

# PERSONAL FINANCIAL ANALYSIS

Name: Rahul Tank

Email: [rahultank746@gmail.com](mailto:rahultank746@gmail.com)



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# ABOUT PROJECT

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- ❖ Each & every person has their own Personal Budget Finance Management like his Monthly Salary, Income, Expenses and Financial Goals.
- ❖ Here in this project, we have used your personal dataset from which we are going to extract insights that can be useful to track your personal expenses, income and financial goals.

# ABOUT DATA SET

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- ❖ The dataset is about personal finance data.
- ❖ Data consist of types like Income, Savings, Expenses and various components like Salary, Mutual funds, Emergency Funds, Liquid Cash, Groceries & Foods, EMIs, Shopping, Internet & other Bills, Travelling etc. by MOM and YOY.

# DETAILS OF DATASET

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- ❖ **Type:** The type of column contains the Income, Savings and Expenses.
- ❖ **Component:** The component column has various different types like Salary, Mutual funds, Emergency Funds, Liquid Cash, Groceries & Foods, EMIs, Shopping, Internet & other Bills etc.
- ❖ **Date:** The date column has different types of months.
- ❖ **Value:** The value column has different types of values.
- ❖ **Year:** The year column has different types of years.

# INSIGHTS TO BE FOUND

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- ❖ What is your total income?
- ❖ What is your total net worth generated?
- ❖ What is your total expense in percentage?
- ❖ What is your total savings in percentage?
- ❖ What is the total number of years and months?

# INSIGHTS TO BE FOUND

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- ❖ What are your total expenses by component in percentage?
- ❖ What is your total savings by component in percentage?
- ❖ What are your total expenses by date & component?
- ❖ What is your cumulative net worth by date?
- ❖ What is your total income, total expenses and savings in percentage?

# STEPS FOR CLEANING DATA AND EDA

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- ❖ Import data from Excel into Power BI.
- ❖ Select all month columns then use the transform option in the ribbon section and unpivot the columns option of Power BI. So row to column data format is converted.
- ❖ Rename the attribute column as a date.
- ❖ Change date type in date format.
- ❖ Select the date column then use add new column option in the ribbon section, then go to the Date option and then select the Year option of Power BI. So Year column has been added. Change Year as text format.
- ❖ Change value data type in fixed decimal value format.
- ❖ Change component data type in text format.
- ❖ Change the date format to mmm yy format using the data tab section of Power BI.



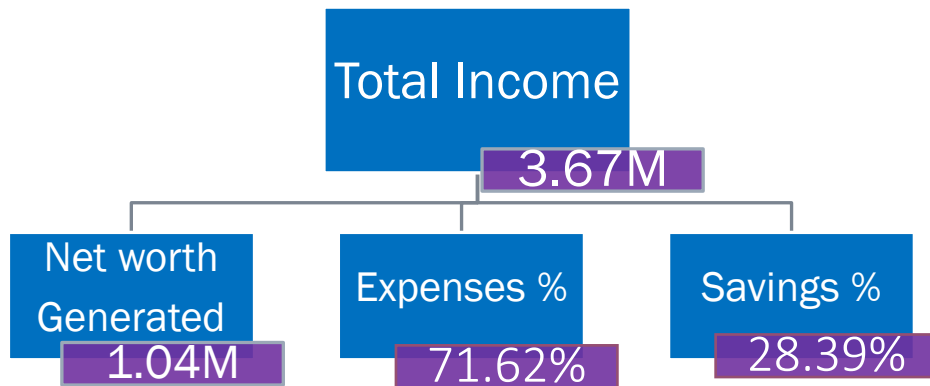
# VISUAL ANALYTICS AND FINDINGS

## SUMMARY OF DATA:

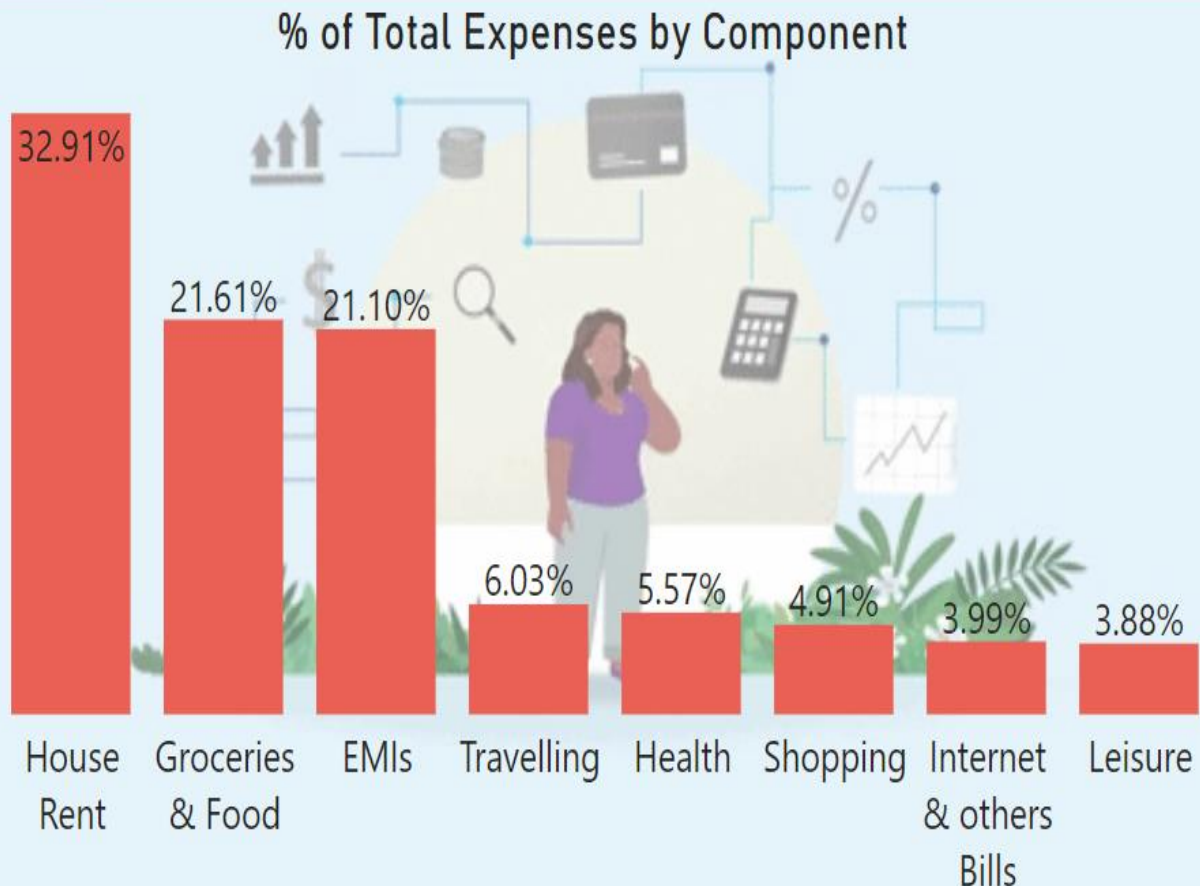
❖ There are Total Income, Net worth generated, Expenses & Savings in % shown.

❖ Here we can see Overall your Total Income is 3.67M,

❖ Net Worth Generated is 1.04M, Expense is 71.62 Percentage and Saving is 28.39 Percentage.

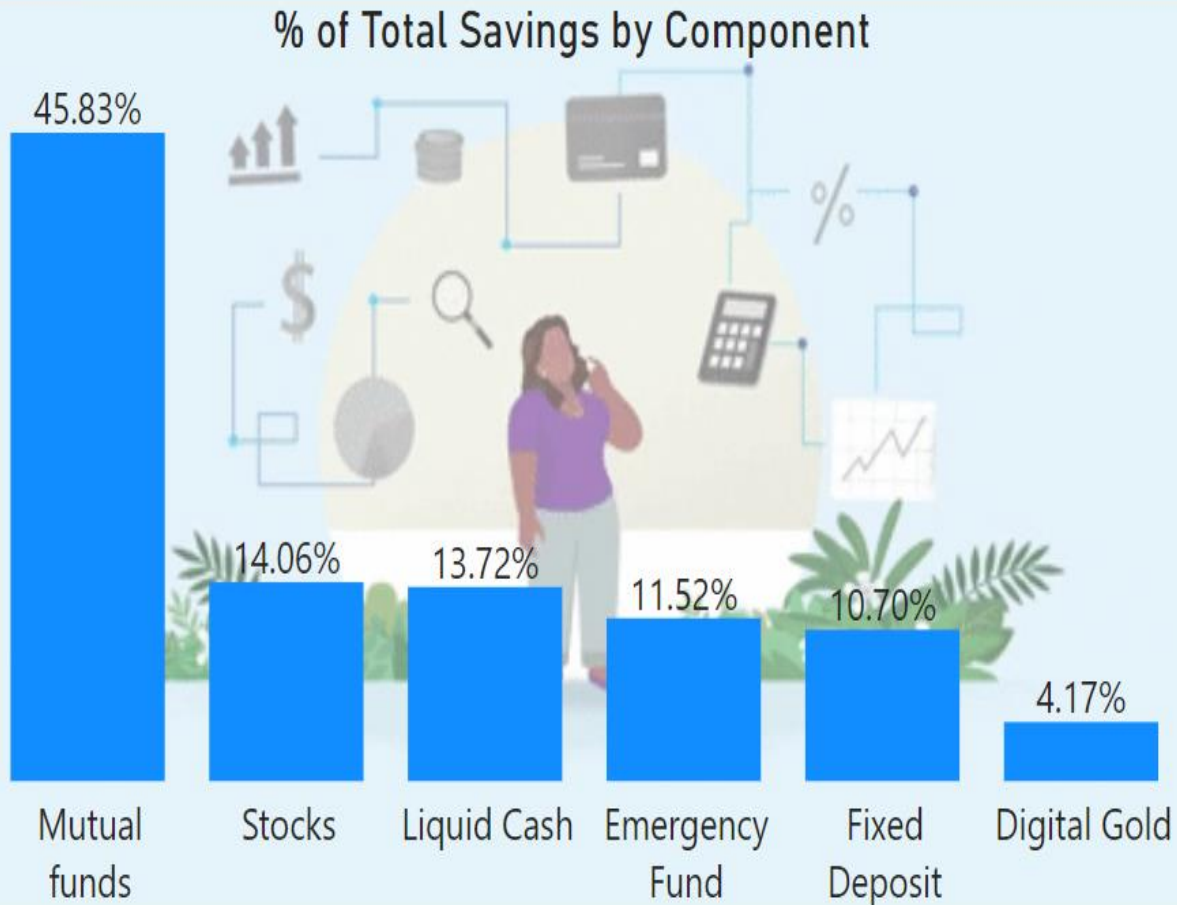


# WHERE/HOW DO YOU SPEND?



- ❖ From this graph we can observe that (2018 January to 2023 March Month means overall data set) House Rent has the most contribution of expenses i.e. 32.91%.
- ❖ Groceries & Food contribution of expense is 21.61%.
- ❖ EMIs contribution of expense is 21.10%.
- ❖ Travelling is 6.03%, Health is 5.57%, Shopping expenses 4.91%.
- ❖ Internet & others bills expenses is 3.99% Leisure is 3.88% contribution.

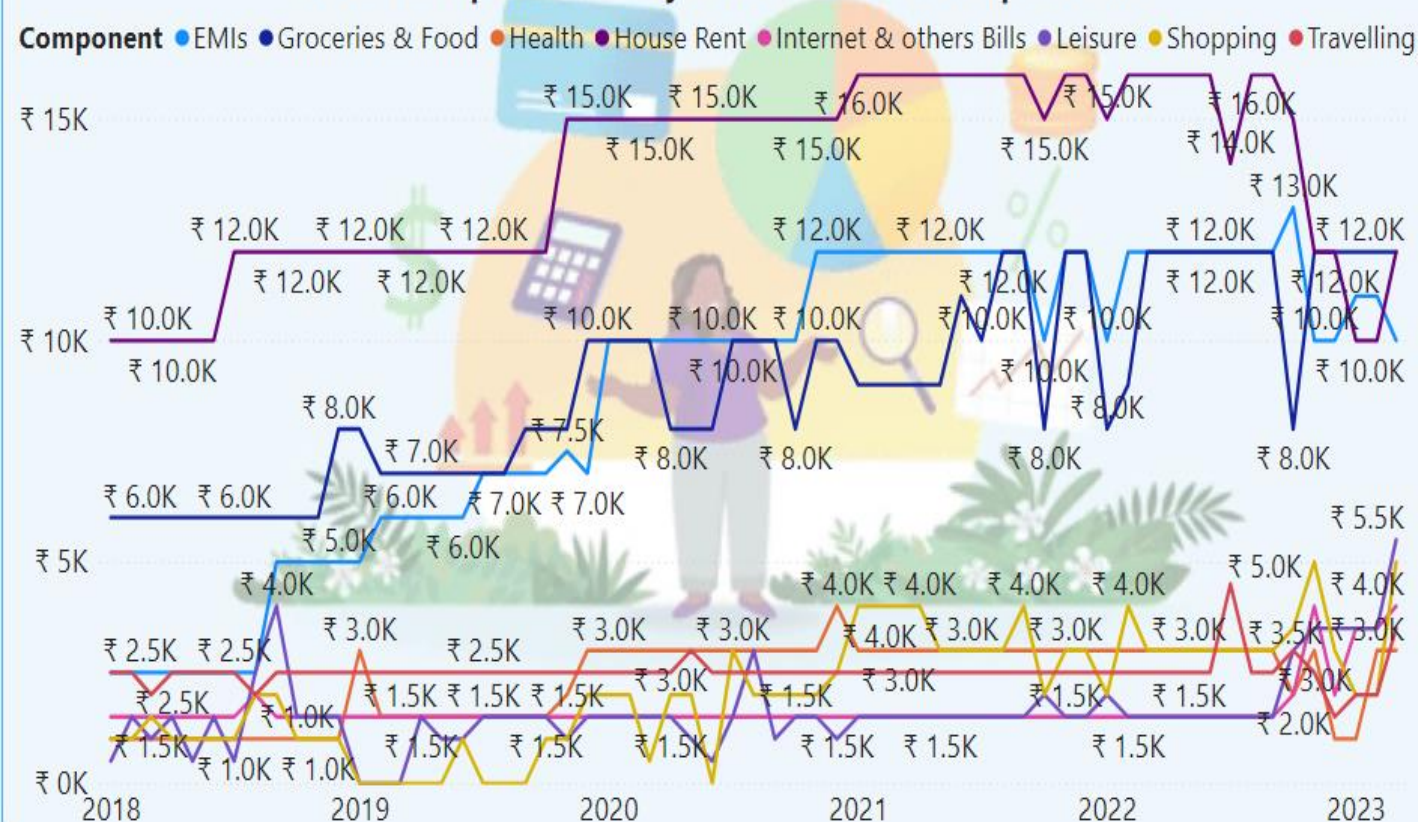
# WHERE/HOW DO YOU SAVE?



- ❖ From this graph we can observe that (2018 January to 2023 March Month means overall data set) Mutual fund's most contribution of Savings is 45.83%.
- ❖ Liquid Cash contribution of Savings is 13.72%.
- ❖ Stocks contribution of Savings is 14.06%.
- ❖ Emergency Fund contribution of Savings is 11.52%.
- ❖ Fixed Deposit savings is 10.70%.
- ❖ Digital Gold is a 4.17% contribution.

# TOTAL EXPENSES BY DATE & COMPONENT

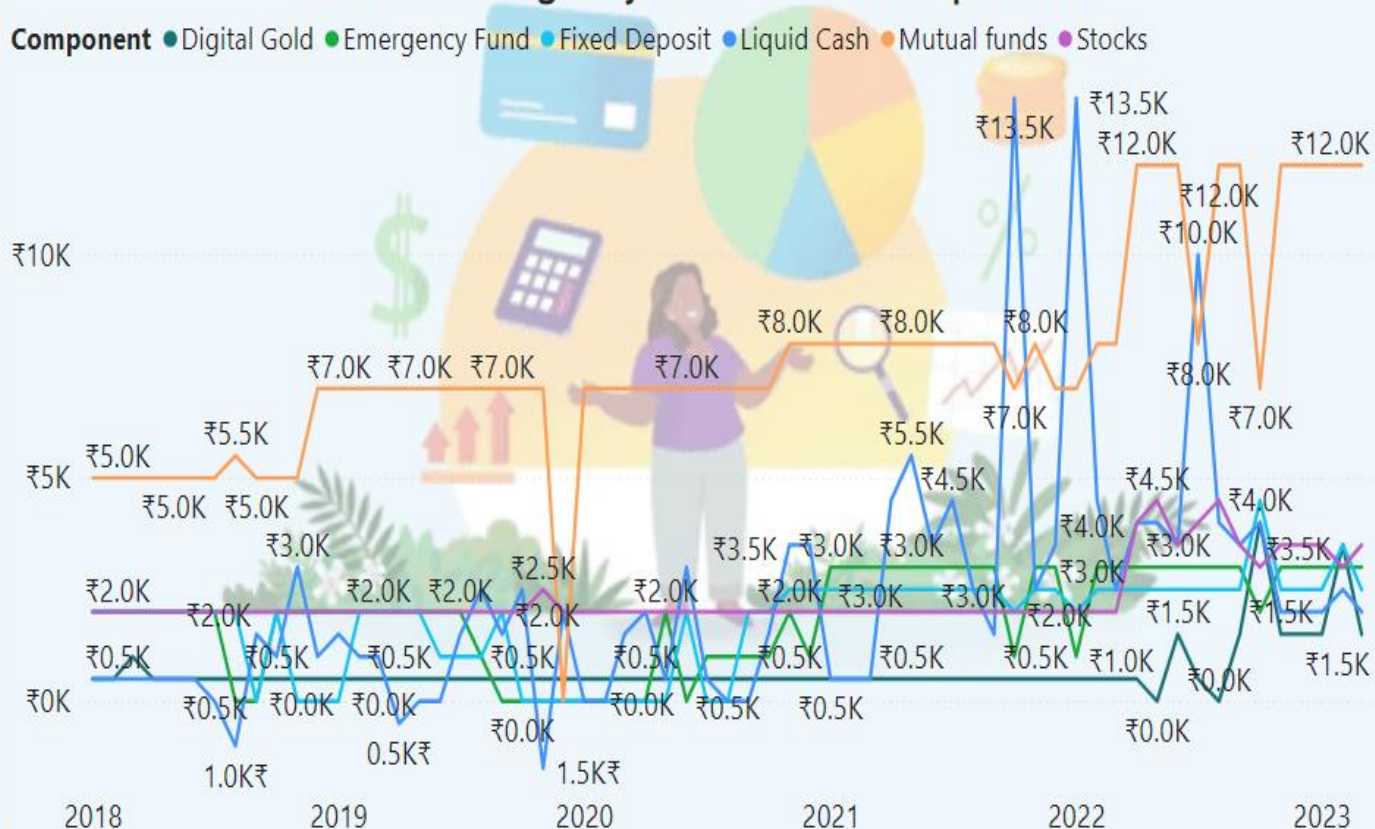
Total Expenses by Date and Component



- ❖ The visual shows a line chart trend of your expenses by date and component.
- ❖ It shows that more expenses of your Income are in House Rent, then EMI and then Groceries & Food categories.
- ❖ Second most important key insight is your EMI's installment is ₹2.5k in Jan 2018 & in JULY 2021 is ₹12k. This means your EMI's instalment amount is increased for MOM and YOY.
- ❖ House Rent and shopping expenses have also increased.
- ❖ Like that you can check the MOM Trend of your expenses by component.

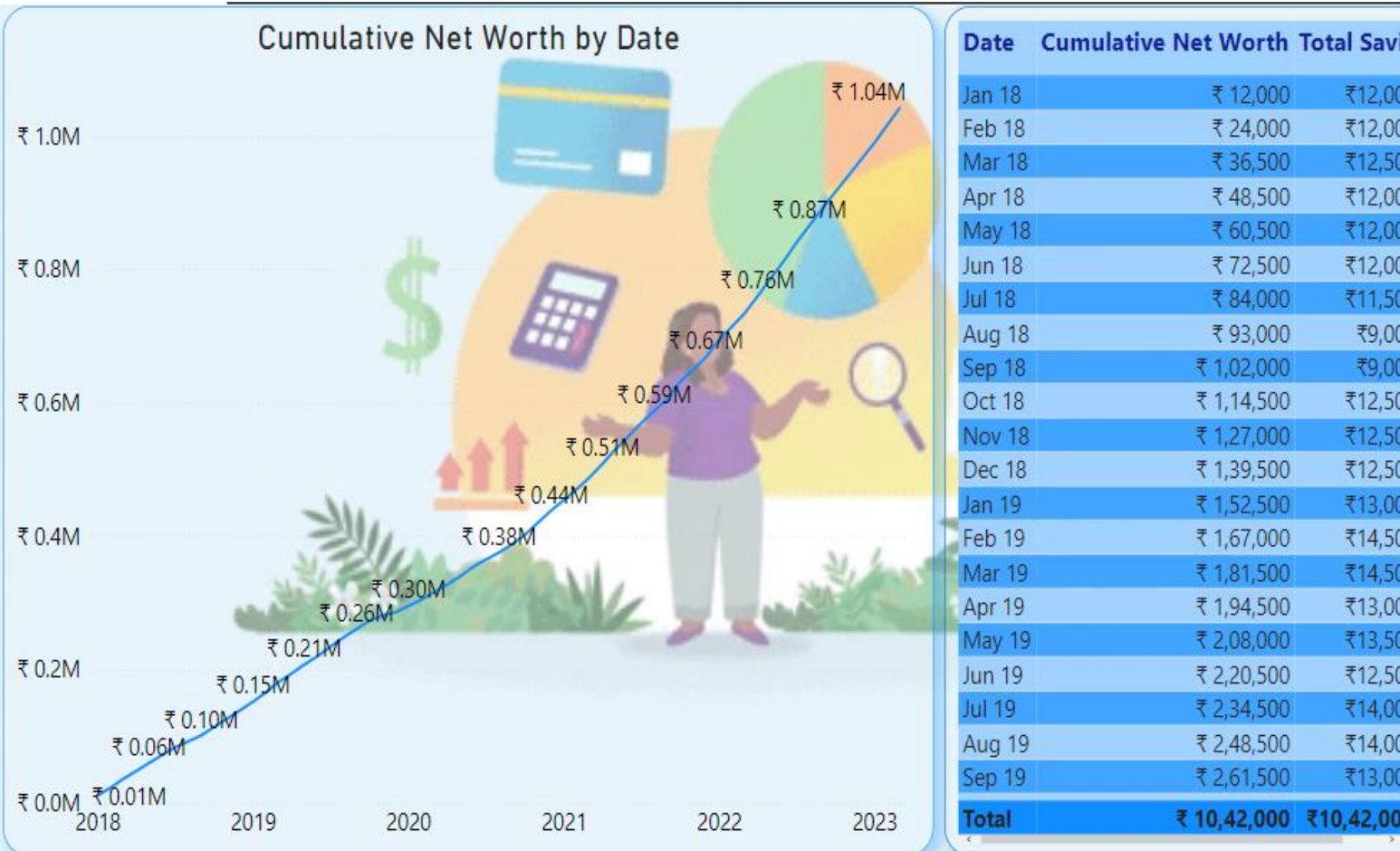
# TOTAL SAVINGS BY DATE & COMPONENT

Total Savings by Date and Component



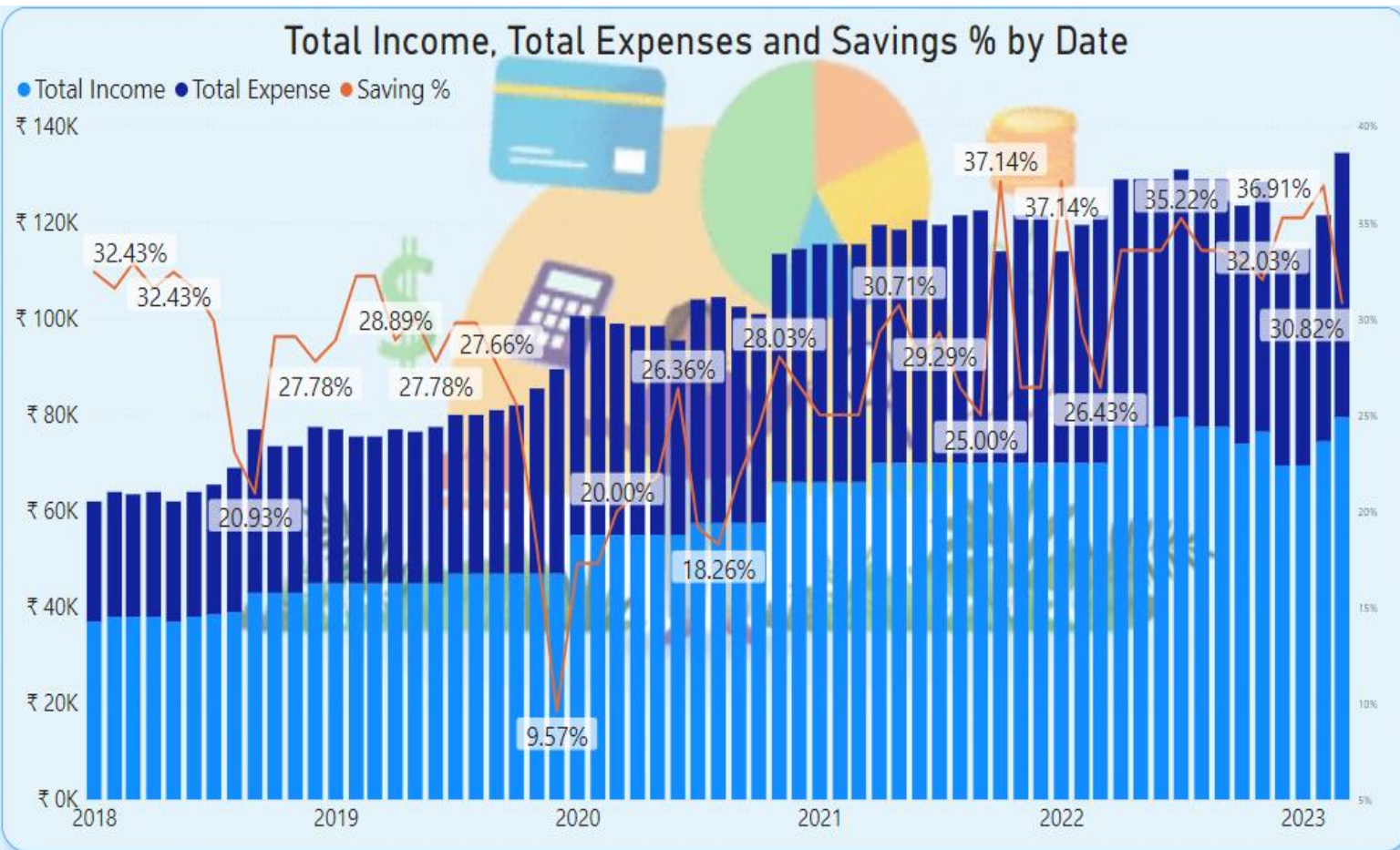
- ❖ The visual shows a line chart trend of your saving by date and components.
- ❖ It shows that from Jan 2019 to July 2021 more savings of your Income are in Mutual Funds.
- ❖ But suddenly in the month of Nov 2020. you have not invested in Mutual Funds. Then in the next month, you started investing in MF & in Dec 2020 you increased your amount.
- ❖ Second and most important key insight is into your Stocks investment. which increased in Oct 2021 & Jan 2022. Digital Gold investment was constant in MOM and also YOY. But in Jun 2022 you increased some amount in the same.
- ❖ In some months you have zero rupees liquid cash. Similarly, you can check the individual trend.

# CUMULATIVE NET WORTH BY DATE



- ❖ The graph shows cumulative net worth by date.
- ❖ It shows total net worth on a MOM basis. This means in Jan 2018 your net worth was ₹12k, Feb 2018 was ₹24k in Sep 2021 it was ₹1.04M till March 2023.
- ❖ In Jan 2019 amount was 0.14M, Jan 2020 amount was 0.3M, Jan 2021 amount was 0.44M & Jan 2022 amount was 0.7M
- ❖ So the total net worth is 1.04M till March 2023.
- ❖ Also detailed table of cumulative net worth is shown.

# KEY INSIGHT



- ❖ The visual shows a line & stacked column chart trend of your Total income, Total expenses and savings in %.
- ❖ In Jul 2018. savings % was decreased. Also in Dec 2019. savings was 9.57% and in Aug 2020 savings % was decreased.
- ❖ So constantly your savings % was decreased over many months.
- ❖ Your income increase and expenses simultaneously increased.
- ❖ You can see MOM & YOY details trend in this graph.

# KEY INSIGHTS

% of Total Expenses by Component



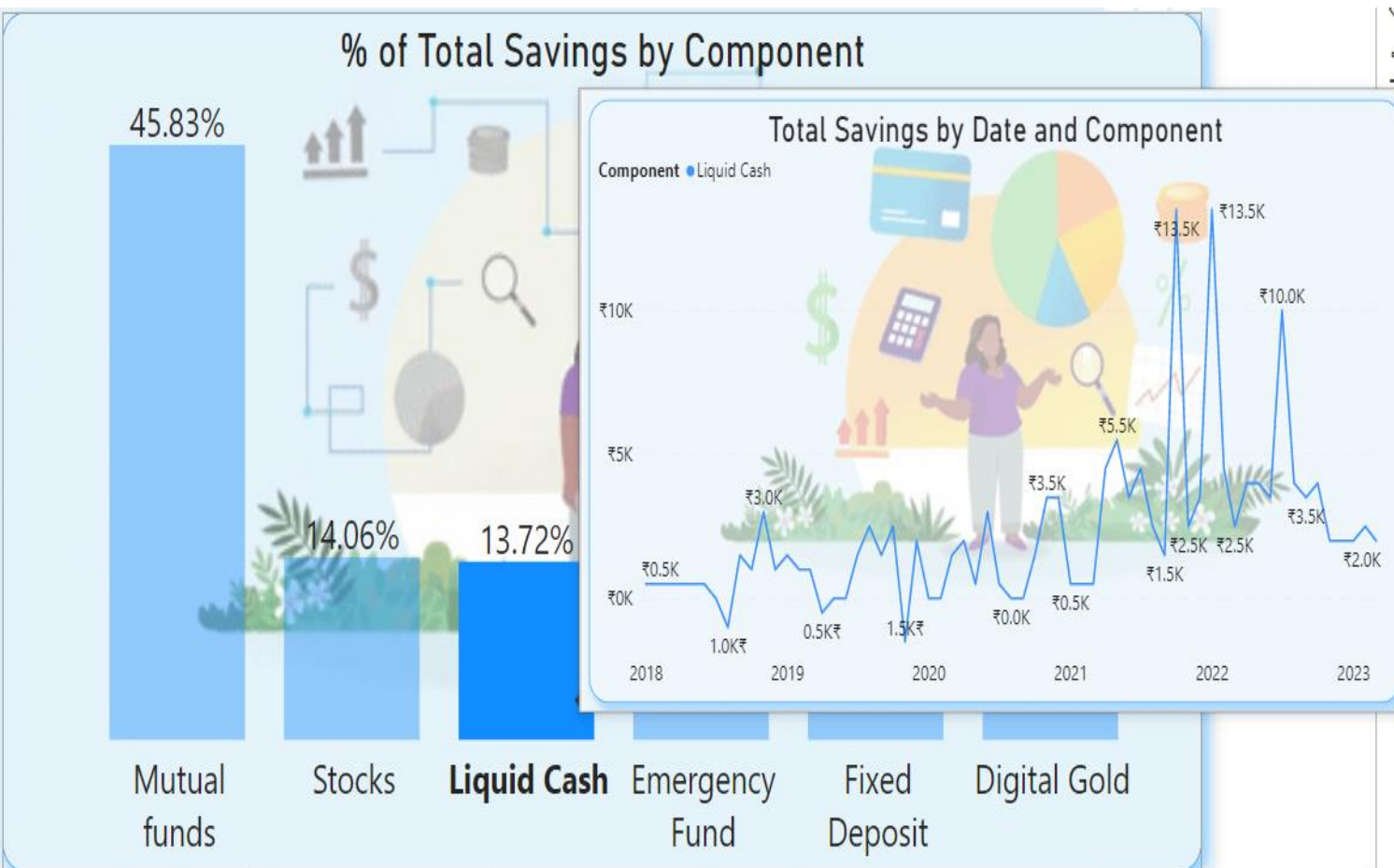
Total Expenses by Date and Component



- ❖ From this graph, we made a stacked column chart and ON Tooltip option in Power BI.
- ❖ We can see a bar chart and also individual trends of expenses.
- ❖ In this graph we see MOM and YOY Travelling expenses trend. It indicates expenses increased in July 2022 and in March 2023.
- ❖ Most of the expenses are in House rent, Groceries, and EMI.
- ❖ Then Health, Travelling, Shopping, Internet & other bills, and Leisure you get your individual expense trend.



# KEY INSIGHTS



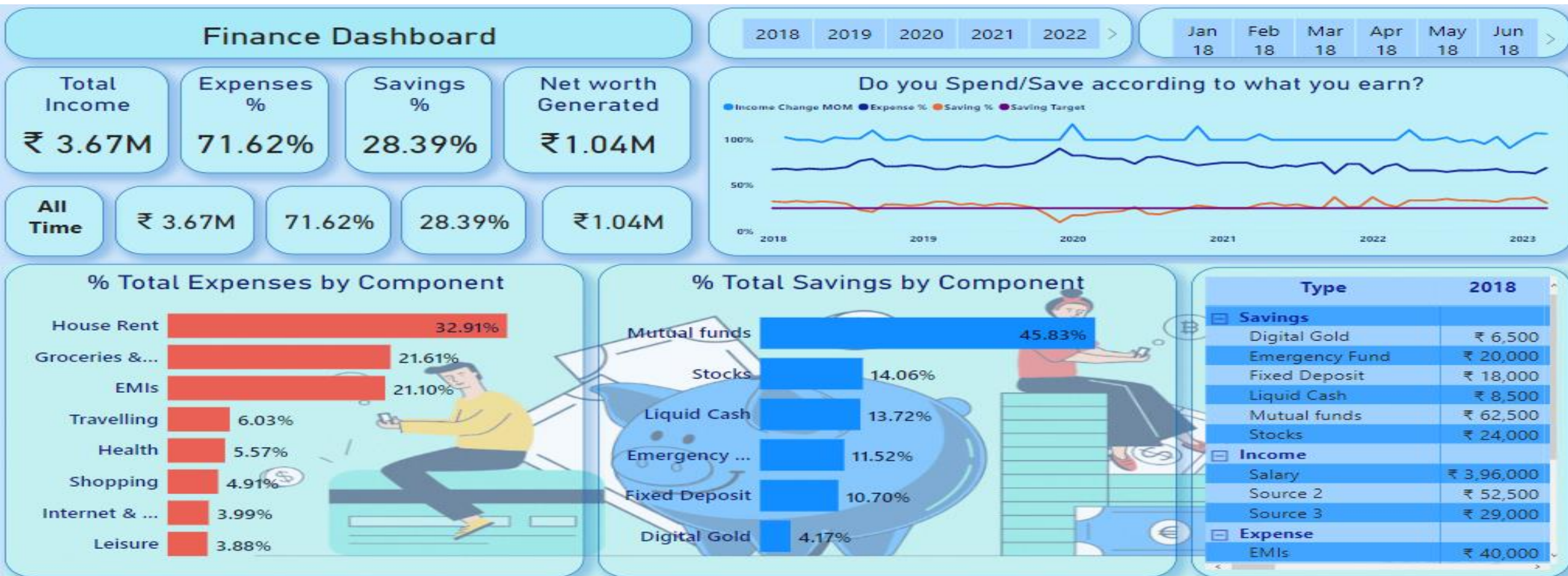
- ❖ From this graph, we made a stacked column chart and ON Tooltip option in Power BI.
- ❖ We can see a line chart for the individual trend of saving.
- ❖ In this graph we can see MOM and YOY savings trend. Hence, your Liquid Cash on Sep 21 amount was 1.5K but on Aug 21 amount was 13.5K.
- ❖ Similarly in Mutual Funds, Stocks, Fixed Deposits, Emergency Funds and Digital gold you get your individual saving trend.



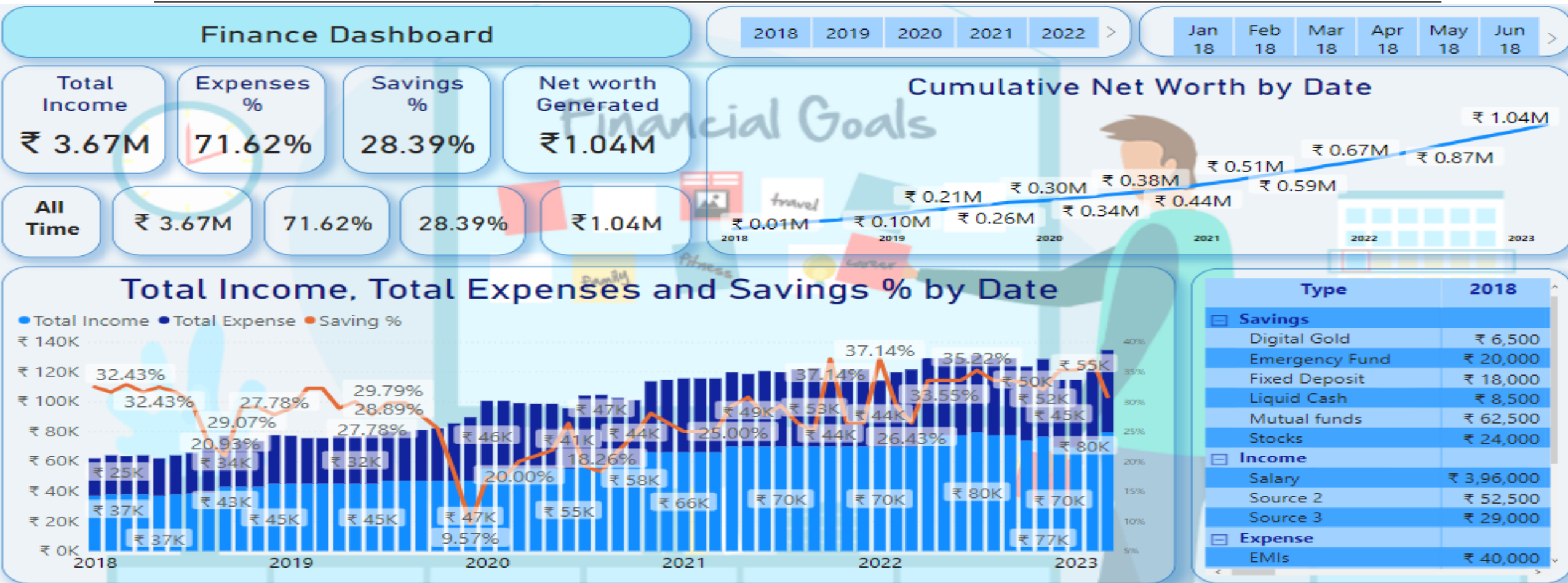
## SUMMARY

- ❖ Overall Total Income for Jan 2018 to March 2023 is ₹3.67 M.
- ❖ Your income increase and expenses simultaneously increased.
- ❖ In 2020. The savings percentage was low. But in 2022. It's high because of a good amount of investing.
- ❖ Overall expenses in percentage is 71.62%.
- ❖ Overall saving in percentage is 28.39%.
- ❖ Total net worth generated is ₹1.04M.
- ❖ Also you can see your MOM & YOY income, expenses & saving in % individually.

# DASHBOARD PAGES VIEW



# DASHBOARD PAGES VIEW





THANK YOU

CONTACT AND SOCIAL LINKS



Email:  
rahultank746@gmail.com



LinkedIn id:  
<http://www.linkedin.com/in/rahultank33>



Contact:  
7977507448