

Task : Data Exploration and Summary

27.80

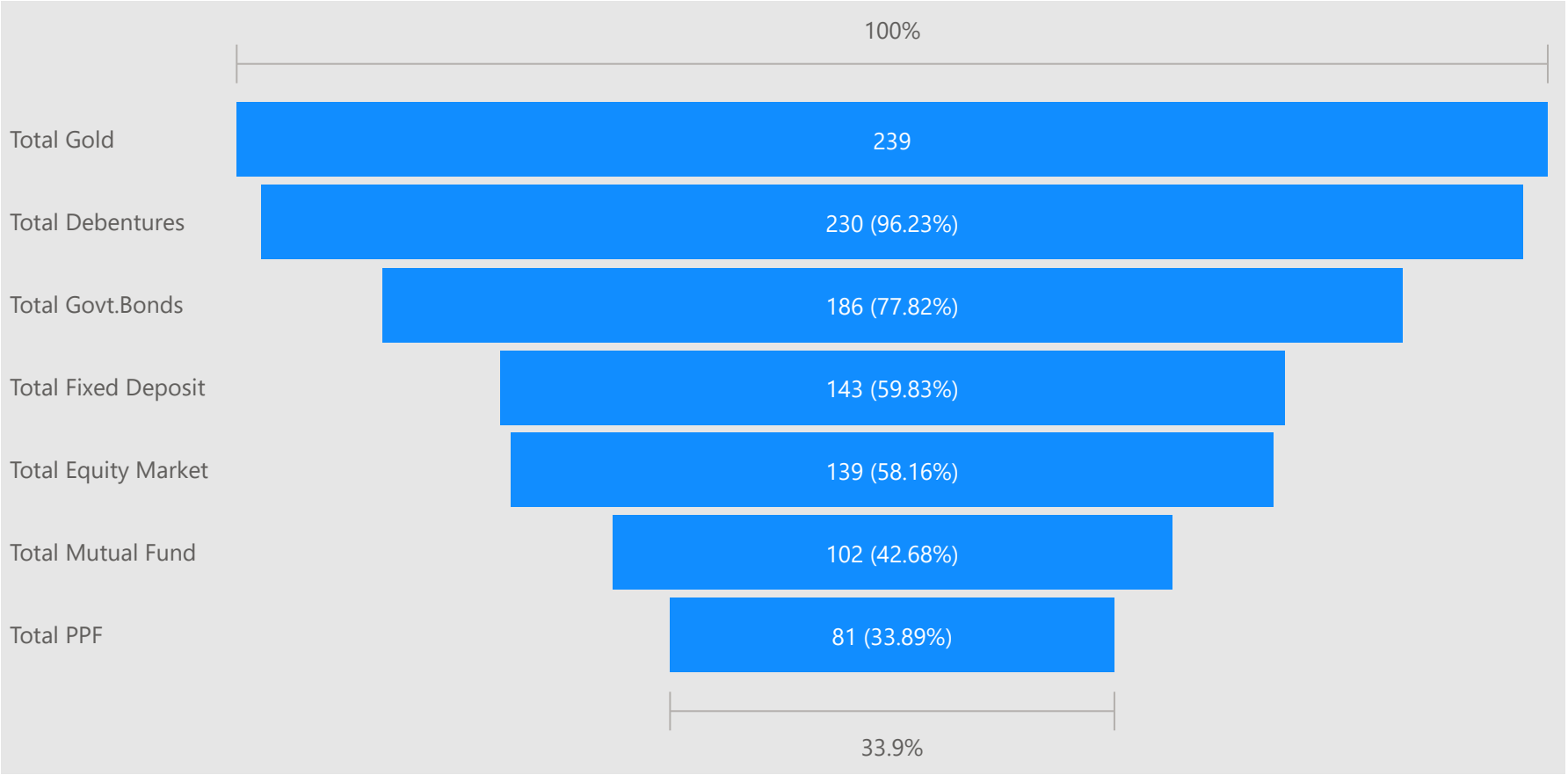
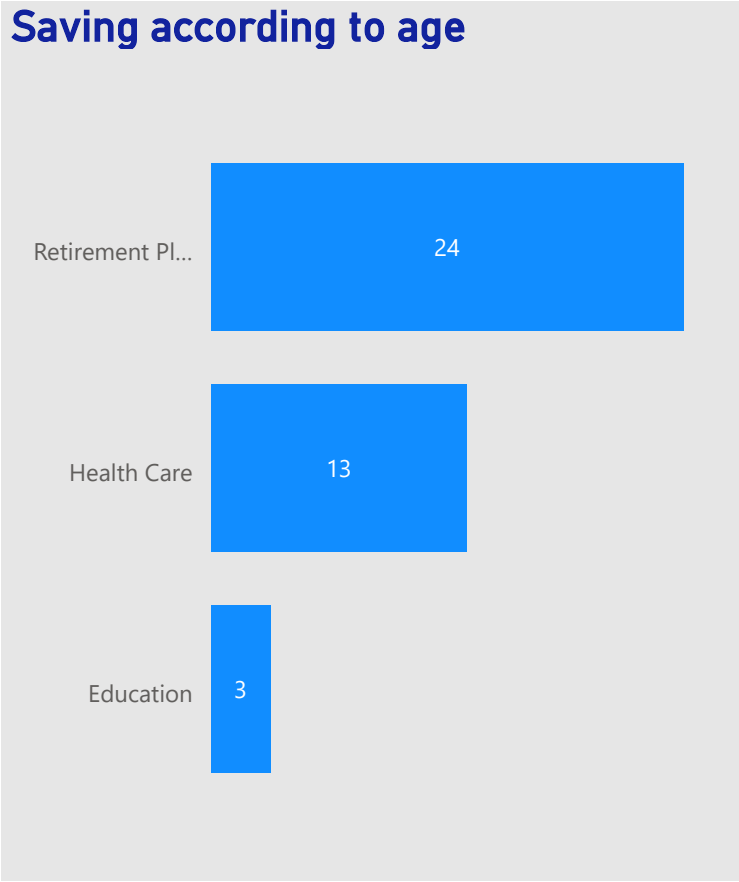
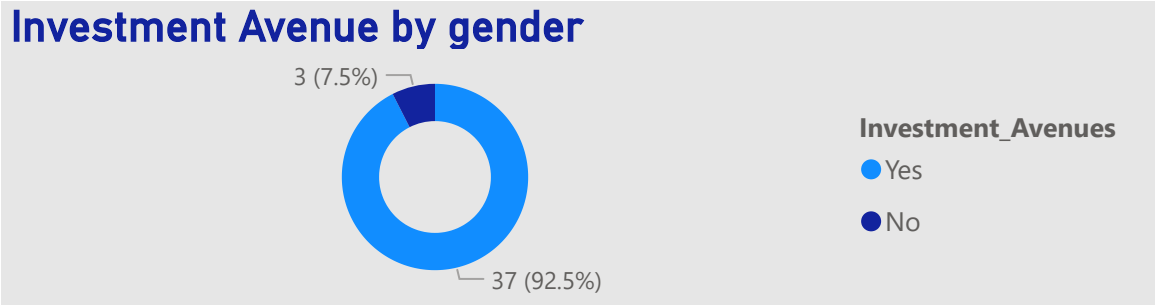
Avg.Age

37

Investment Ave...

3

No Investment Avenue



Task 2 : Gender-based Analysis

25

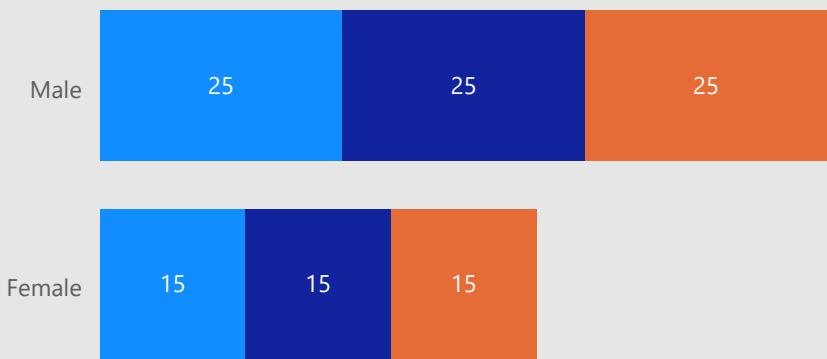
Male

15

Female

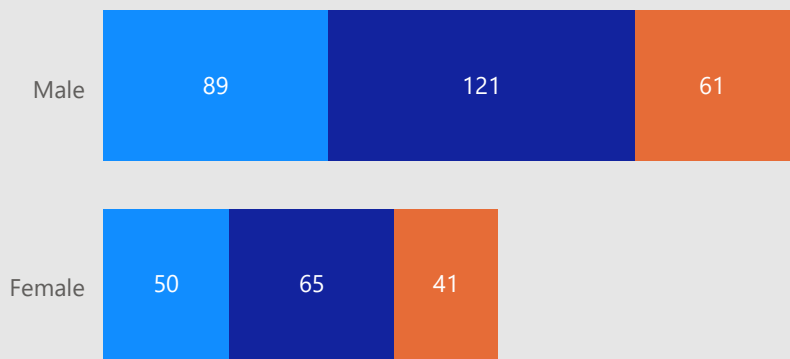
Count of Investment by Gender

● Count of Equity_Market ● Count of Governmen... ● Count of Mutual...



Sum of Investment by Gender

● Sum of Equity_Market ● Sum of Government_... ● Sum of Mutual_...



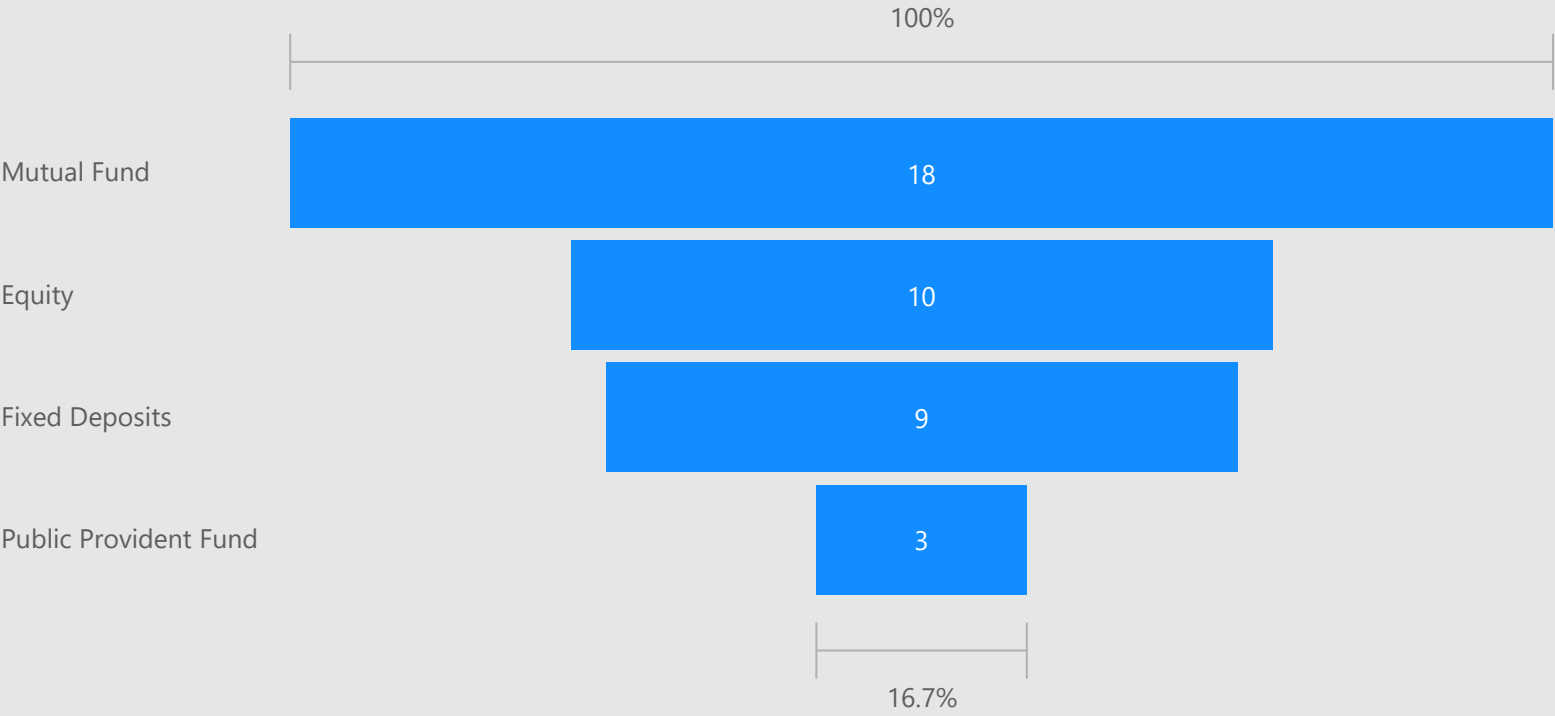
Key Insights

- Female investors more interested in government bonds (65) and less in equity funds (50),very less in mutual funds(41).
- Male investors are also interested in government bonds (121) and less interested in equity bonds (89) & very less in mutual funds(61) .
- Male investors are comparatively more than female in all investments.

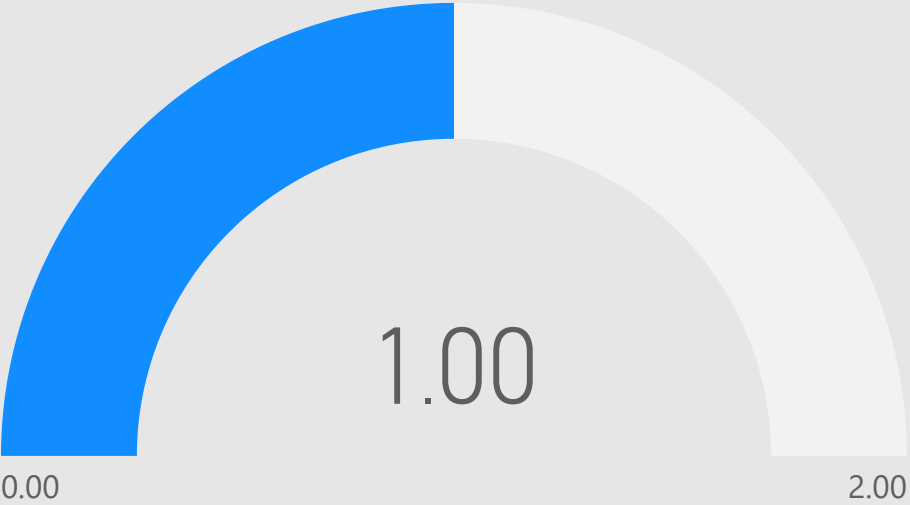
Task -3 Objective Analysis

Avenue		
Deselect all	Equity	Fixed Deposits
Mutual Fund	Public Provident Fund	

Objective by Avenue



Correlation Analysis



Task 4 - Investment Duration and Frequency

Avenue

Deselect all	Equity	Fixed Deposits
Mutual Fund	Public Provident Fund	

18

Mutual Fund

10

Equity

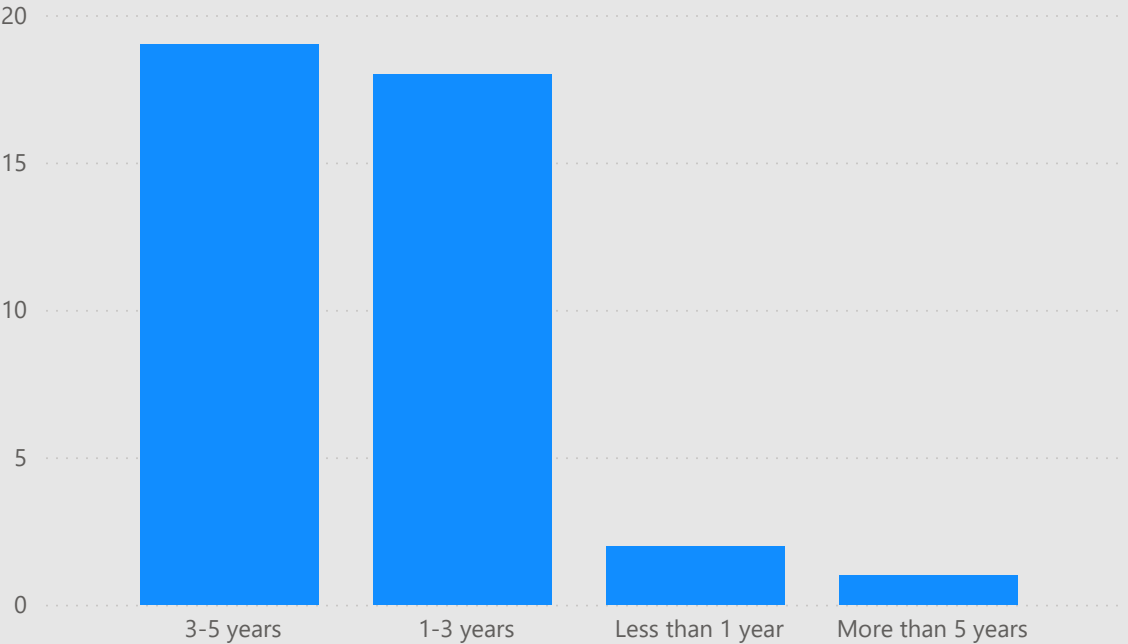
9

Fixed Deposits

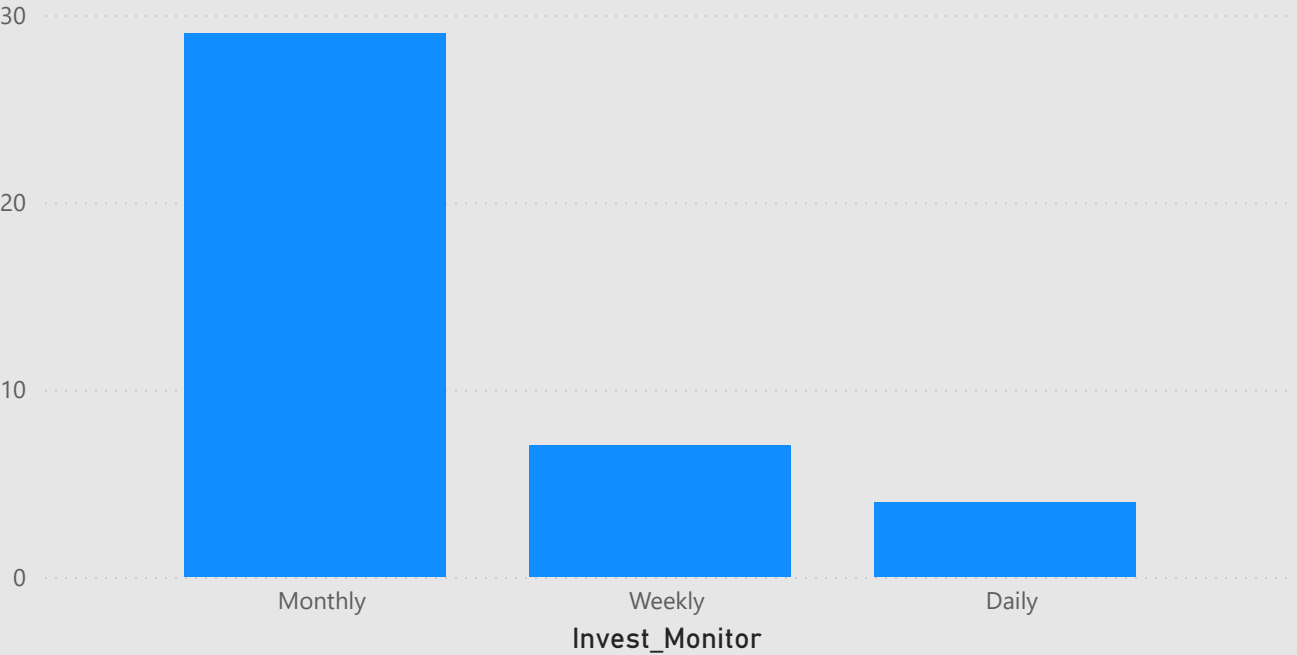
3

Public Provident Fund

Avenue by Duration



Avenue by Invest Monitor



Task 5: Reasons for Investment

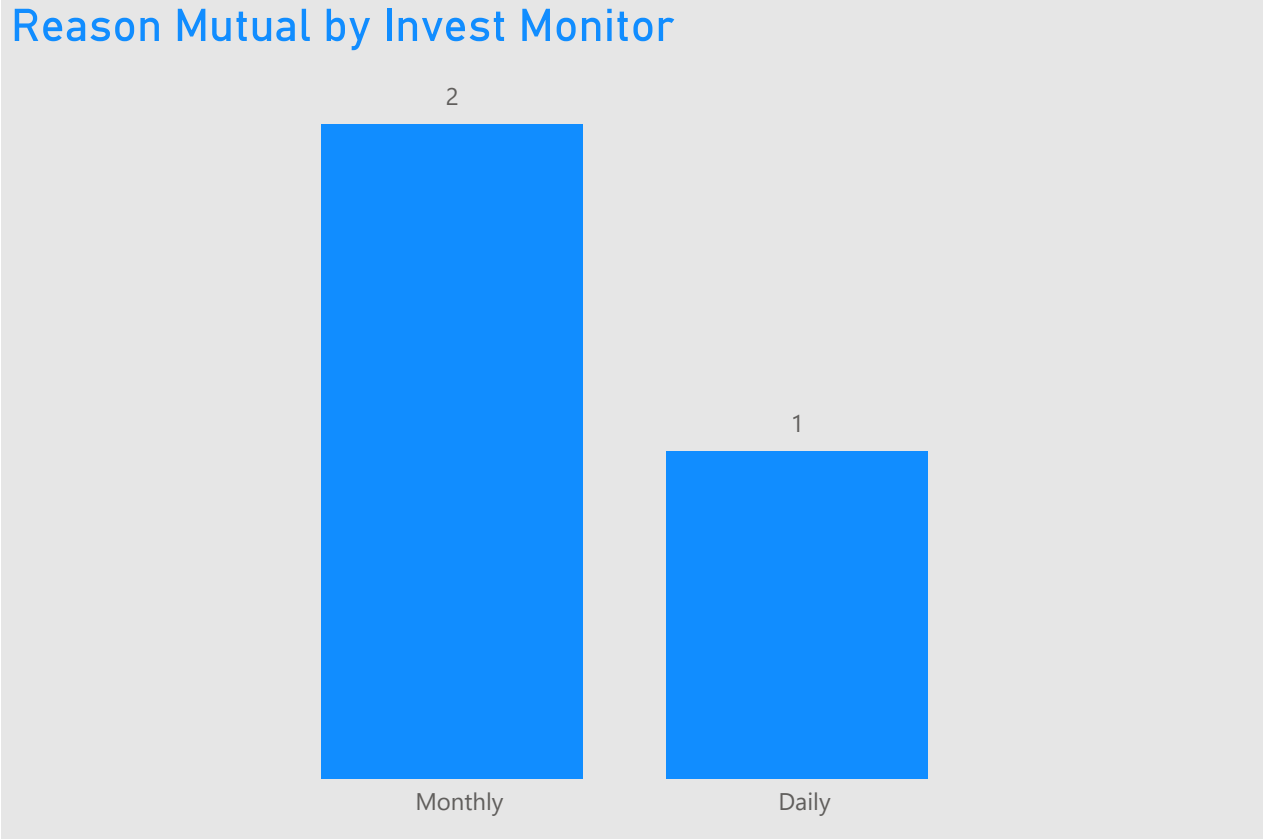
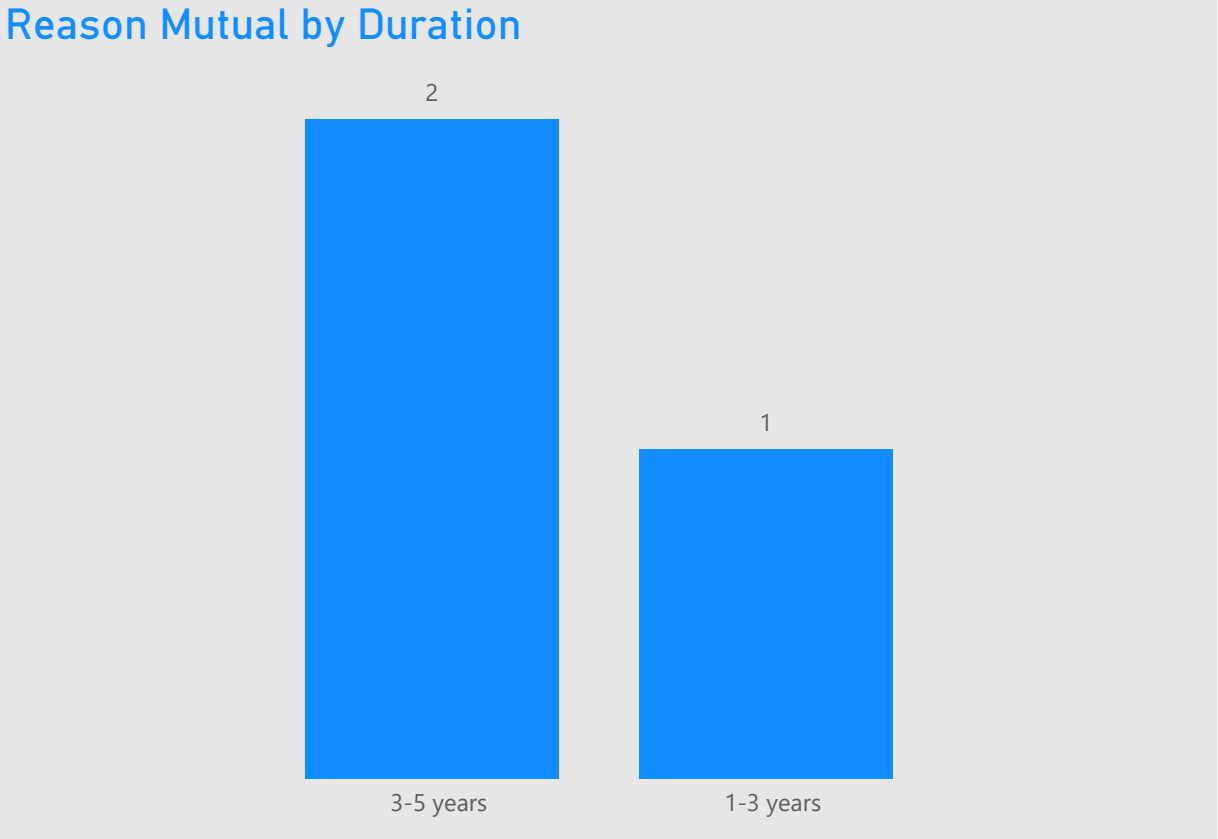
Reason Mutual

Better Returns	Fund Diversification	Tax Benefits
----------------	----------------------	--------------

(Blank)

(Blank)

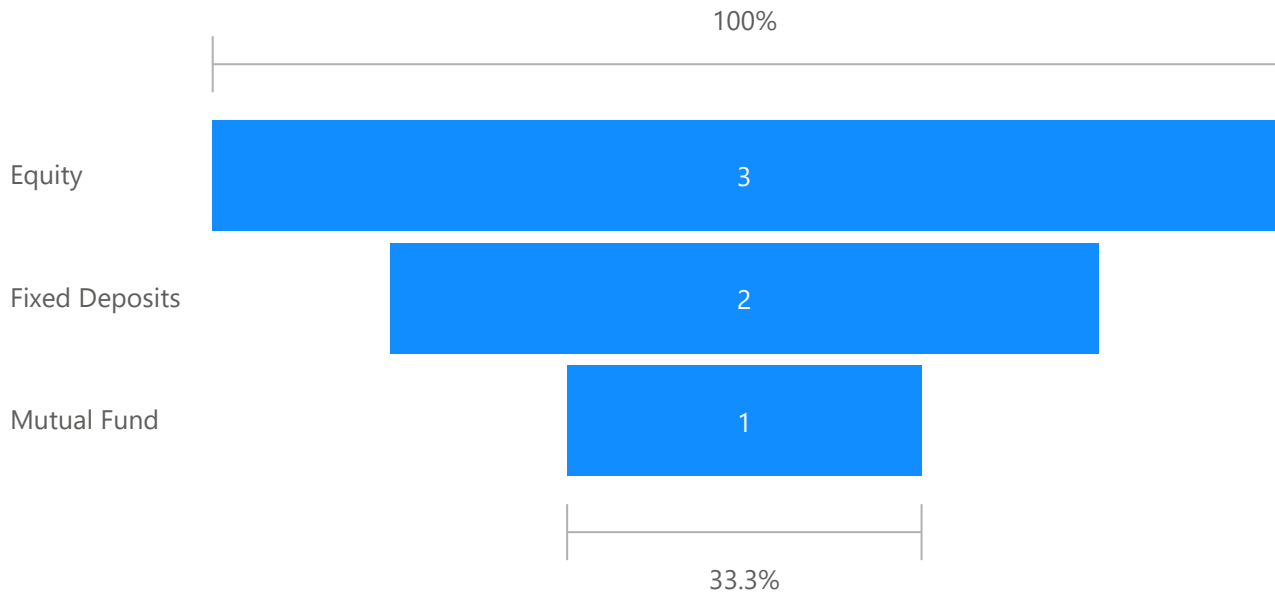
3



Task 6 : Source of Information

Source			
Financial Consultants	Internet	Newspapers and Magazines	Television

Source by Avenue



Avenue by Source



Final Dashboard

15

Female

27.80

Avg.Age

25

Male

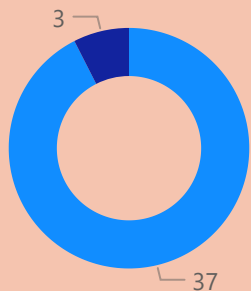
Avenue

All

Reason_Mutual

All

Individuals by Investment Avenues

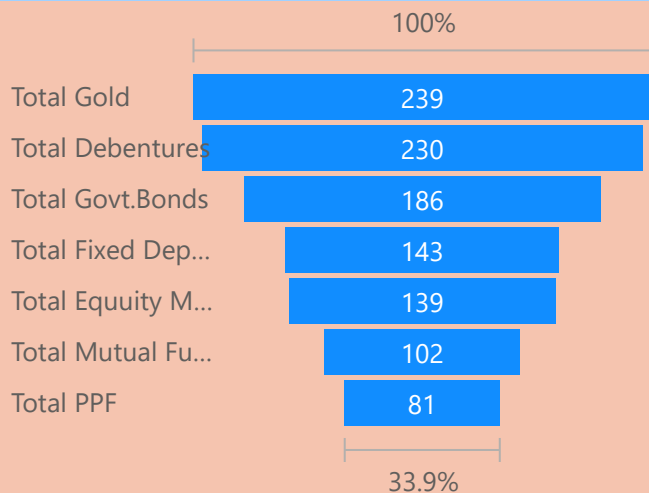


Investment_A...

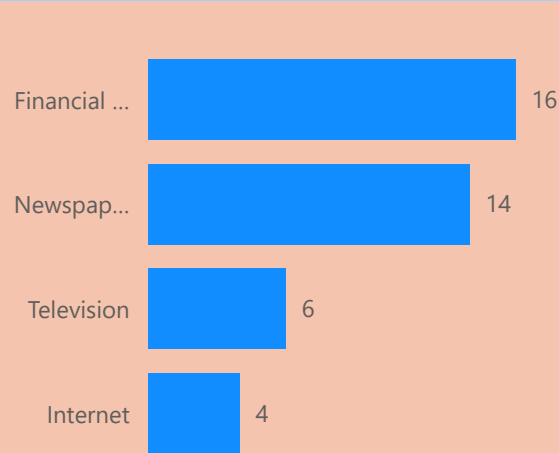
Yes

No

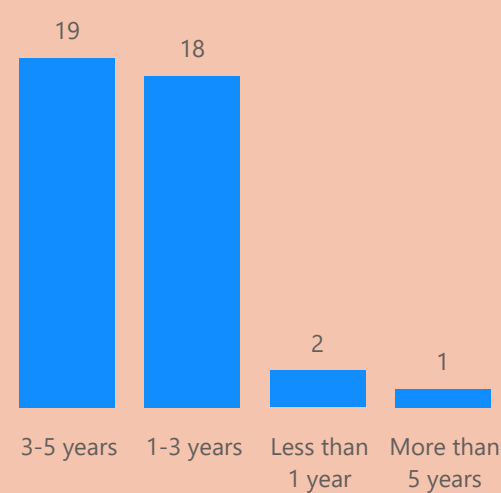
Investment by Avenue



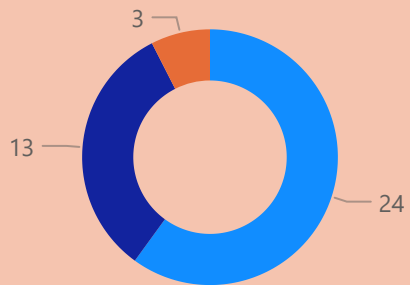
Avenue by Source



Avenue by Duration



Individuals by Savings Objectives



What are yo...

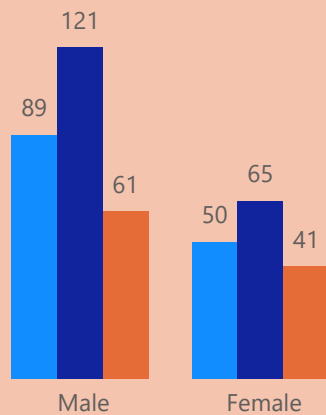
Retiremen...

Health Care

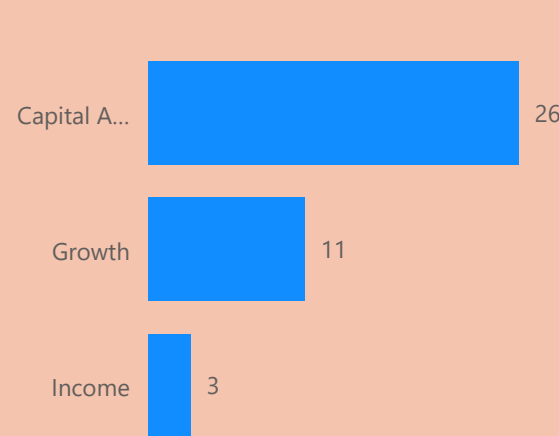
Education

Investment by gender

Sum of Equity_... Sum of Gover... Sum of M...



Avenue by Objective



Avenue by Invest Monitor

