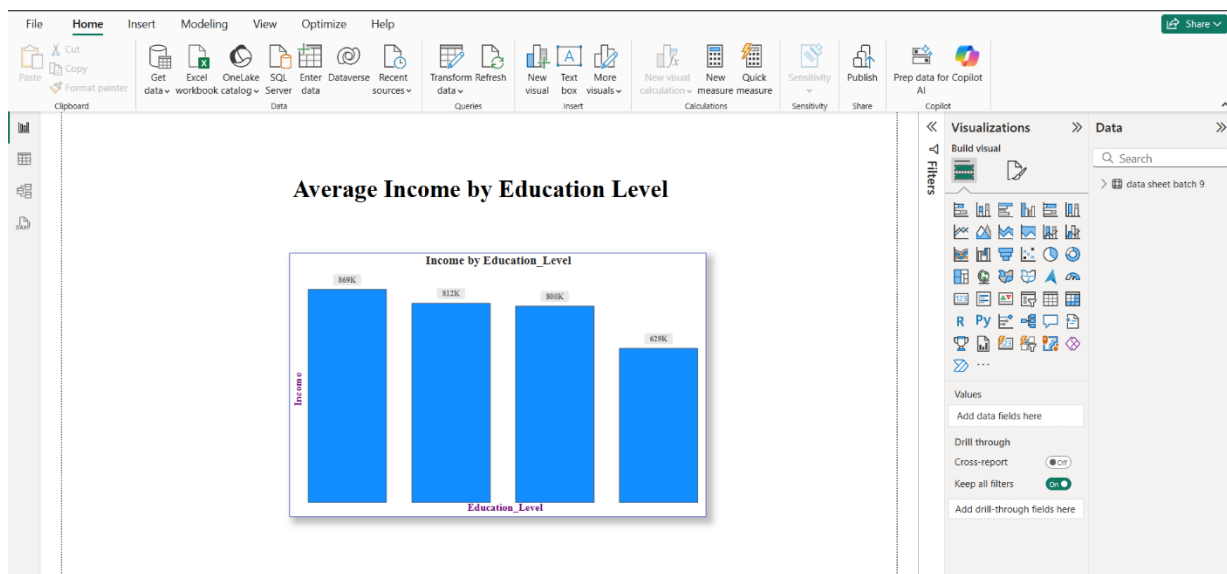
## 2. Income Analysis:

### Average Income



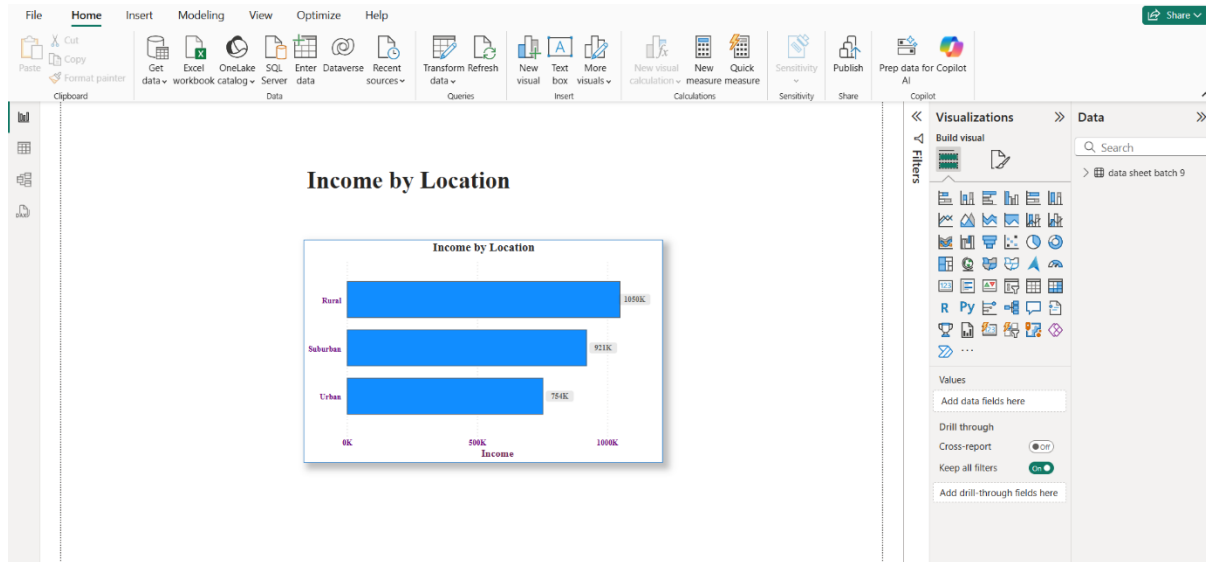
- By calculating the average income of each individual in the dataset, the study provides a crucial indicator of overall earning levels.
- It offers a standard by which income may be compared across various locations and demographic groups.
- This measure is useful for determining income inequality and evaluating economic well-being.
- Strategic planning, estimating, and socioeconomic assessments are all aided by this kind of understanding.

# Average Income by Education Level



- The analysis reveals how average income varies across different education levels within the dataset.
- It highlights a potential correlation between higher educational attainment and increased earning potential.
- This insight is valuable for understanding the economic impact of education.
- It supports decisions related to workforce development, education policy, and income forecasting.

# Income by Location

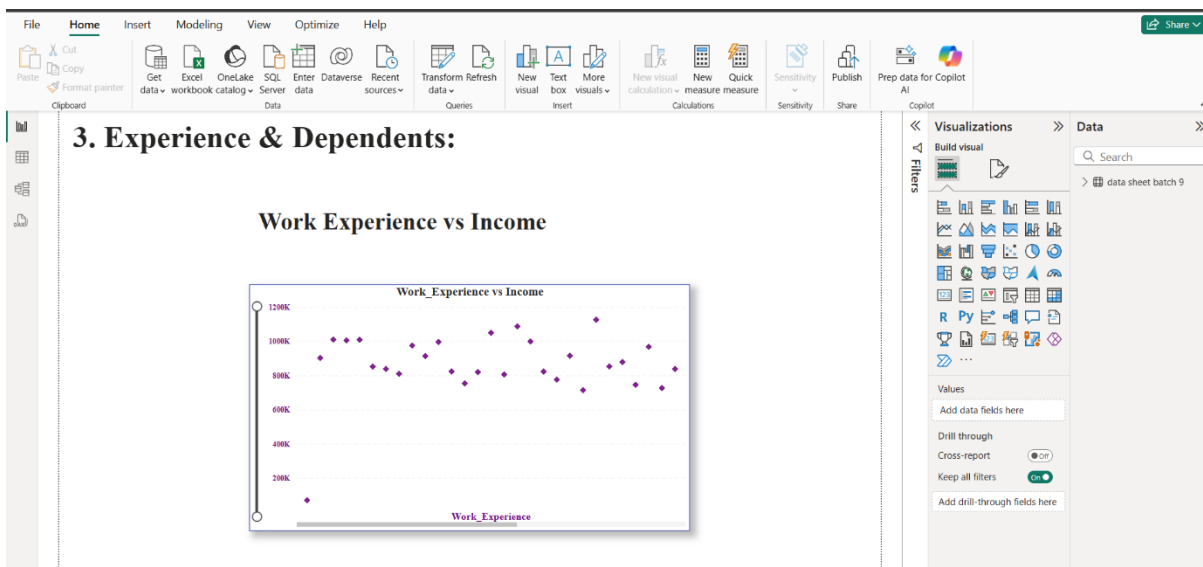


- The analysis illustrates how income levels vary across different locations within the dataset.
- It highlights geographical disparities, showing which regions have higher or lower average incomes.
- This insight supports regional planning, investment decisions, and economic development strategies.
- Understanding location-based income trends helps in addressing inequality and optimizing resource distribution.



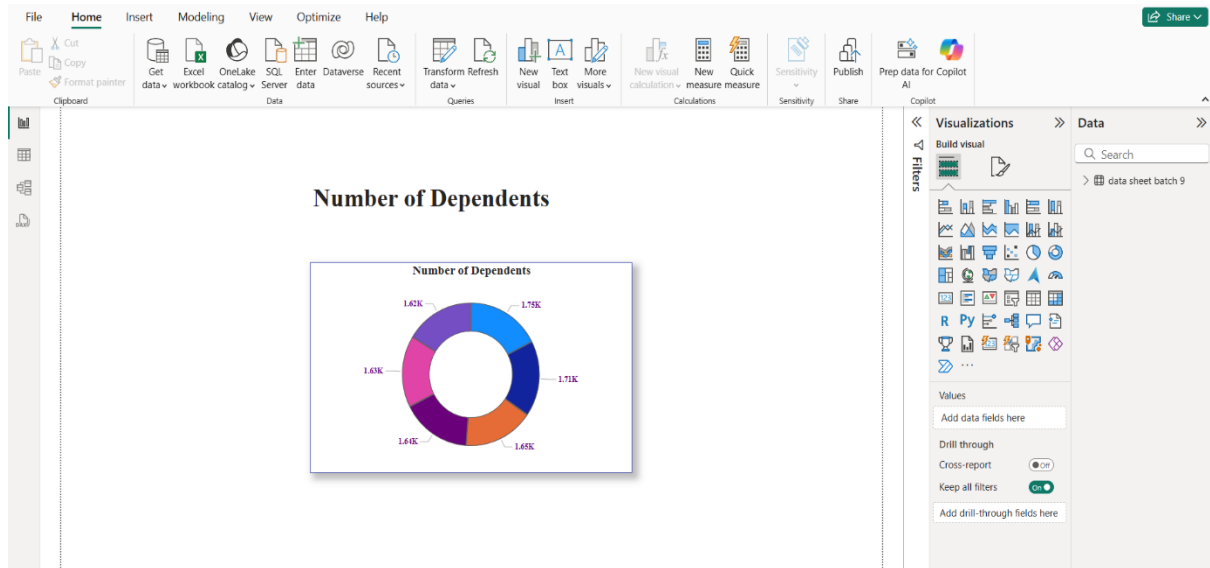
## 3.Experience & Dependents:

### Work Experience vs Income



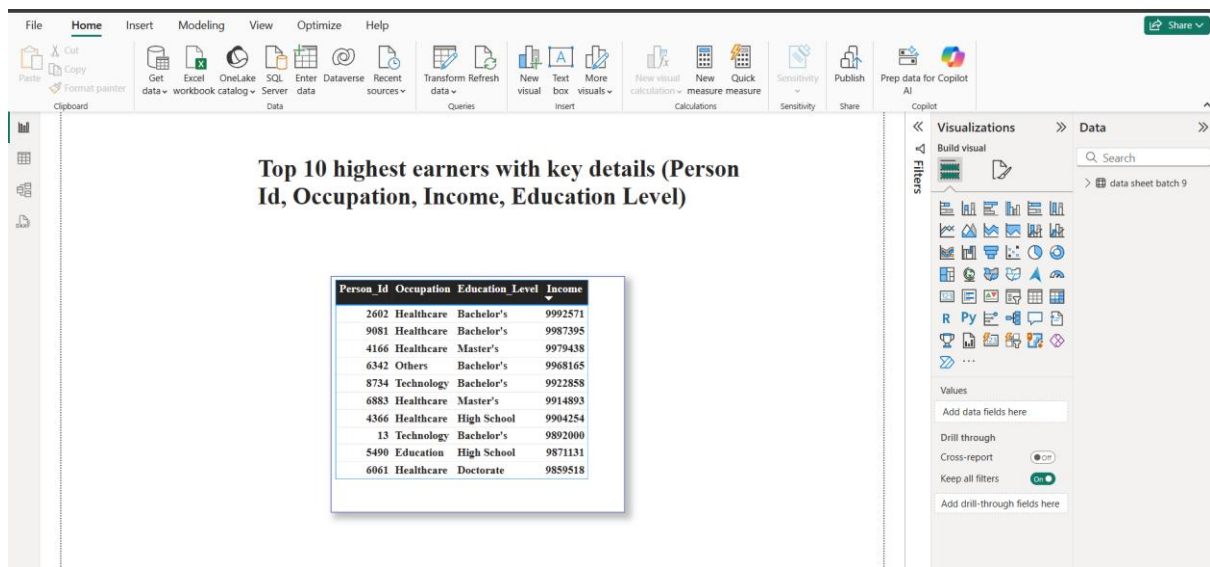
- The analysis examines the relationship between individuals' work experience and their income levels.
- It reveals a positive trend, indicating that income generally increases with years of experience.
- This insight is valuable for understanding career growth patterns and compensation structures.
- It supports workforce planning, salary benchmarking, and talent retention strategies.

# Number of Dependents



- The analysis provides a breakdown of individuals based on the number of dependents they support.
- It highlights common household responsibilities and family size trends within the dataset.
- This insight is important for understanding financial burden, social support needs, and consumption patterns.

# Top 10 highest earners with key details (Person Id, Occupation, Income, Education Level)



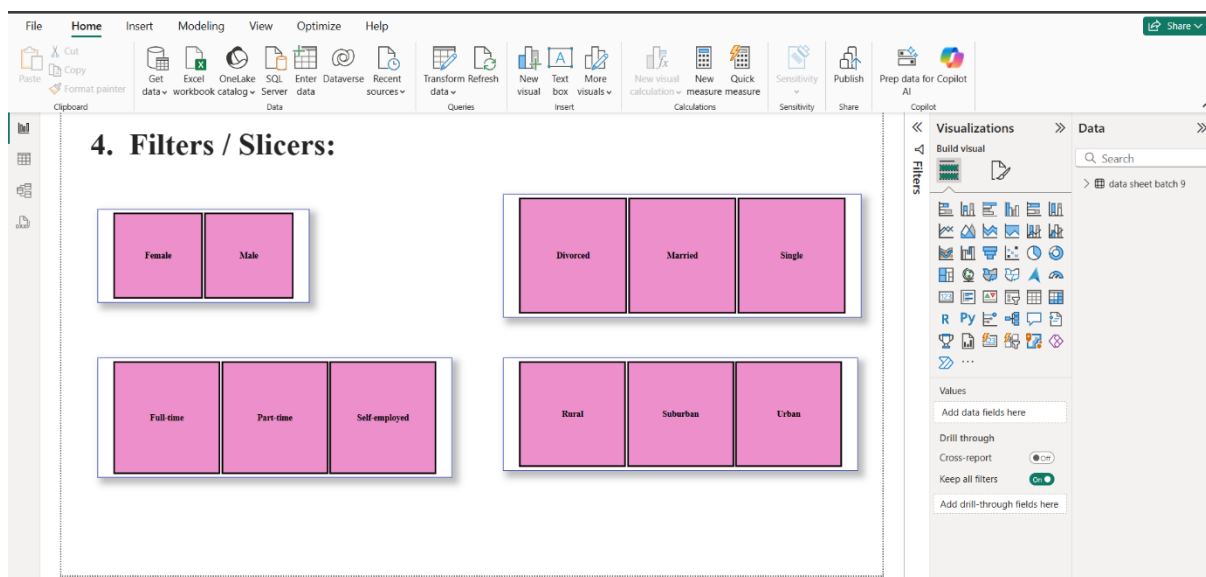
The screenshot shows a software interface with a top menu bar (File, Home, Insert, Modeling, View, Optimize, Help) and a ribbon with various data tools. The main workspace displays a table titled "Top 10 highest earners with key details (Person Id, Occupation, Income, Education Level)". The table lists 10 individuals with their Person Id, Occupation, Education Level, and Income. On the right side, there are panels for "Visualizations" and "Data", with the "Data" panel showing a search bar and a list of data sources including "data sheet batch 9".

Person_Id	Occupation	Education_Level	Income
2602	Healthcare	Bachelor's	9992571
9081	Healthcare	Bachelor's	9987395
4166	Healthcare	Master's	9979438
6342	Others	Bachelor's	9968165
8734	Technology	Bachelor's	9922858
6883	Healthcare	Master's	9914893
4366	Healthcare	High School	9904254
13	Technology	Bachelor's	9892000
5490	Education	High School	9871131
6061	Healthcare	Doctorate	9859518

- Based on income, the study determines the top ten highest-earning people in the sample.
- It displays important information about each person, including Person ID, Occupation, Income, and Education Level.
- This information assist in highlighting the qualities and abilities of high-earners.
- It facilitates workforce planning, compensation benchmarking, and strategic talent acquisition.

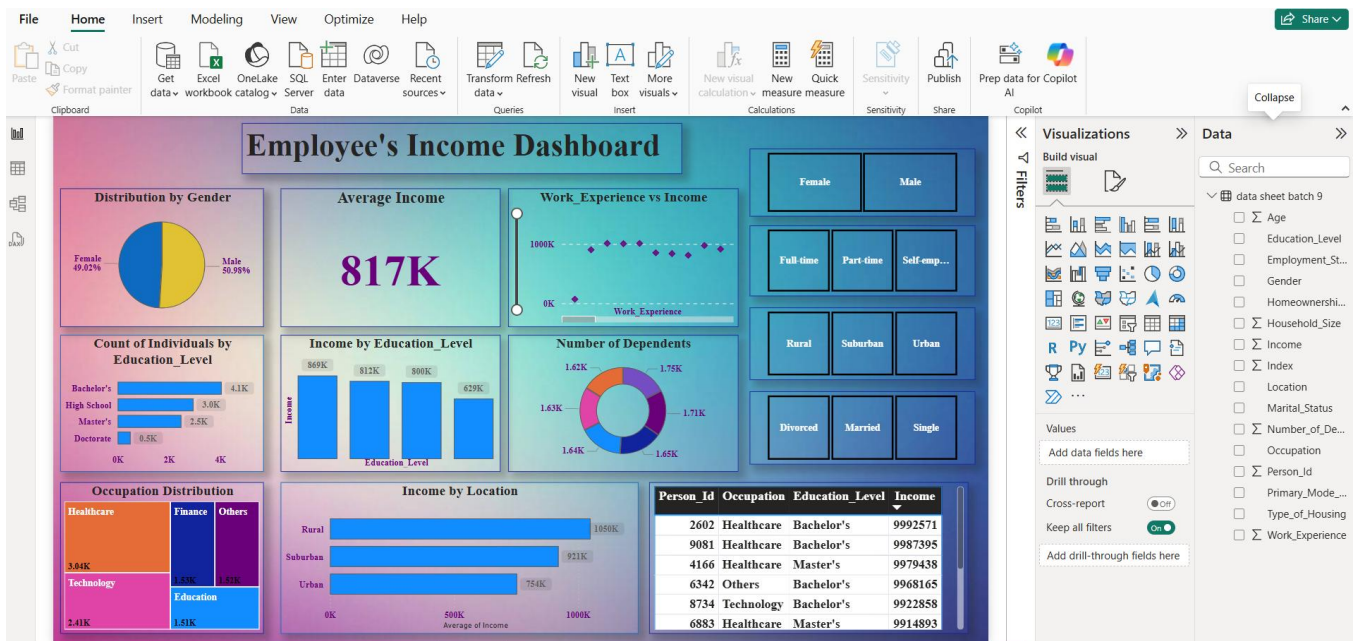
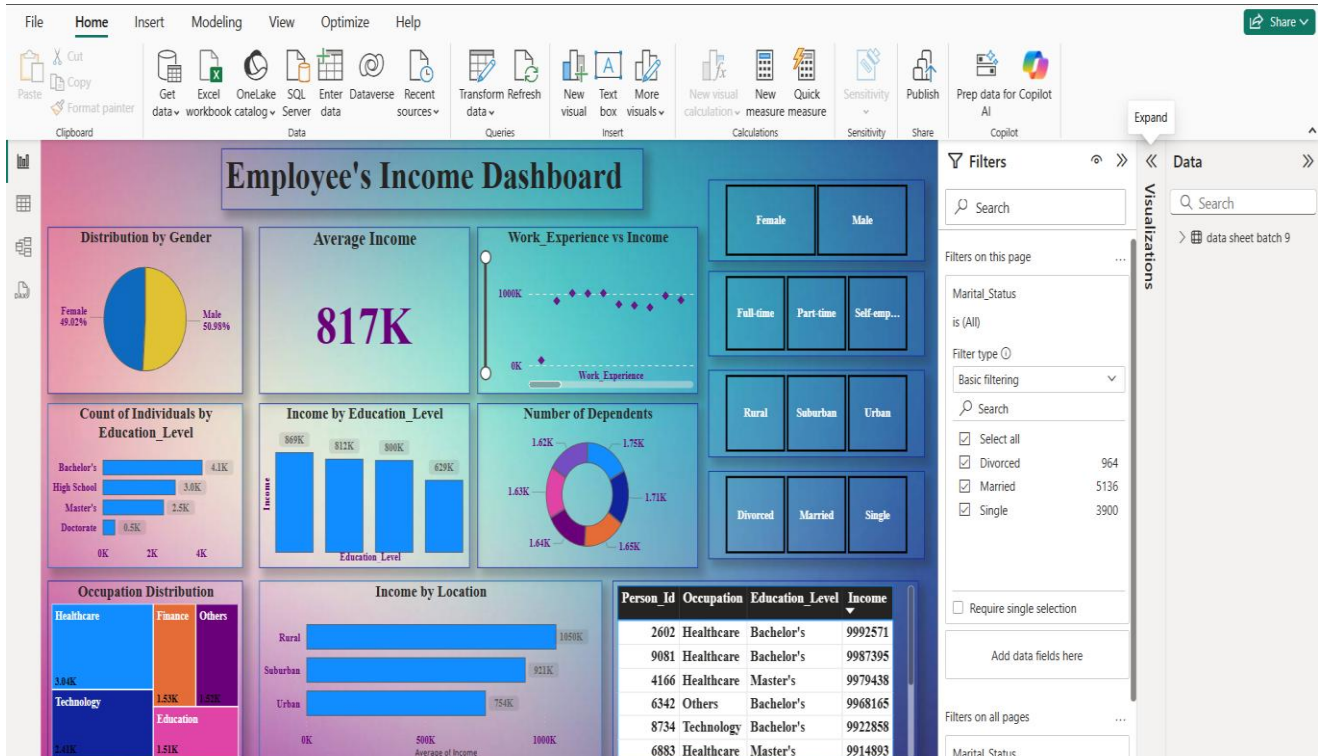
## 4.Filters / Slicers:

# Gender, Employment Status, Location



- Interactive slicers for Gender, Employment Status, and Location have been implemented to enhance data exploration.
- These filters allow users to dynamically refine the dataset based on selected demographic and geographic criteria.
- They ensure a more focused and customizable analysis across all report visuals.
- This functionality supports user-driven insights and improves decision-making relevance.

# FINAL DASHBOARD



# Insights Summary

## High Income Trends

Most high earners are concentrated in **urban locations** and typically possess **higher education levels**, such as graduate or postgraduate qualifications. This indicates a strong correlation between educational attainment, urban employment opportunities, and higher income potential.

## Experience and Earnings

Individuals with greater **work experience** tend to have **significantly higher incomes**, suggesting that experience plays a key role in career advancement and compensation growth.

## Occupational Distribution

A few dominant occupations account for a large portion of the dataset, indicating concentrated employment in specific sectors. These roles are also more likely to be associated with higher earning brackets.

## Educational Landscape

The majority of individuals hold a **graduate-level education**, reflecting a skilled and potentially job-ready workforce.

## Geographic Disparities

Income levels vary by **location**, with certain areas consistently showing higher income averages. This highlights economic disparities that could influence regional planning and policy.

### **Demographic Balance**

The gender distribution across the dataset is relatively balanced, supporting inclusivity and diversity in the represented population.

### **Household Characteristics**

Most individuals report having **1–2 dependents**, indicating moderate household responsibilities, which may impact financial planning and support needs.

### **Interactive Filtering Impact**

Applying slicers for **gender**, **employment status**, and **location** dynamically changes insights across visuals, allowing for targeted analysis. This interactivity enhances the user's ability to derive customized, meaningful conclusions.

# Conclusion

This Power BI dashboard provides a comprehensive analysis of demographic, income, and work-related attributes, enabling data-driven insights into the population's characteristics. The integration of interactive visuals and slicers allows users to dynamically filter and explore patterns across gender, education, location, and employment status. Key metrics such as average income, income by education and location, and top earners are effectively highlighted to support strategic decision-making. The use of page-level and report-level filters ensures focused analysis, enhancing the overall usability and relevance of the report. This dashboard serves as a valuable tool for identifying trends, supporting workforce planning, and guiding policy or business strategies.





Thankyou