

COGNIFYZ POWER BI INTERNSHIP

DATA EXPLORATION & SUMMARY

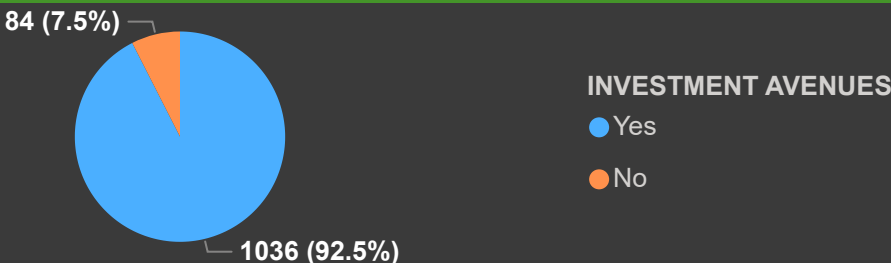
AVERAGE AGE

27.80

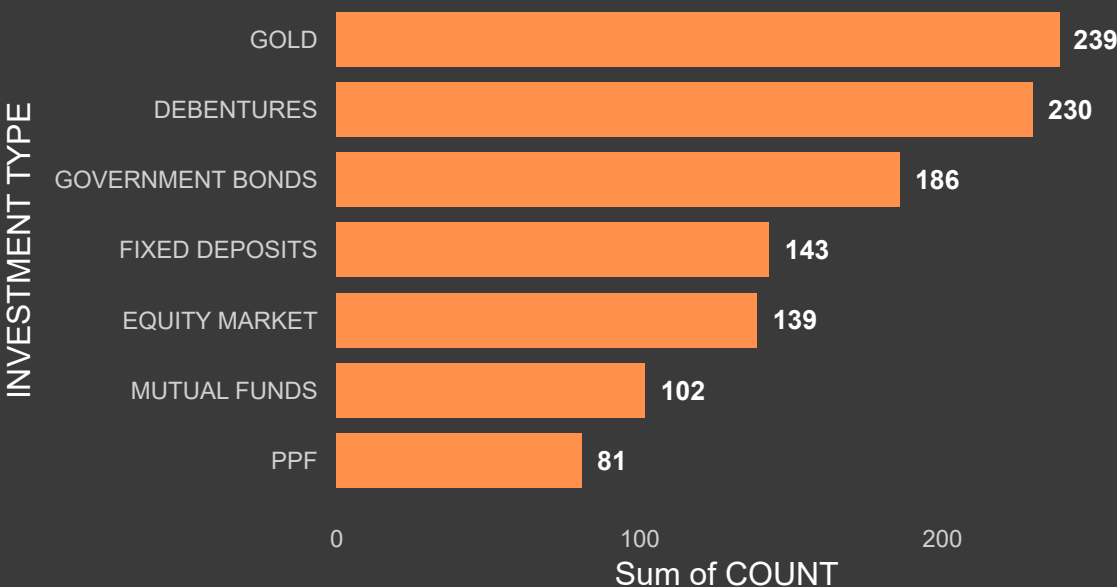
TOTAL INVESTORS

40

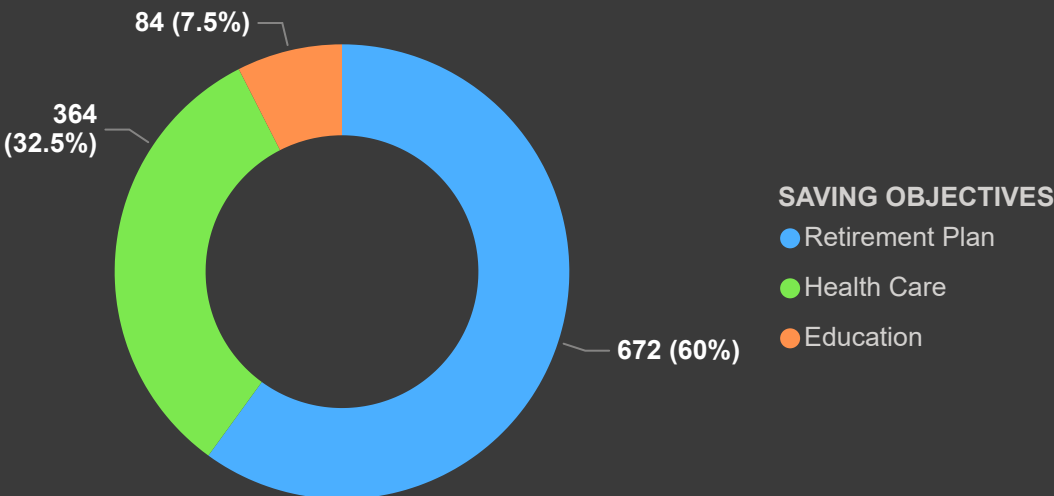
DISTRIBUTION BY INVESTMENT AVENUES



MOST PREFERRED INVESTMENT TYPES



SAVING OBJECTIVES OF INVESTORS



GENDER - BASED ANALYSIS

MALE

25

FEMALE

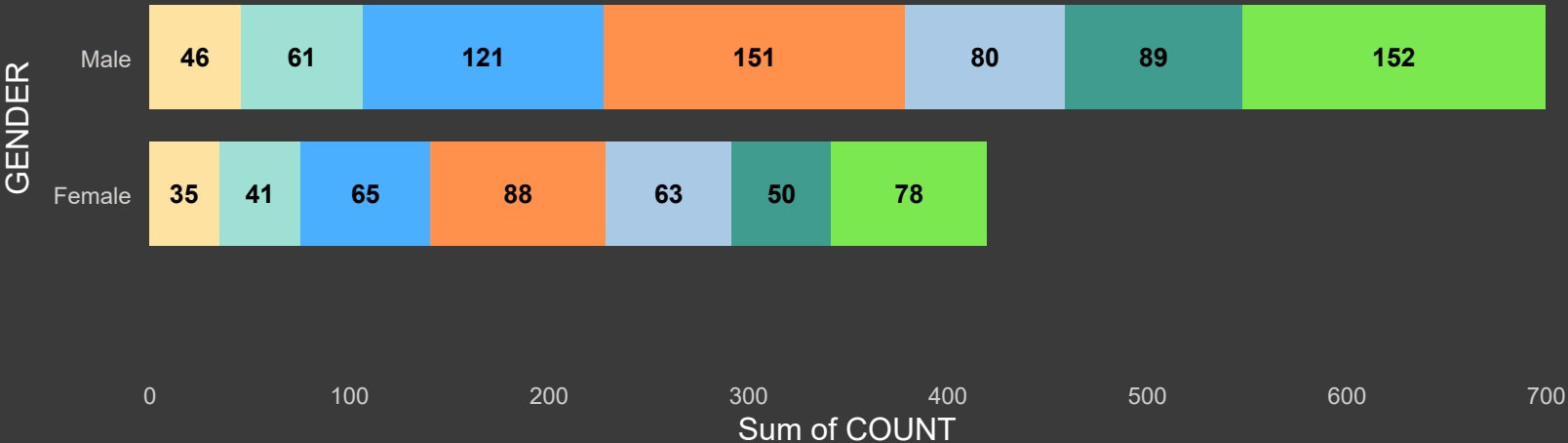
15

KEY INSIGHTS

- Male investors (25) outnumber female investors (15), indicating higher male participation.
- Debentures and Gold are the most preferred investment options among both genders.
- Male investors show higher investment counts in almost all categories, particularly in Debentures (152) and Government Bonds (121).
- Female investors also favor Gold (88) and Debentures (78), reflecting a preference for low - risk, stable returns.
- Overall, the data suggests that both males and females prioritize secure and traditional investment options over high - risk assets.

INVESTMENT PREFERENCES BY GENDER

INVESTMENT TYPE ● PPF ● MUTUAL FUNDS ● GOVERNME... ● GOLD ● FIXED DEPO... ● EQUITY M... ● DEBENTU...



OBJECTIVE ANALYSIS

UNIQUE SAVING OBJECTIVES

3

DIFFERENT INVESTMENT TYPES

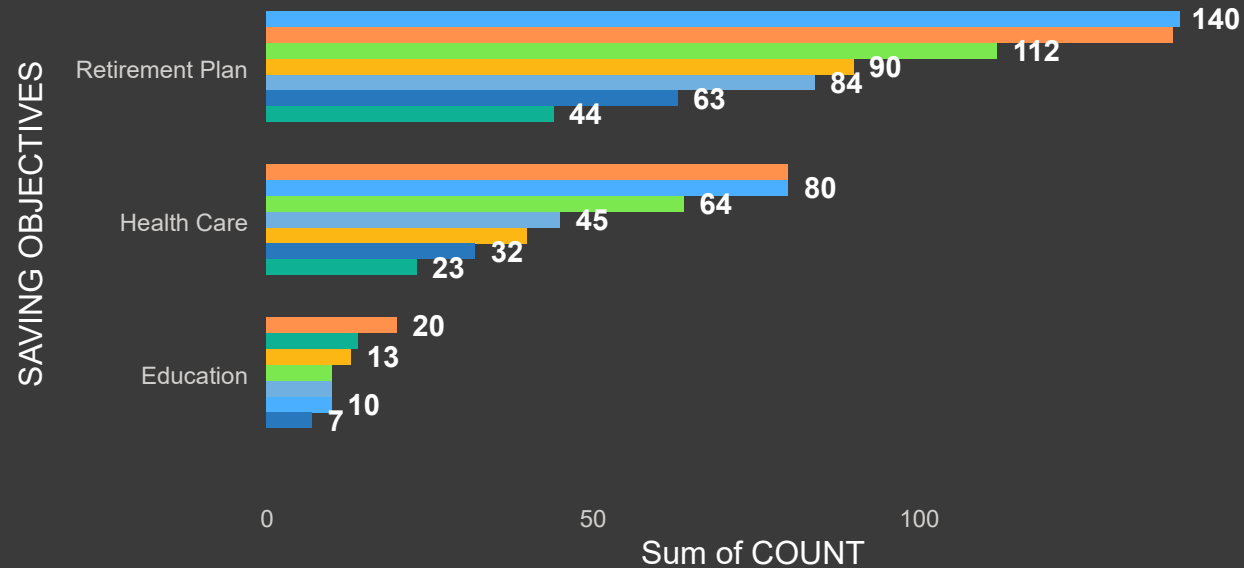
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MOST PREFERRED INVESTMENT TYPE

DEBENTURES

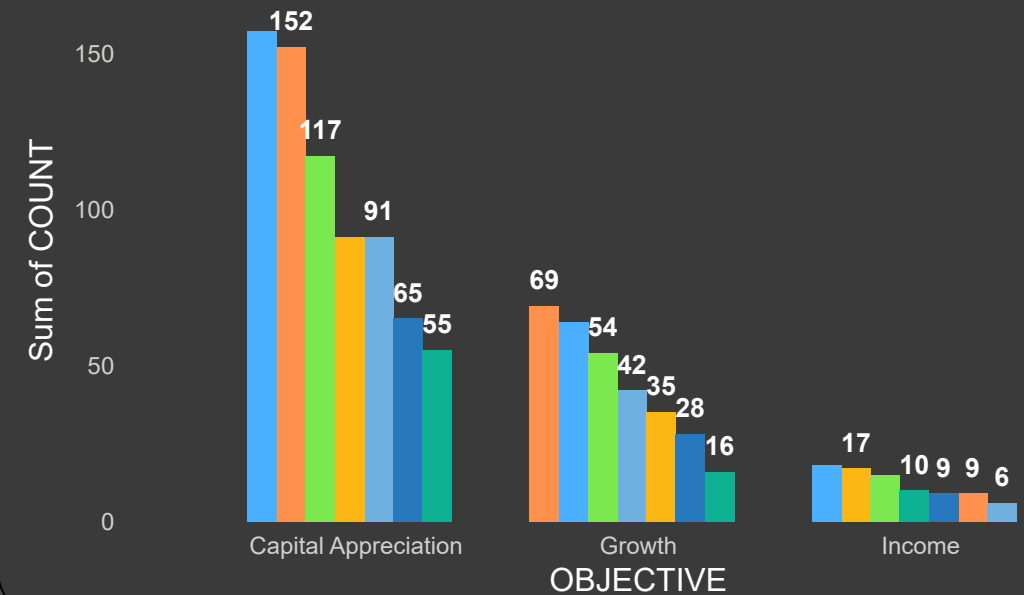
SAVING OBJECTIVES BY INVESTMENT TYPE

INVESTMENT TYPE ● DEBEN... ● EQUIT... ● FIXED ... ● GOLD ● GOVE... ● MUTU... ● PPF



INVESTMENT DISTRIBUTION BY OBJECTIVE

INVESTMENT TYPE ● DEBENT... ● EQUITY ... ● FIXED ... ● GOLD ● GOVE...



INVESTMENT DURATION & FREQUENCY

OBJECTIVES

Capital
Appreciati...

Growth

Income

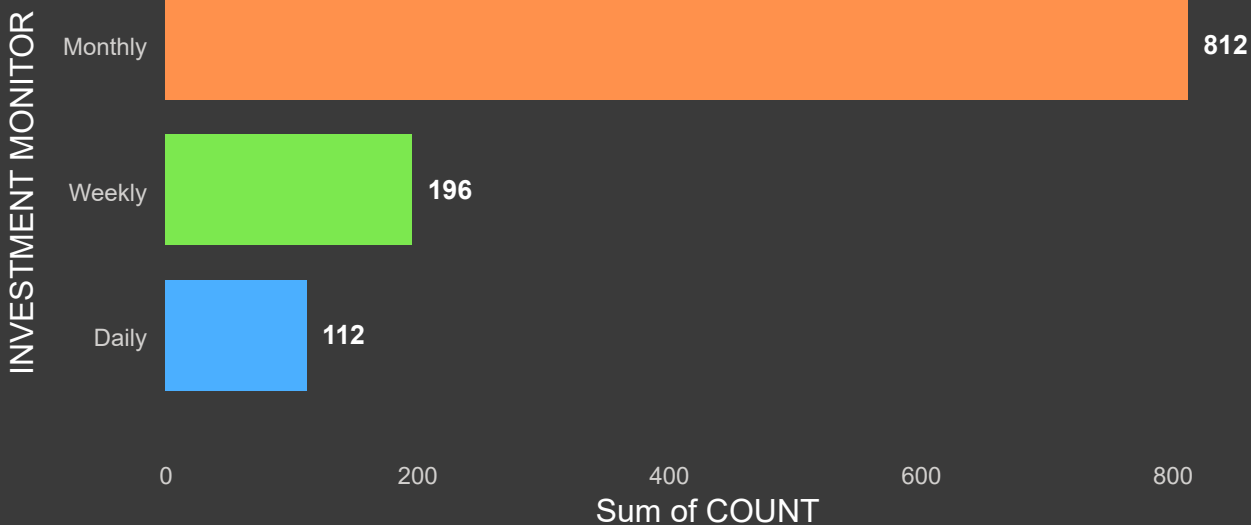
COMMON INVESTMENT DURATION

3-5 years

COMMON MONITORING FREQUENCY

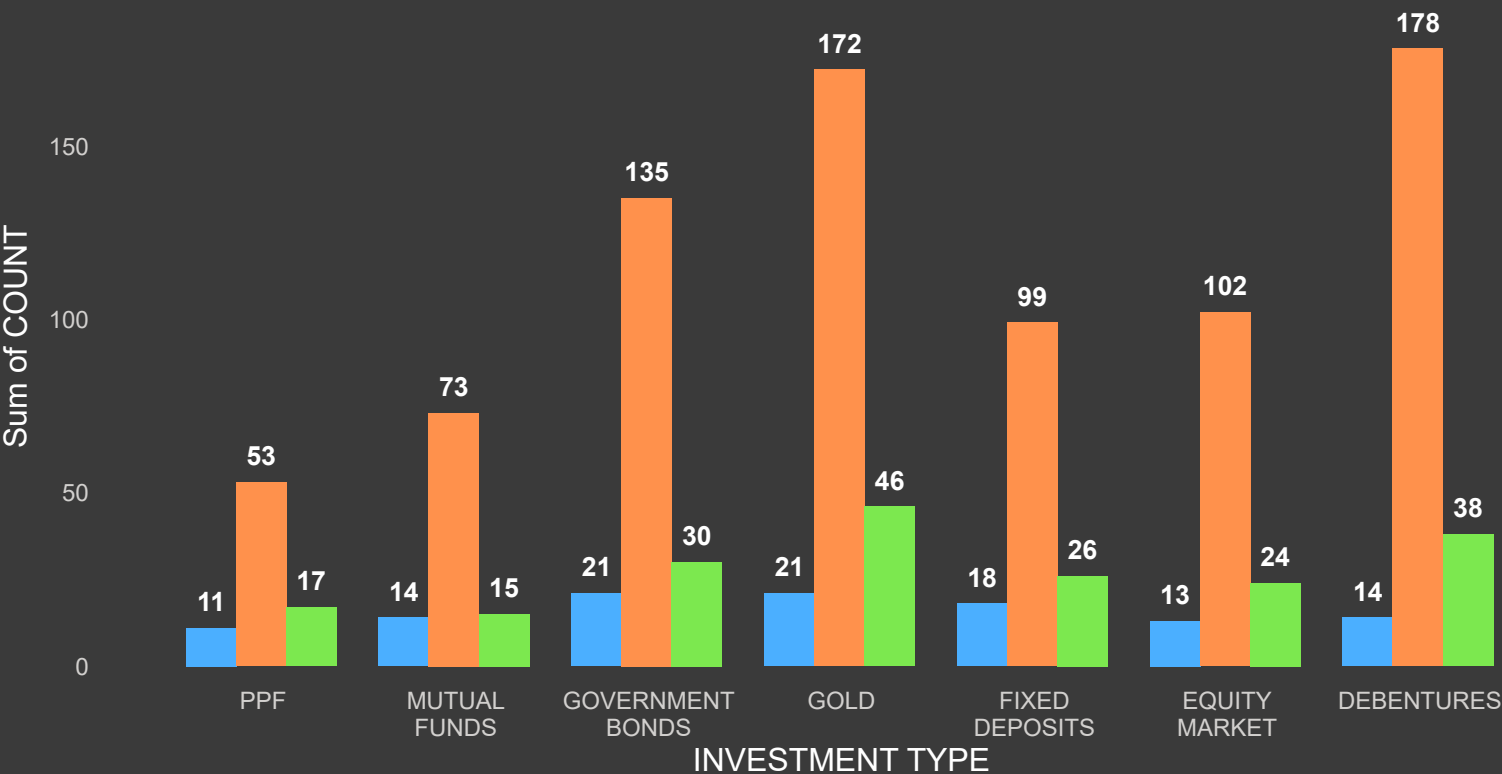
Monthly

DISTRIBUTION OF MONITORING FREQUENCIES

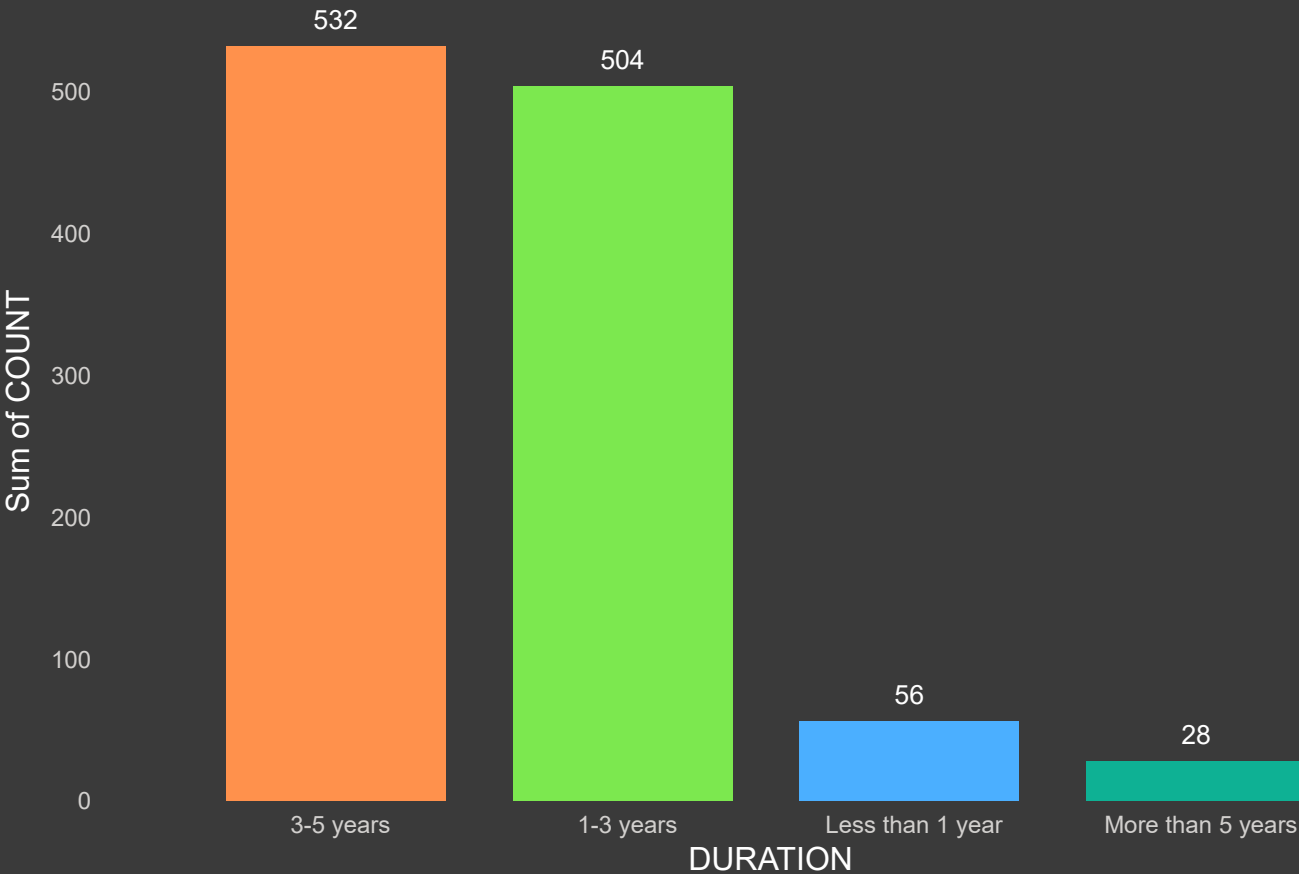


INVESTMENT TYPE VS MONITORING FREQUENCY

INVESTMENT MONITOR ● Daily ● Monthly ● Weekly



DISTRIBUTION OF INVESTMENT DURATION

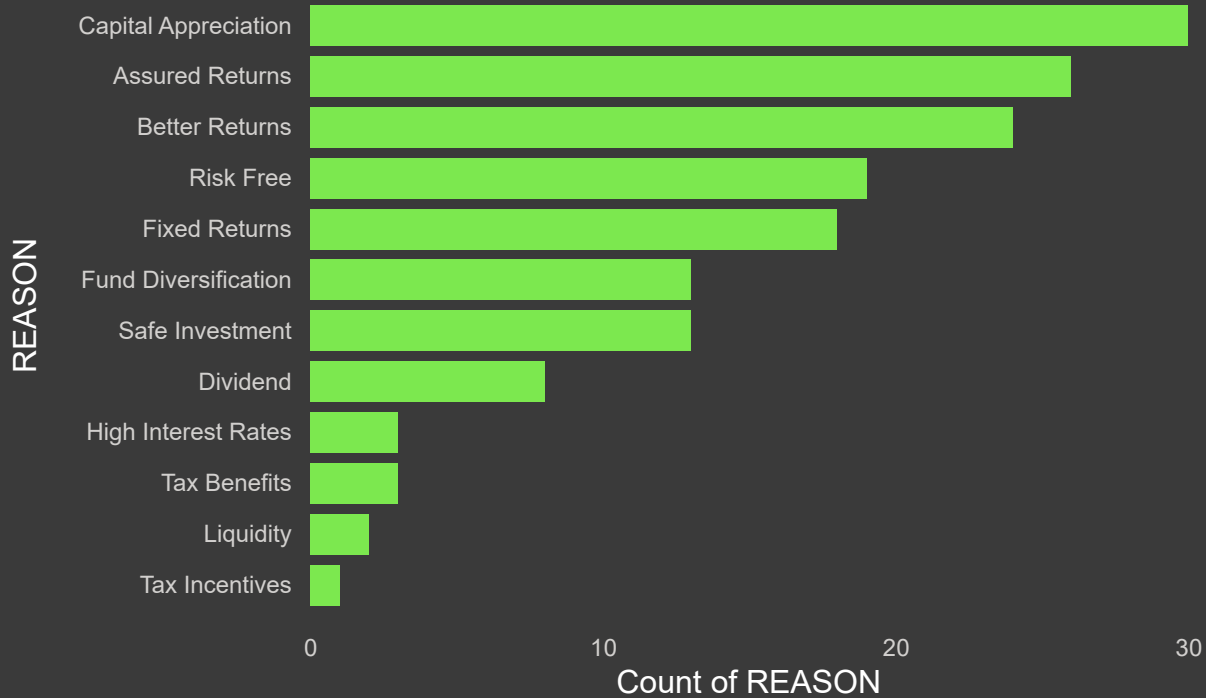


REASONS FOR INVESTMENT

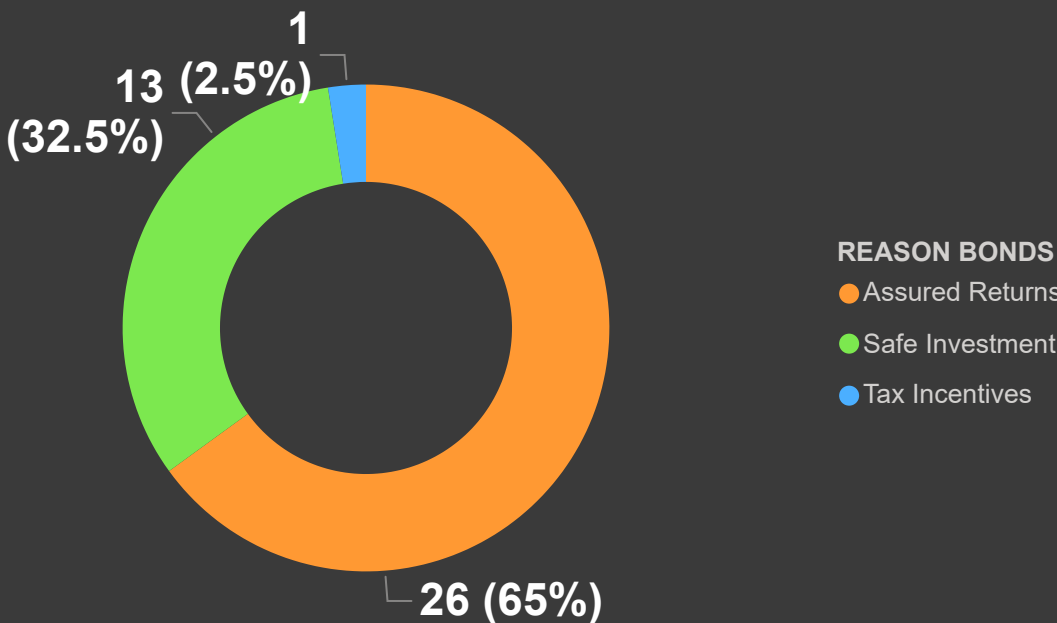
TOTAL REASONS

12

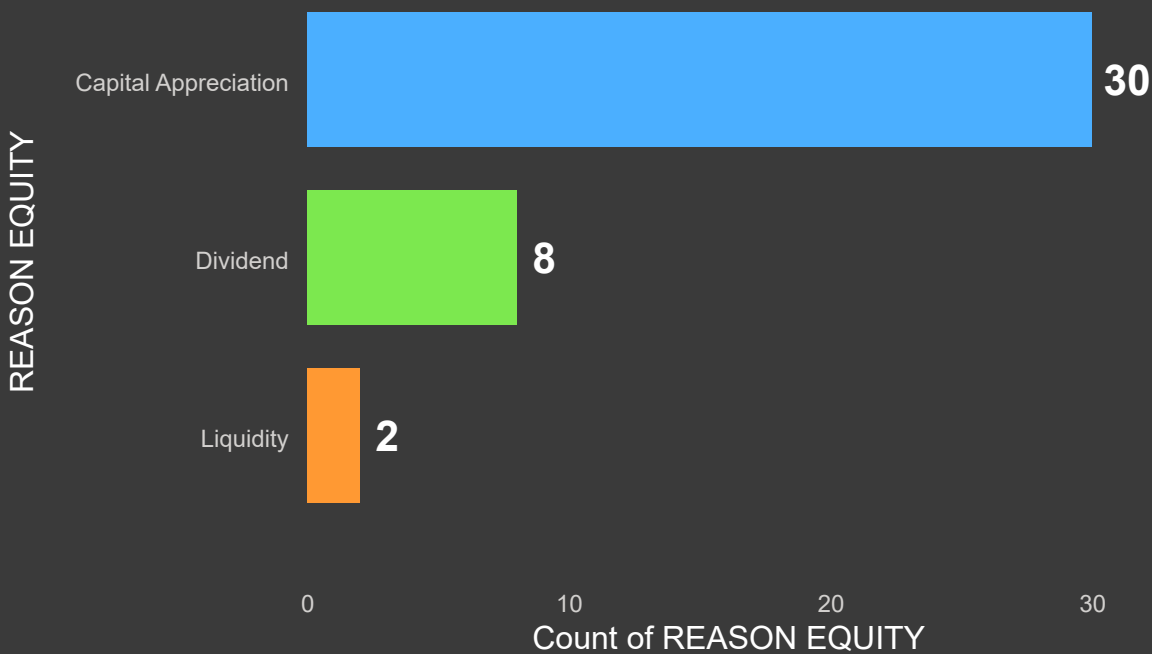
TOP REASONS WHY PEOPLE INVEST



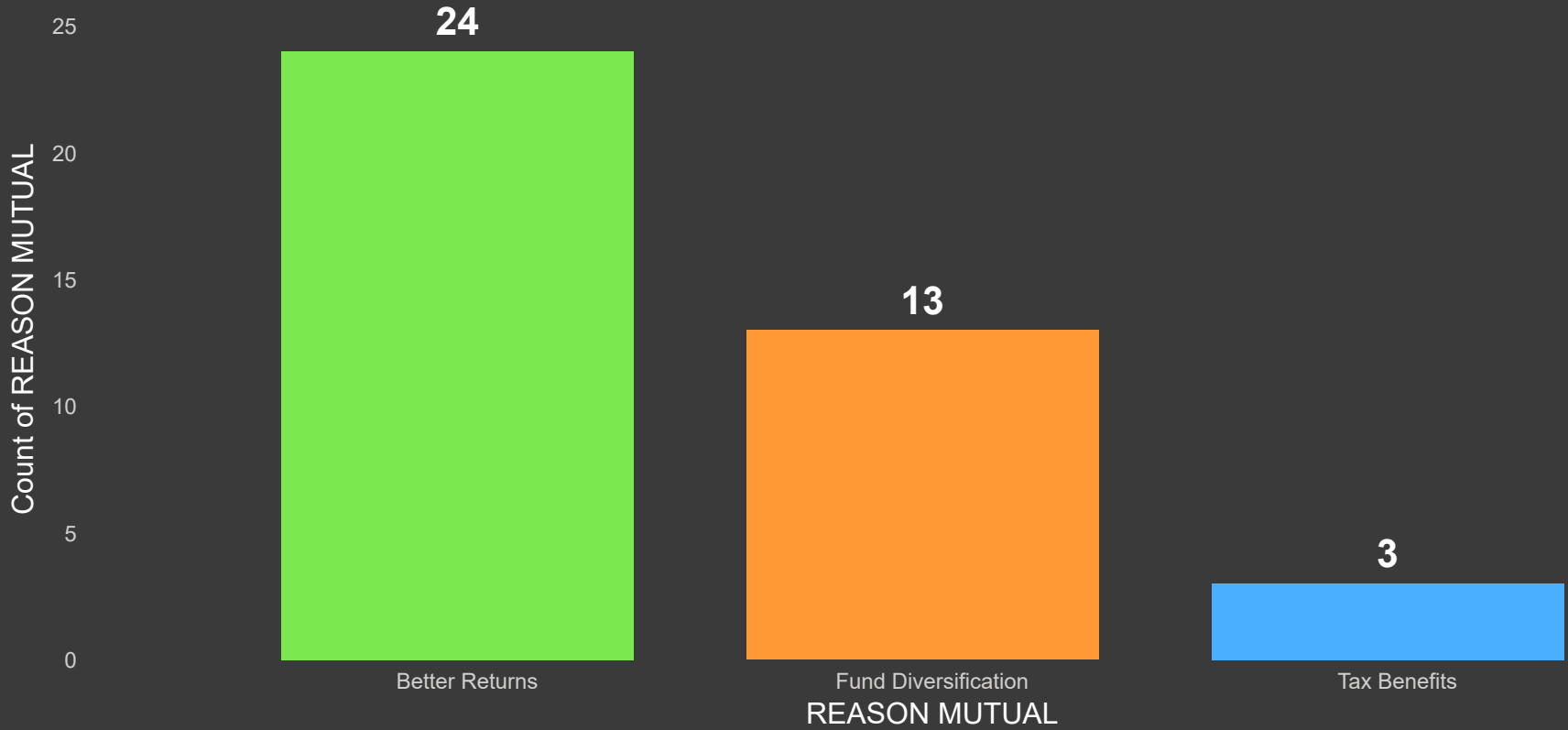
REASONS FOR INVESTING IN REASON BONDS



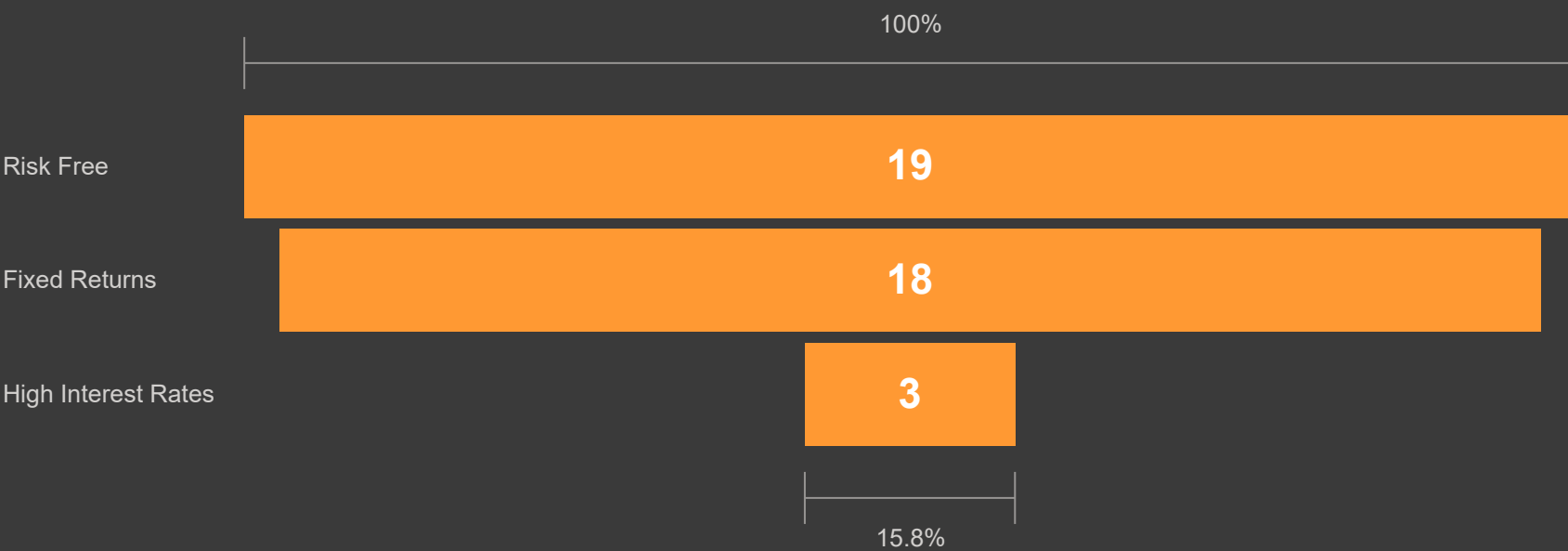
REASONS FOR INVESTING IN EQUITY



REASONS FOR INVESTING IN MUTUAL FUNDS



REASONS FOR INVESTING IN FIXED DEPOSIT



SOURCE OF INFORMATION

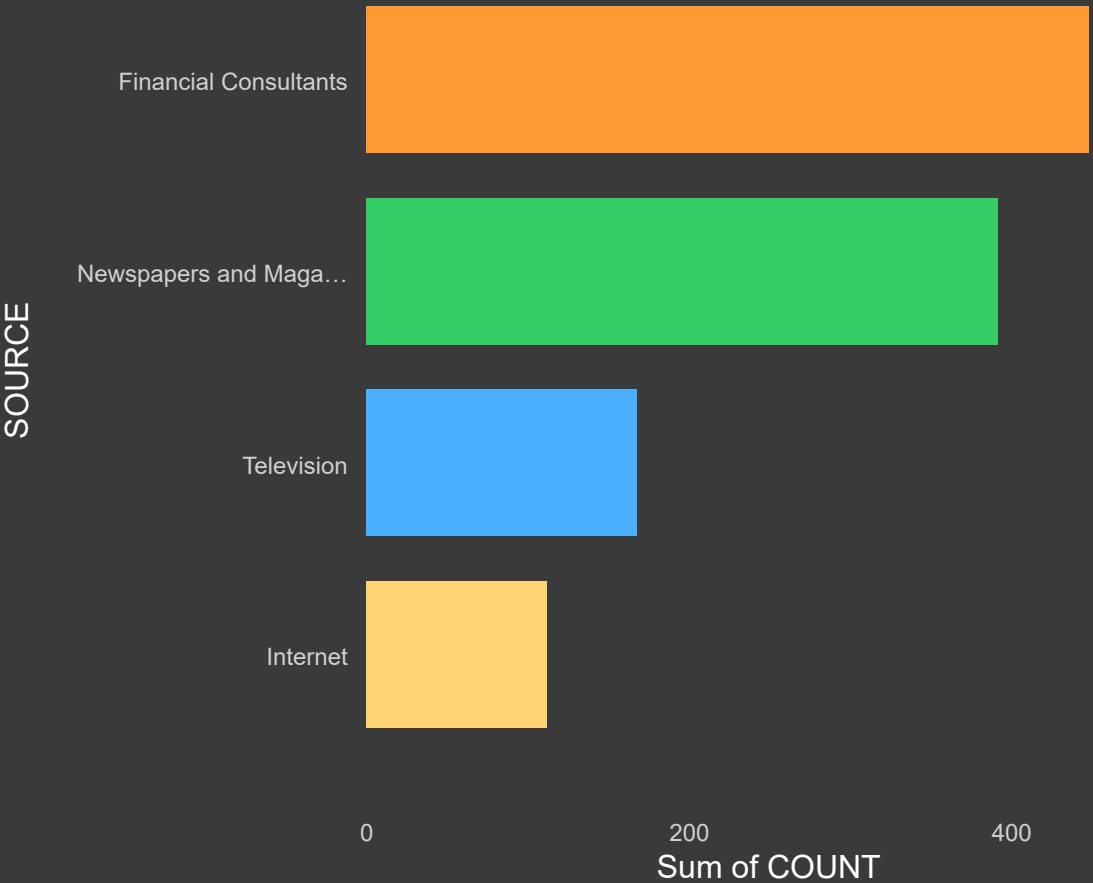
UNIQUE INFORMATION SOURCES

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MOST COMMON SOURCE

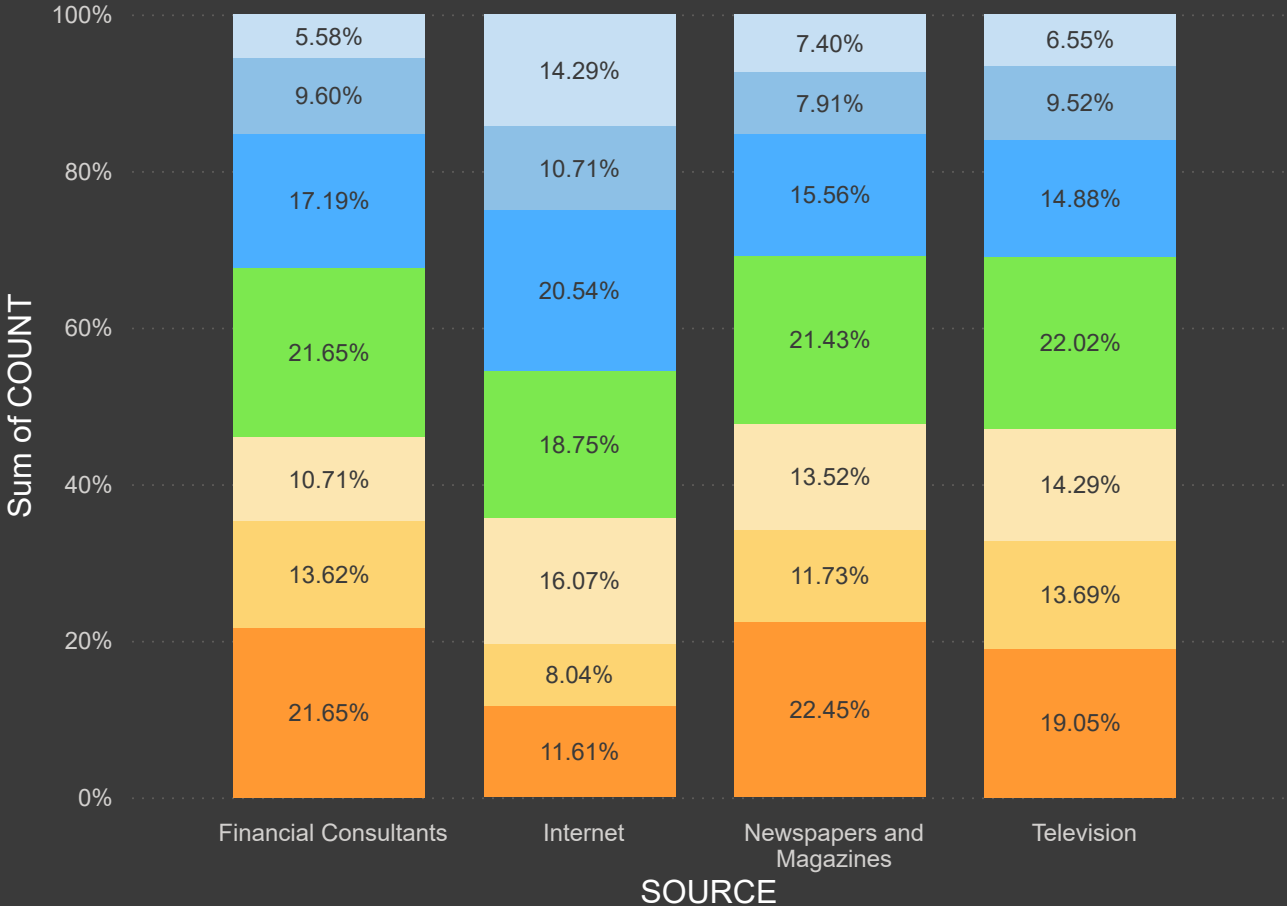
Financial Consultants

SOURCES OF INVESTMENT INFORMATION



SOURCES BY INVESTMENT TYPE

INVESTMENT TYPE ● DEBENT... ● EQUIT... ● FIXED ... ● GOLD ● GOVE... ● MUTU... ● PPF



INVESTMENT ANALYSIS REPORT

OBJECTIVES

Capital Appreciation

Growth

Income

TOTAL INVESTORS

40

MALE

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FEMALE

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AVERAGE AGE

27.80

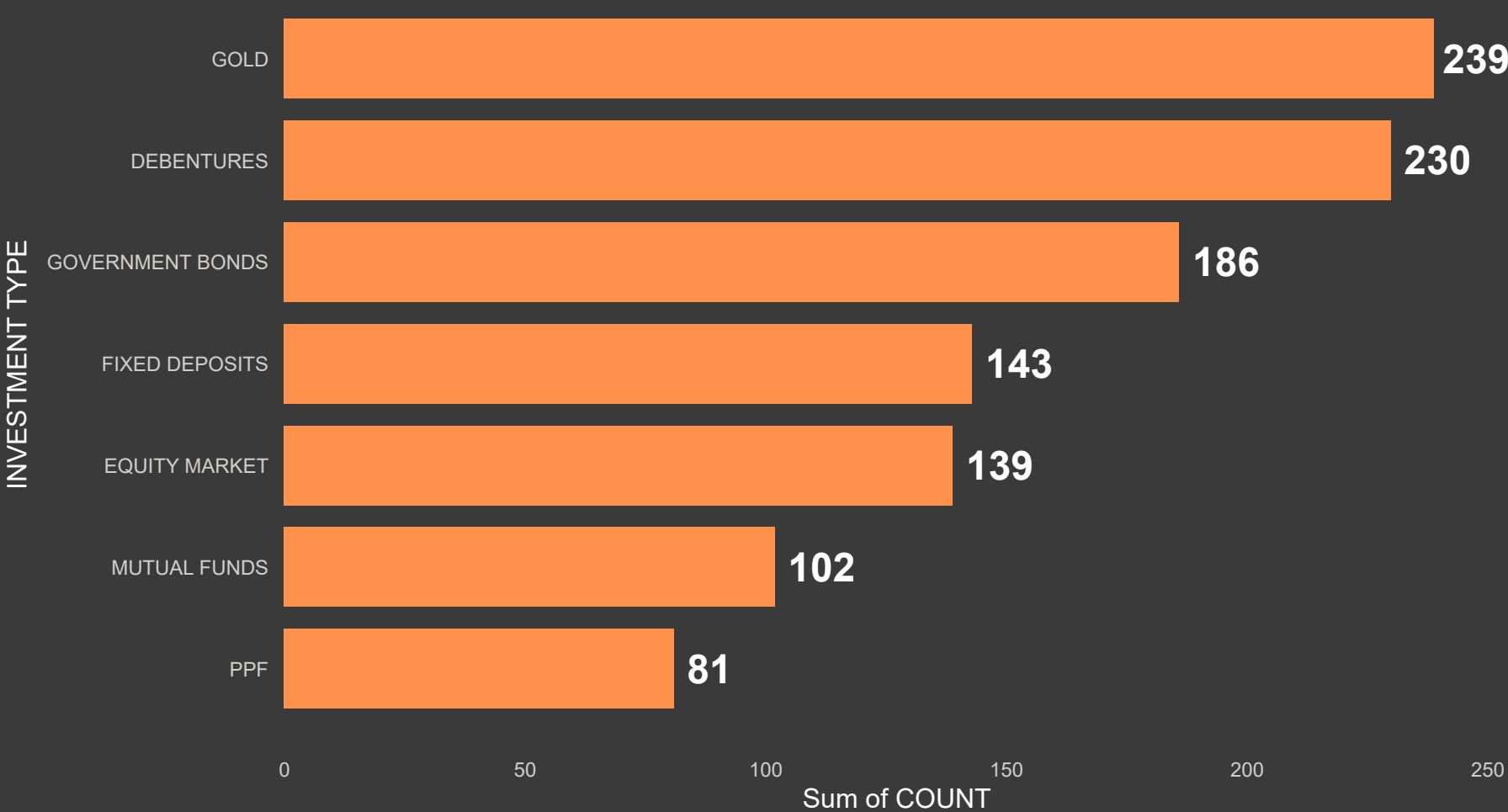
MOST PREFERRED INVESTMENT TYPE

DEBENTURES

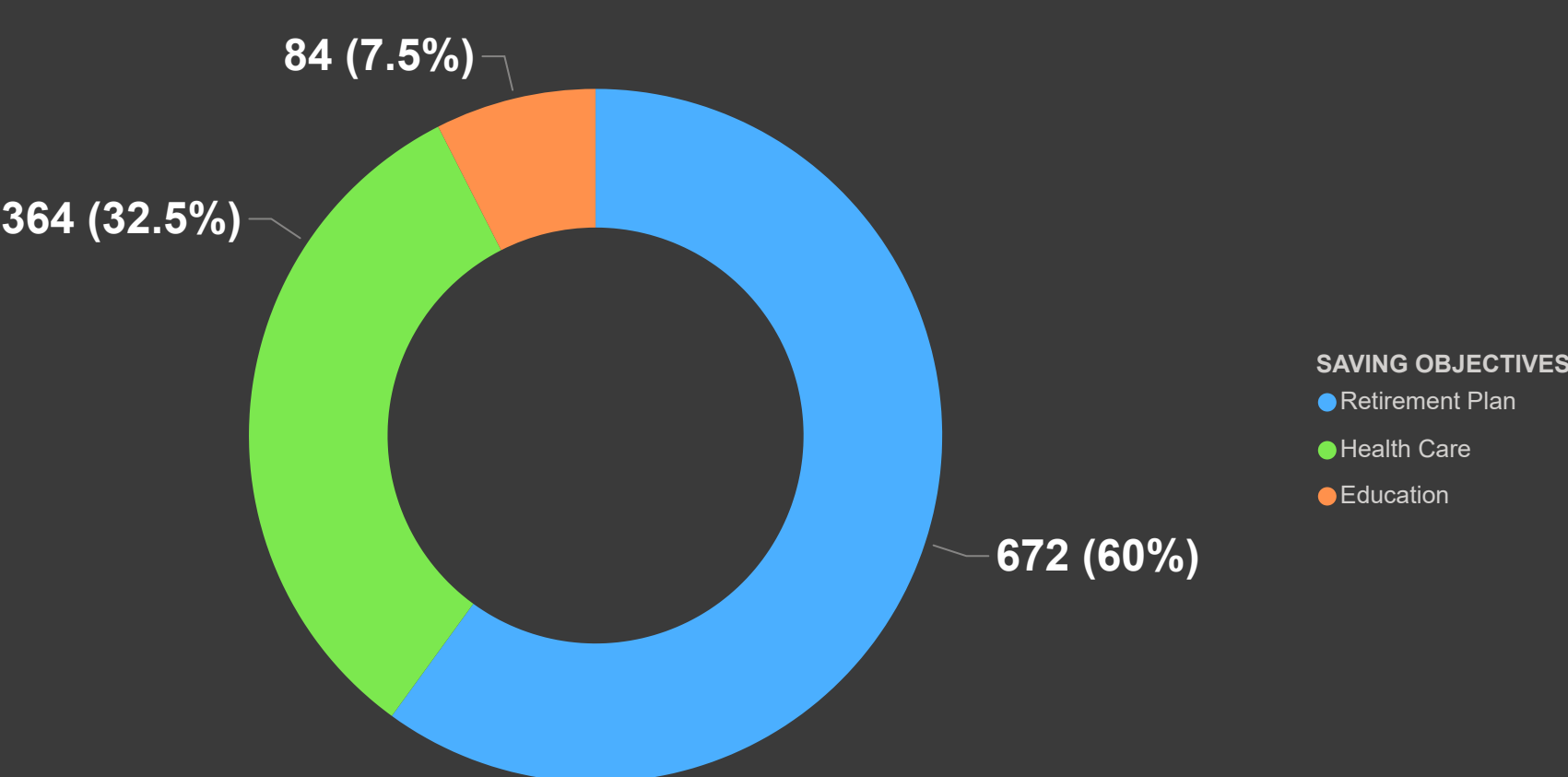
MOST COMMON SOURCE

Financial Consultants

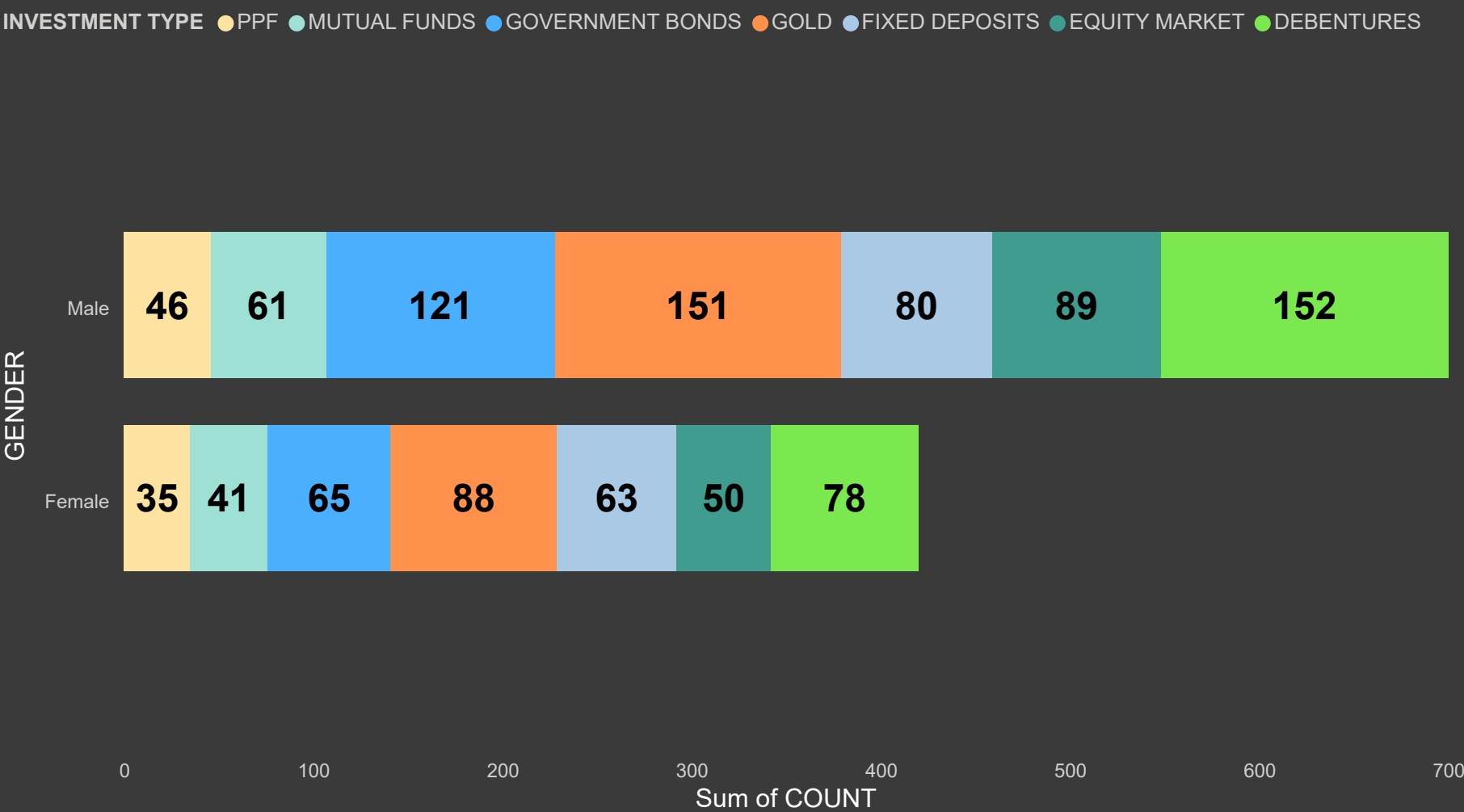
MOST PREFERRED INVESTMENT TYPES



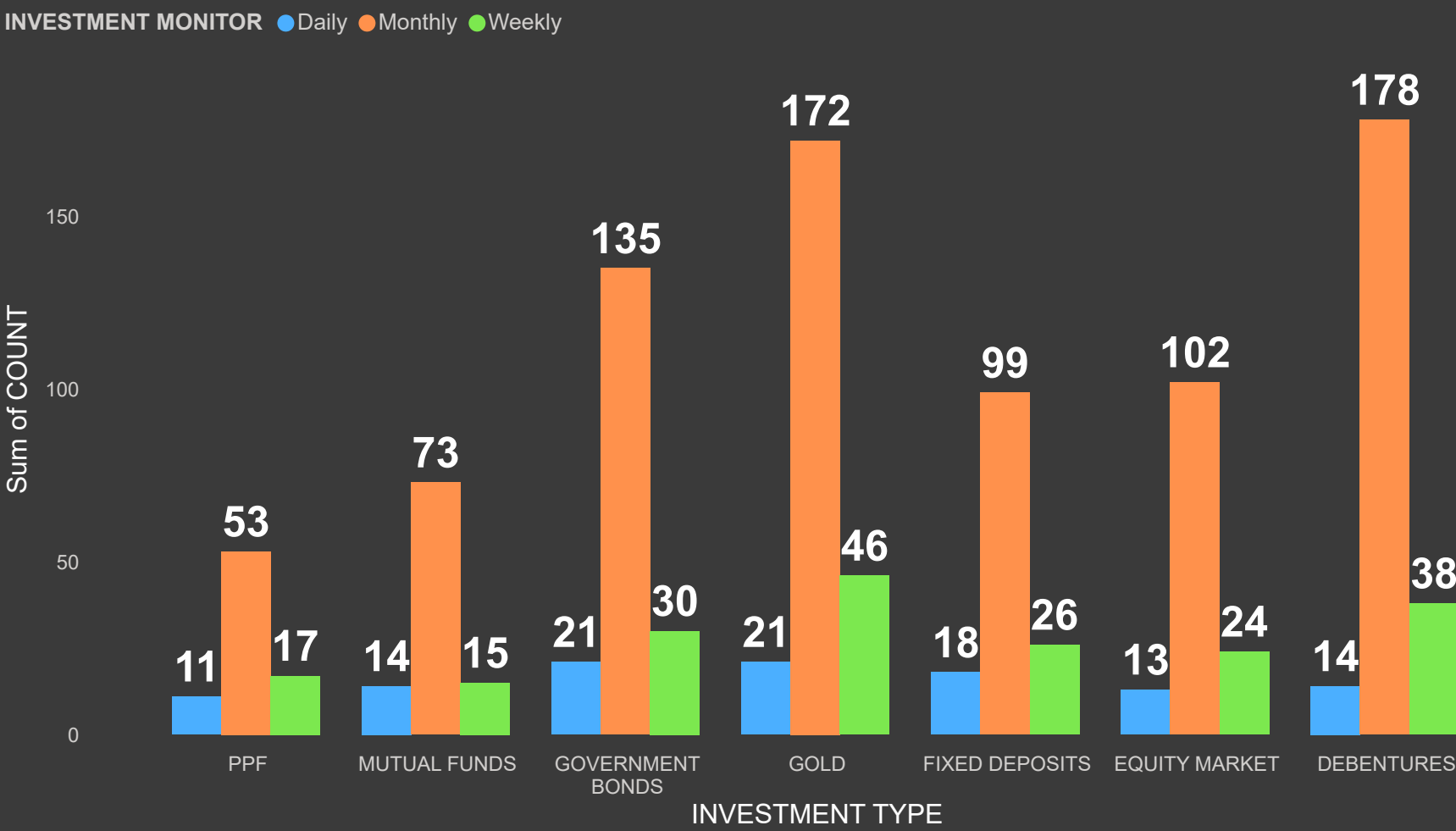
SAVING OBJECTIVES OF INVESTORS



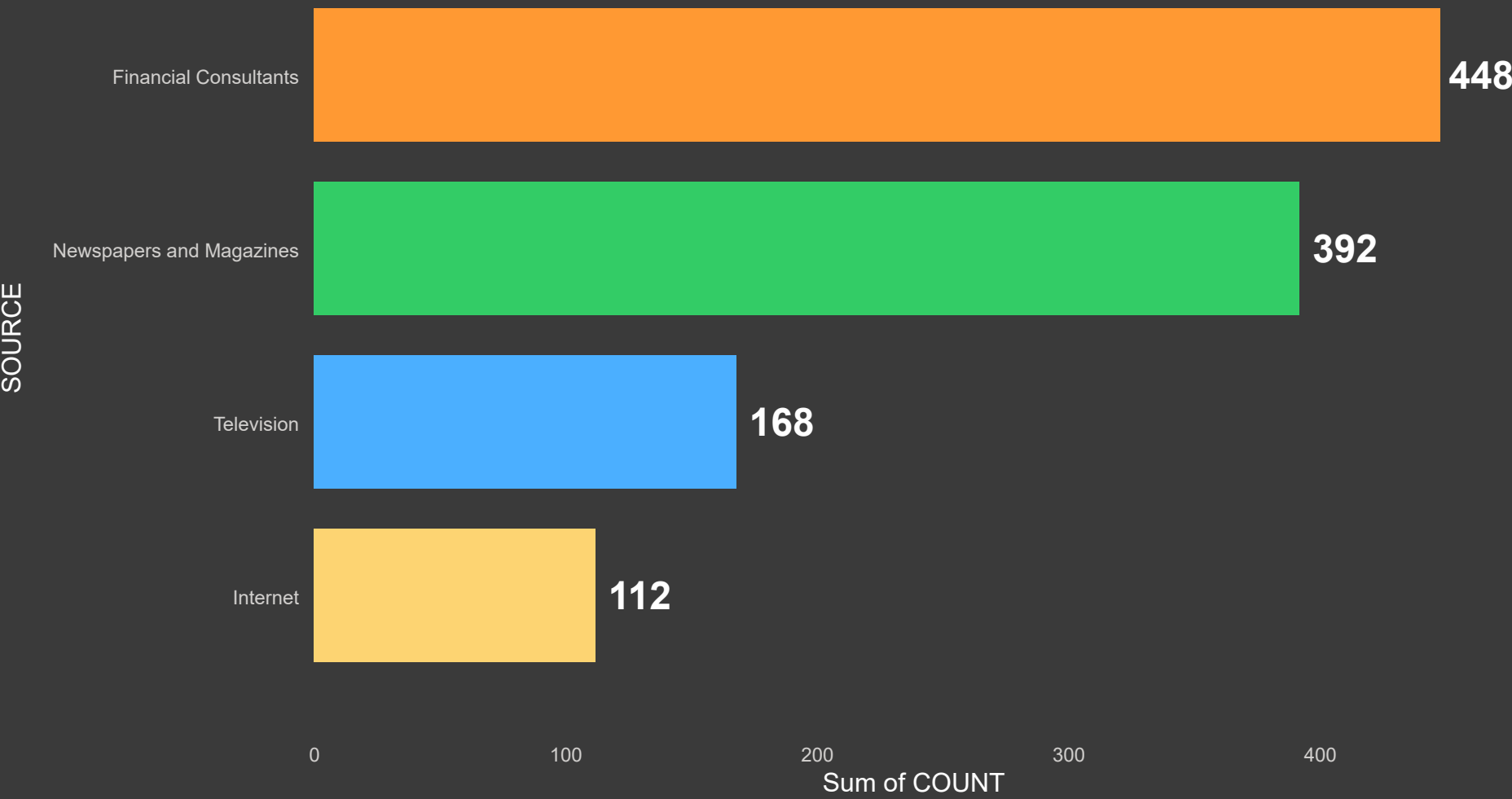
INVESTMENT PREFERENCES BY GENDER



INVESTMENT TYPE VS MONITORING FREQUENCY



SOURCES OF INVESTMENT INFORMATION



TOP REASONS WHY PEOPLE INVEST

