

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

STEP 1 : Correlation Analysis: Explore the correlation between savings objectives (e.g., Capital Appreciation) and investment avenues (e.g., Equity).

To conduct a correlation analysis, the following steps should be followed:

Install Jupyter Notebook: [click here for youtube guide](#)

open your command prompt or terminal and run the following command:

```
pip install notebook
```

Load the Dataset with Necessary Libraries:

```
1 import matplotlib.pyplot as plt
2 import numpy as np
3 import pandas as pd
4
```

```
1 data = pd.read_csv("F:\COGNIFYZ TECHNOLOGY\Data_set 2.csv")
2 data
```

Label Encoding and Correlation Calculation:

```
: 1 from sklearn.preprocessing import LabelEncoder  
  
: 1 e =LabelEncoder()  
  
: 1 data['What are your savings objectives?']=e.fit_transform(data['What are your savings objectives?'])  
: 2 data['Avenue']=e.fit_transform(data['Avenue'])  
  
: 1 print(data['What are your savings objectives?'].corr(data['Avenue']))  
-0.05701114676889655
```

INSIGHTS

- There is a very weak negative correlation between saving objectives and investment avenue.
- This implies that there is almost no discernible relationship between the specific saving objectives and the choice of investment avenue.

STEP 2: Chart Creation: Generate charts displaying preferred investment choices for each savings objective.

Create a chart representing individuals who have chosen different investment avenues.

1. Select the Stacked column chart
2. Add the shown data fields
3. In format the visual tab you can design your visual.

X-axis

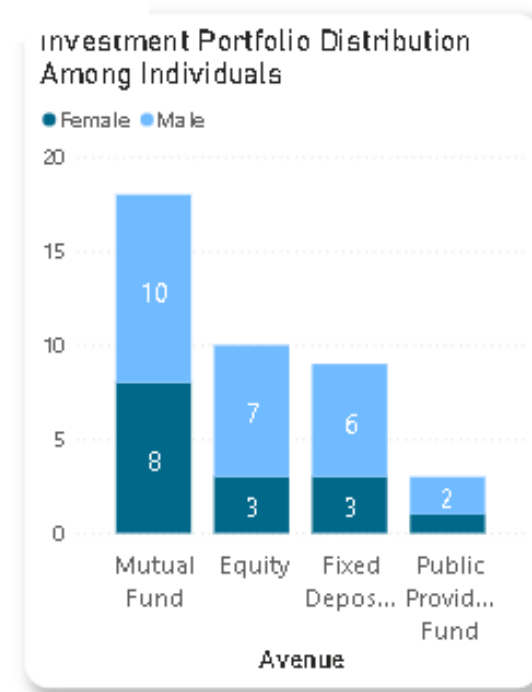
Avenue

Y-axis

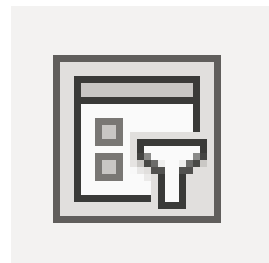
Count of Investment_...

Legend

gender



Create a slicer and then drag and drop the saving objectives into it.



Field

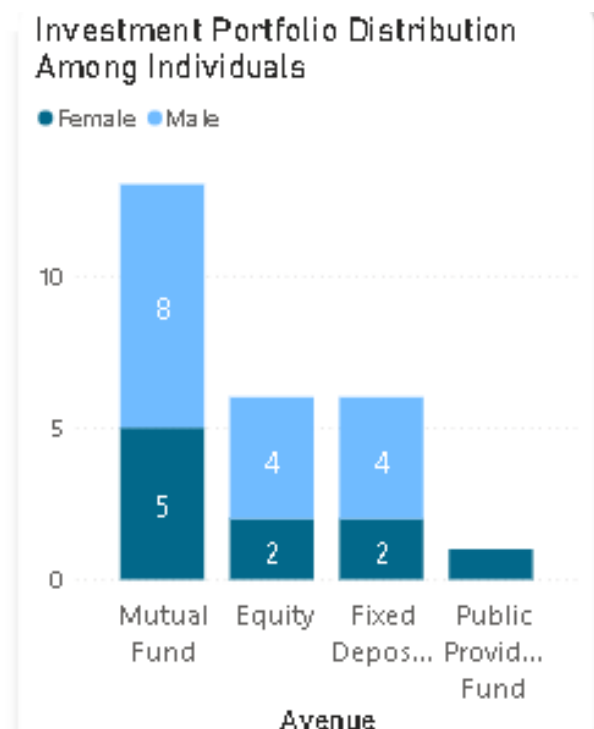
Objective ▼ ✕

Data

Saving Objectives

- ☐ Capital Appreciation
- ☐ Growth
- ☐ Income

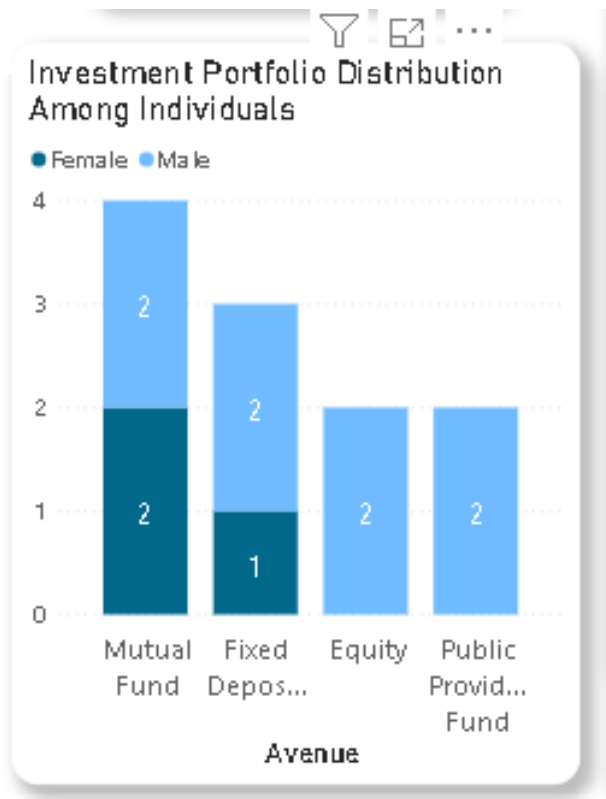
Create a chart showing the preferred investment by choosing capital appreciation as its saving objective



Saving Objectives

- ☒ Capital Appreciation
- ☐ Growth
- ☐ Income

Create a chart showing the preferred investment by choosing growth as its saving objective



Create a chart showing the preferred investment by choosing Income as its saving objective

