

**COGNIFYZ POWER BI INTERNSHIP**

# DATA EXPLORATION & SUMMARY

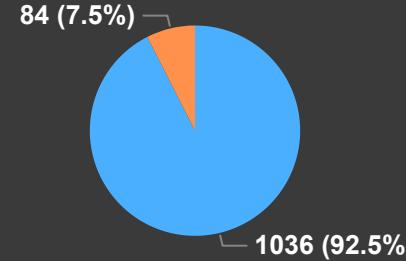
## AVERAGE AGE

27.80

## TOTAL INVESTORS

40

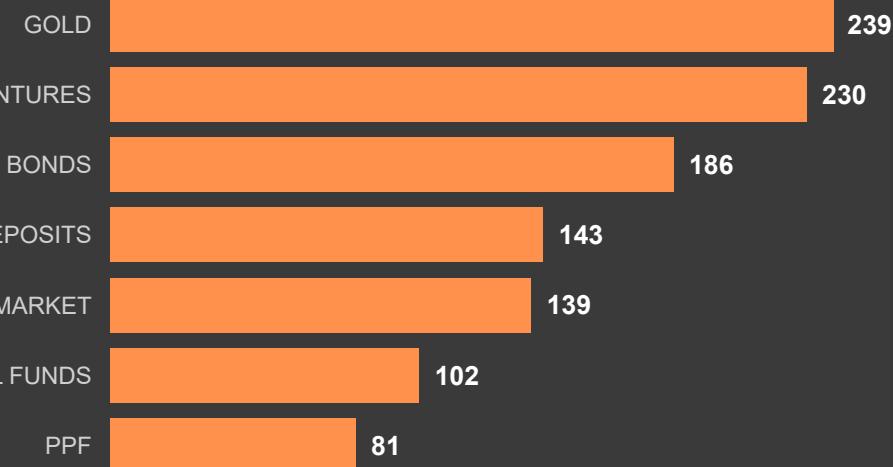
## DISTRIBUTION BY INVESTMENT AVENUES



- INVESTMENT AVENUES
  - Yes
  - No

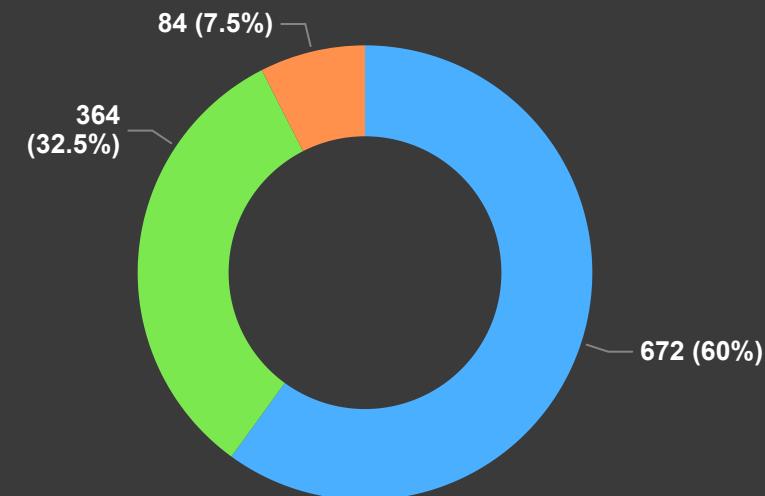
## MOST PREFERRED INVESTMENT TYPES

INVESTMENT TYPE



0  
100  
200  
Sum of COUNT

## SAVING OBJECTIVES OF INVESTORS



- SAVING OBJECTIVES
  - Retirement Plan
  - Health Care
  - Education

# GENDER - BASED ANALYSIS

MALE

25

FEMALE

15

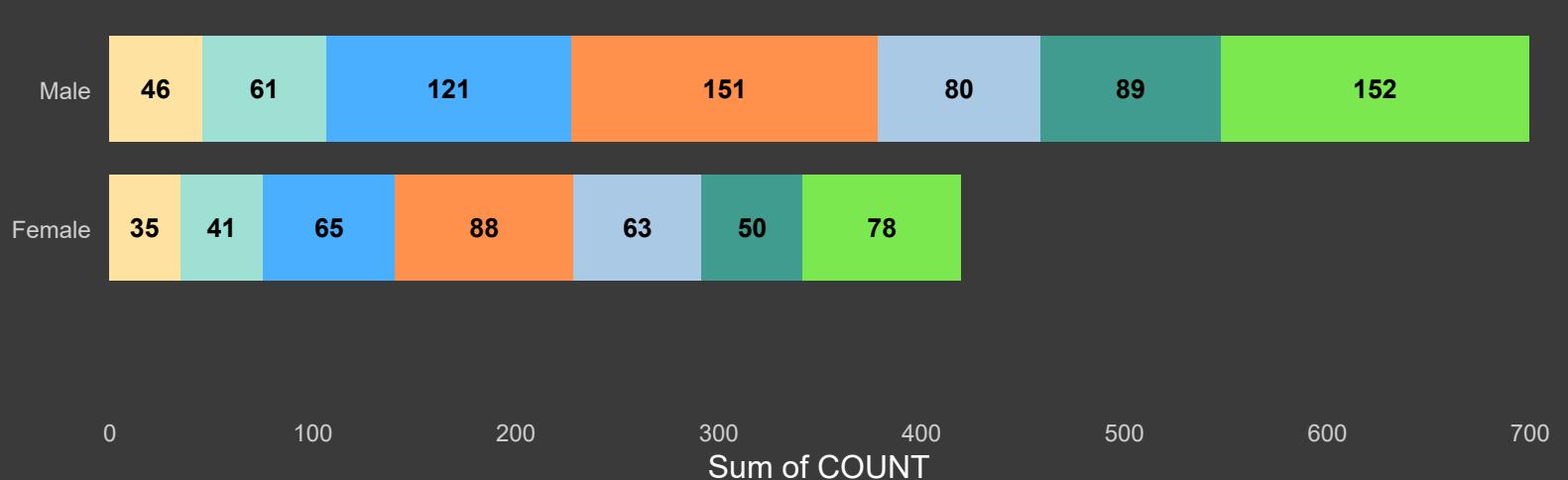
KEY INSIGHTS

- 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 ● GOVERNMENT BONDS ● GOLD ● FIXED DEPOSITS ● EQUITY M... ● DEBENTURES

GENDER



# OBJECTIVE ANALYSIS

UNIQUE SAVING OBJECTIVES

3

DIFFERENT INVESTMENT TYPES

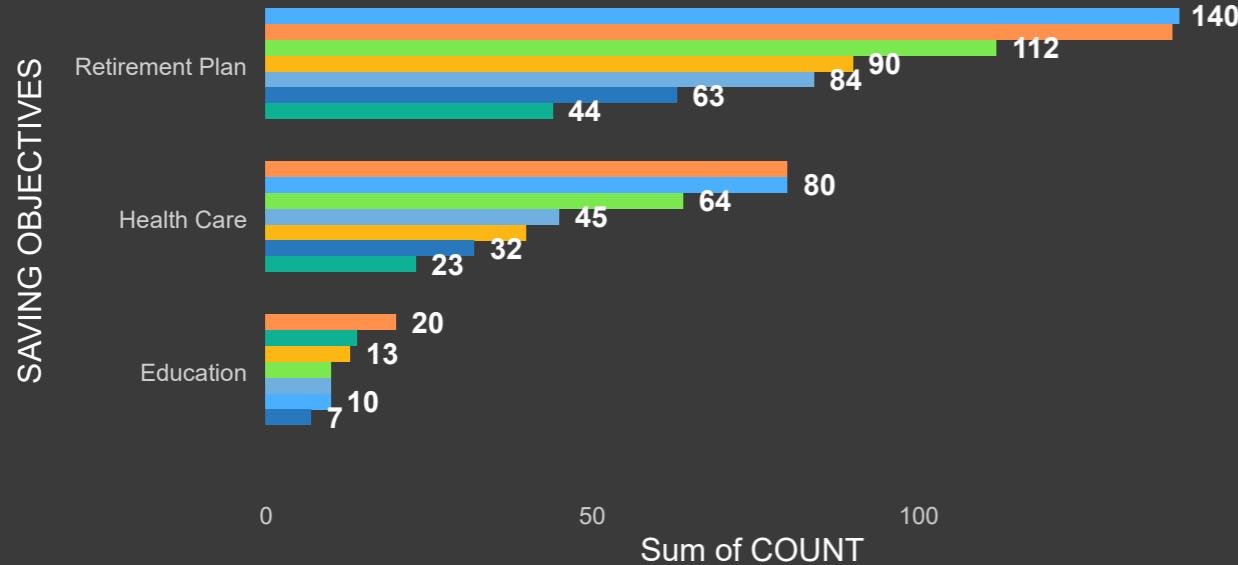
7

MOST PREFERRED INVESTMENT TYPE

DEBENTURES

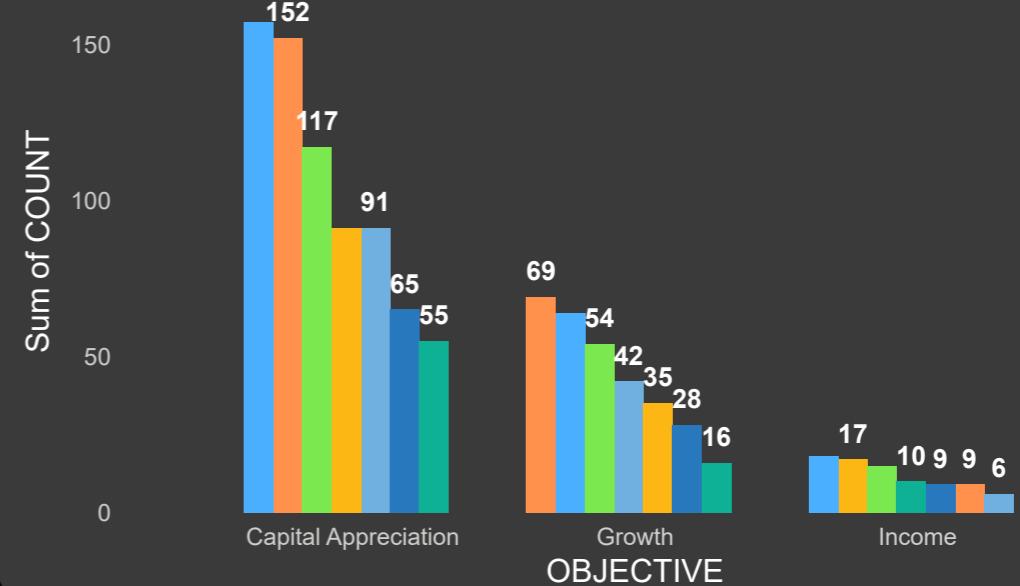
## SAVING OBJECTIVES BY INVESTMENT TYPE

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 Appreciation

Growth

Income

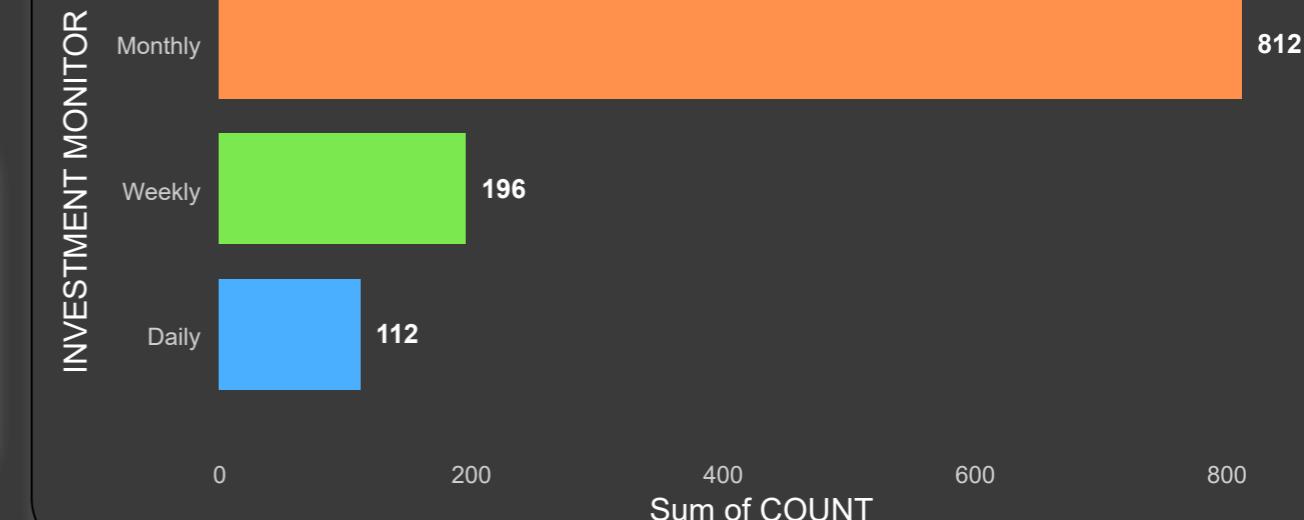
## COMMON INVESTMENT DURATION

3-5 years

## COMMON MONITORING FREQUENCY

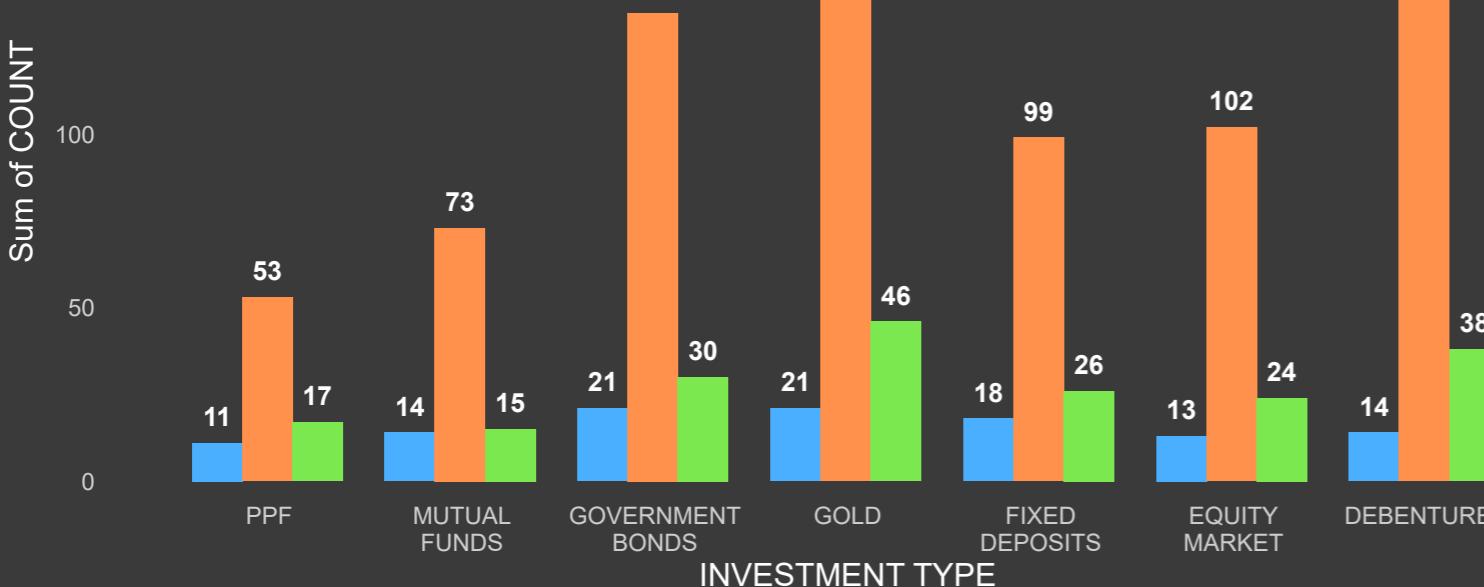
Monthly

## DISTRIBUTION OF MONITORING FREQUENCIES

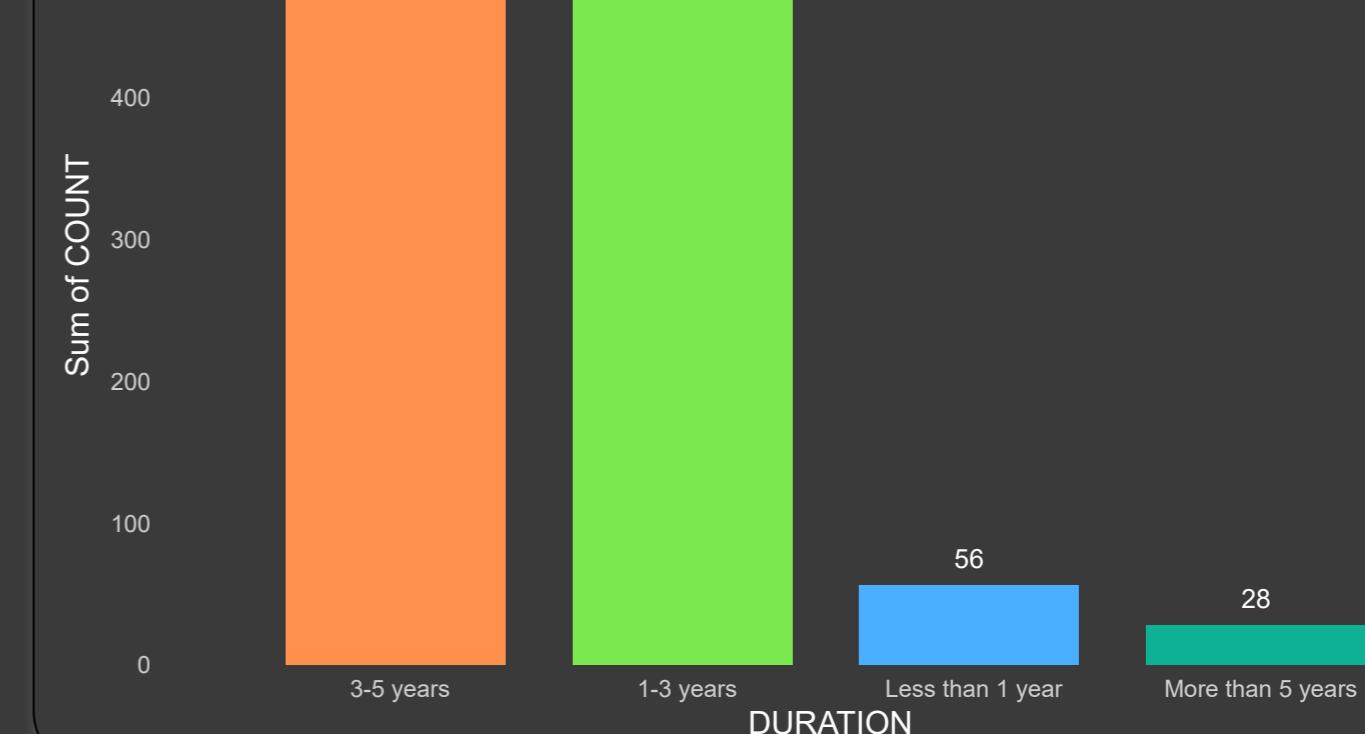


## INVESTMENT TYPE VS MONITORING FREQUENCY

INVESTMENT MONITOR ● Daily ● Monthly ● Weekly



## DISTRIBUTION OF INVESTMENT DURATION



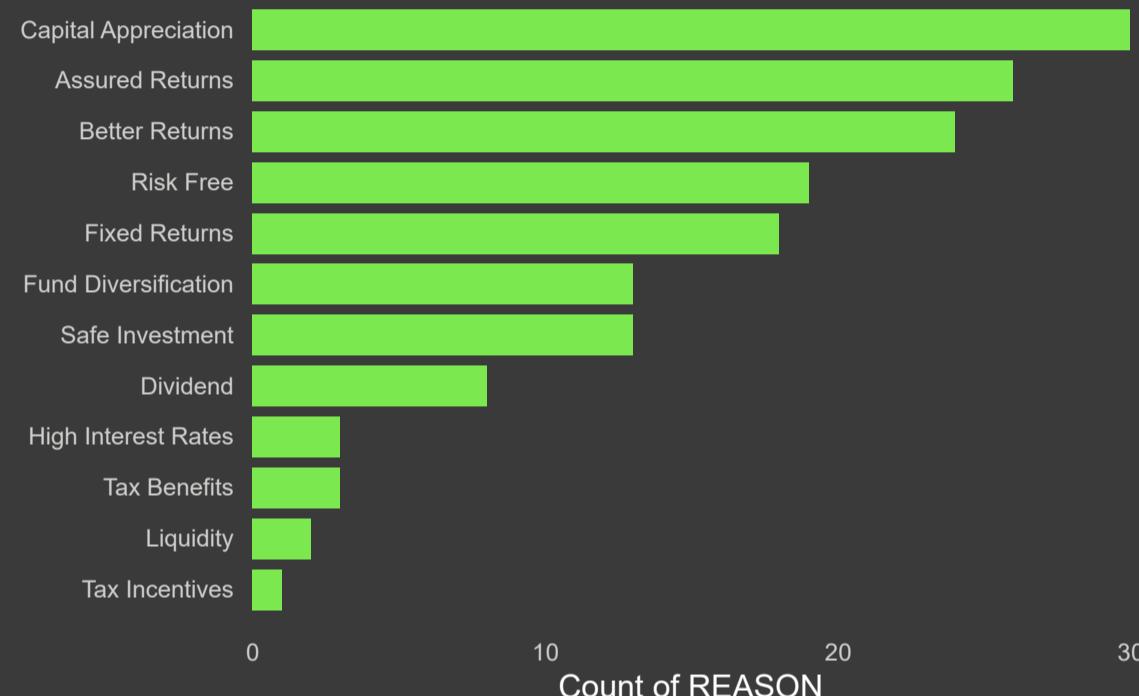
# REASONS FOR INVESTMENT

TOTAL REASONS

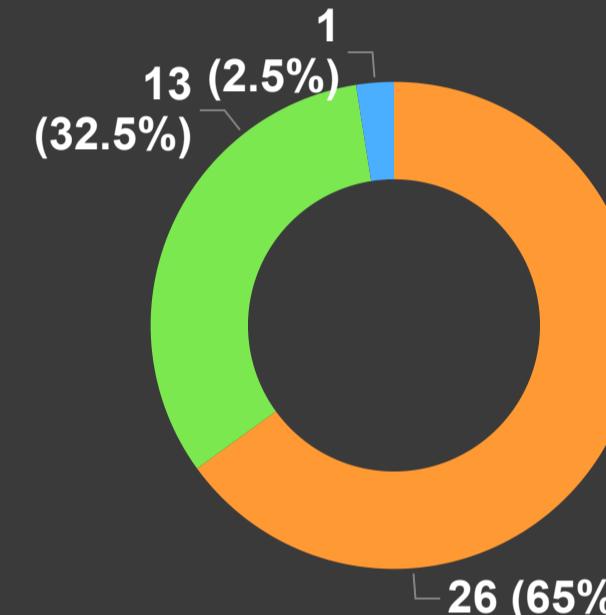
12

## TOP REASONS WHY PEOPLE INVEST

REASON

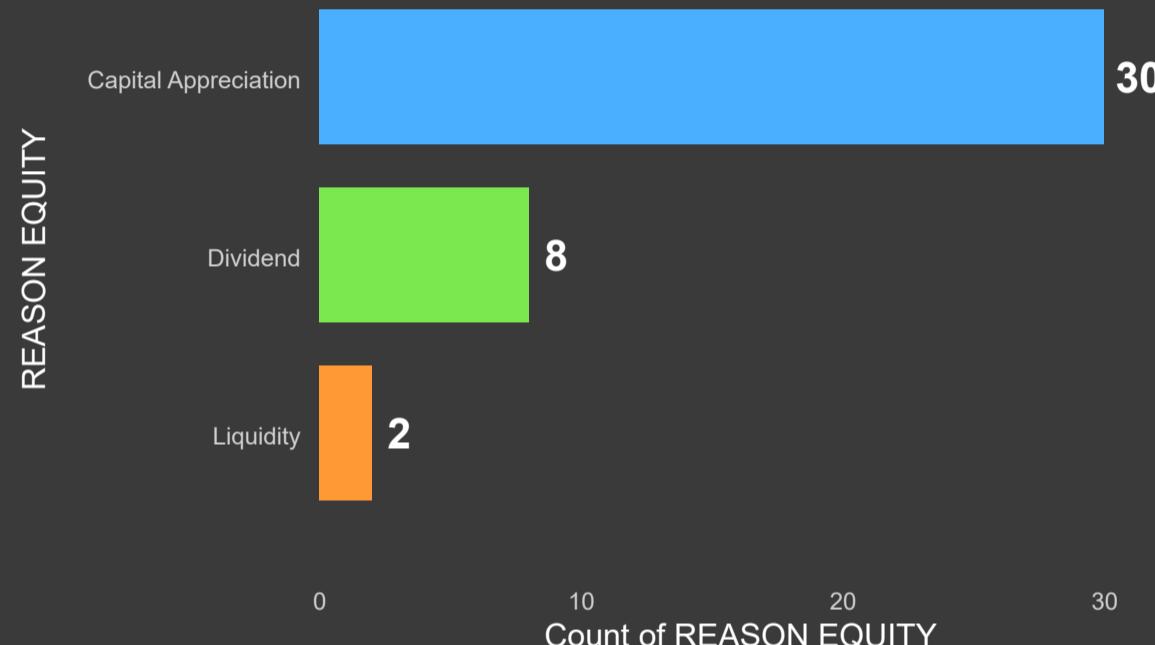


## REASONS FOR INVESTING IN REASON BONDS



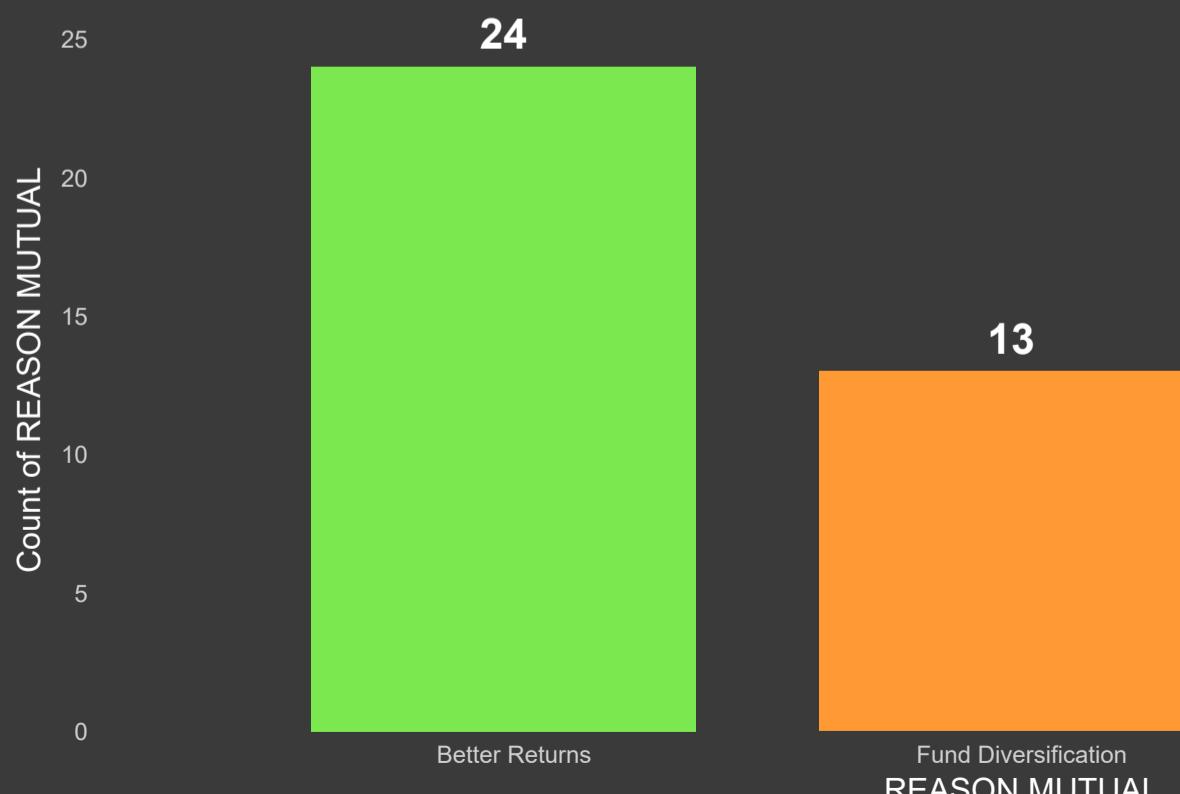
## REASONS FOR INVESTING IN EQUITY

REASON EQUITY



## REASONS FOR INVESTING IN MUTUAL FUNDS

Count of REASON MUTUAL



## REASONS FOR INVESTING IN FIXED DEPOSIT

Risk Free

Fixed Returns

High Interest Rates

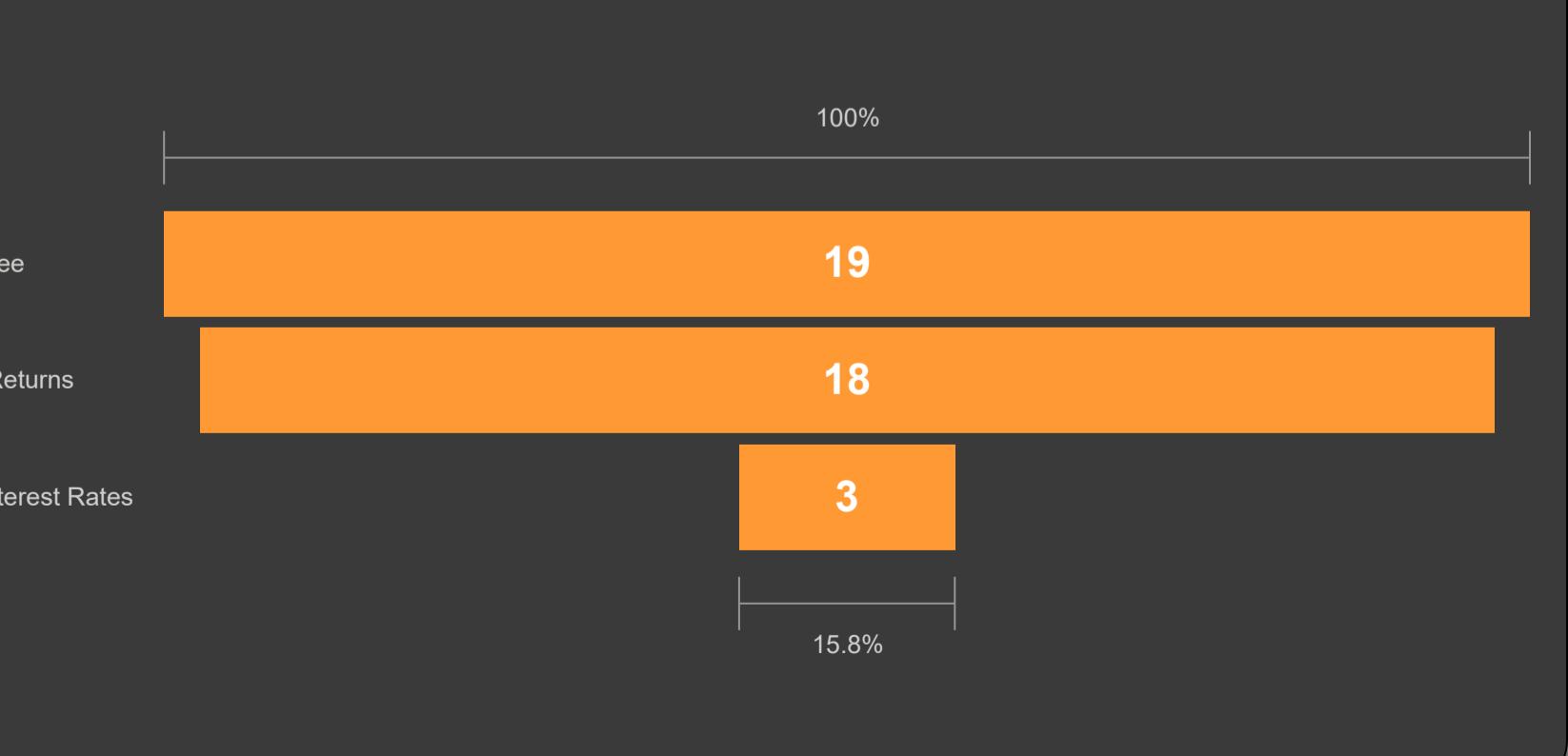
100%

19

18

3

15.8%



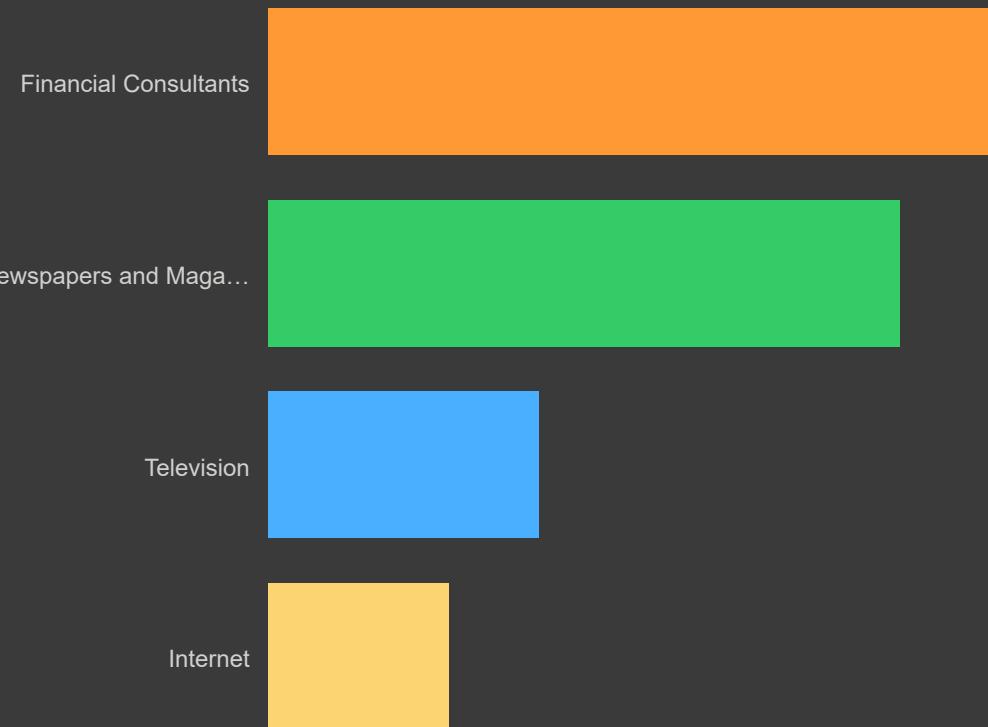
# SOURCE OF INFORMATION

## UNIQUE INFORMATION SOURCES

4

## SOURCES OF INVESTMENT INFORMATION

SOURCE

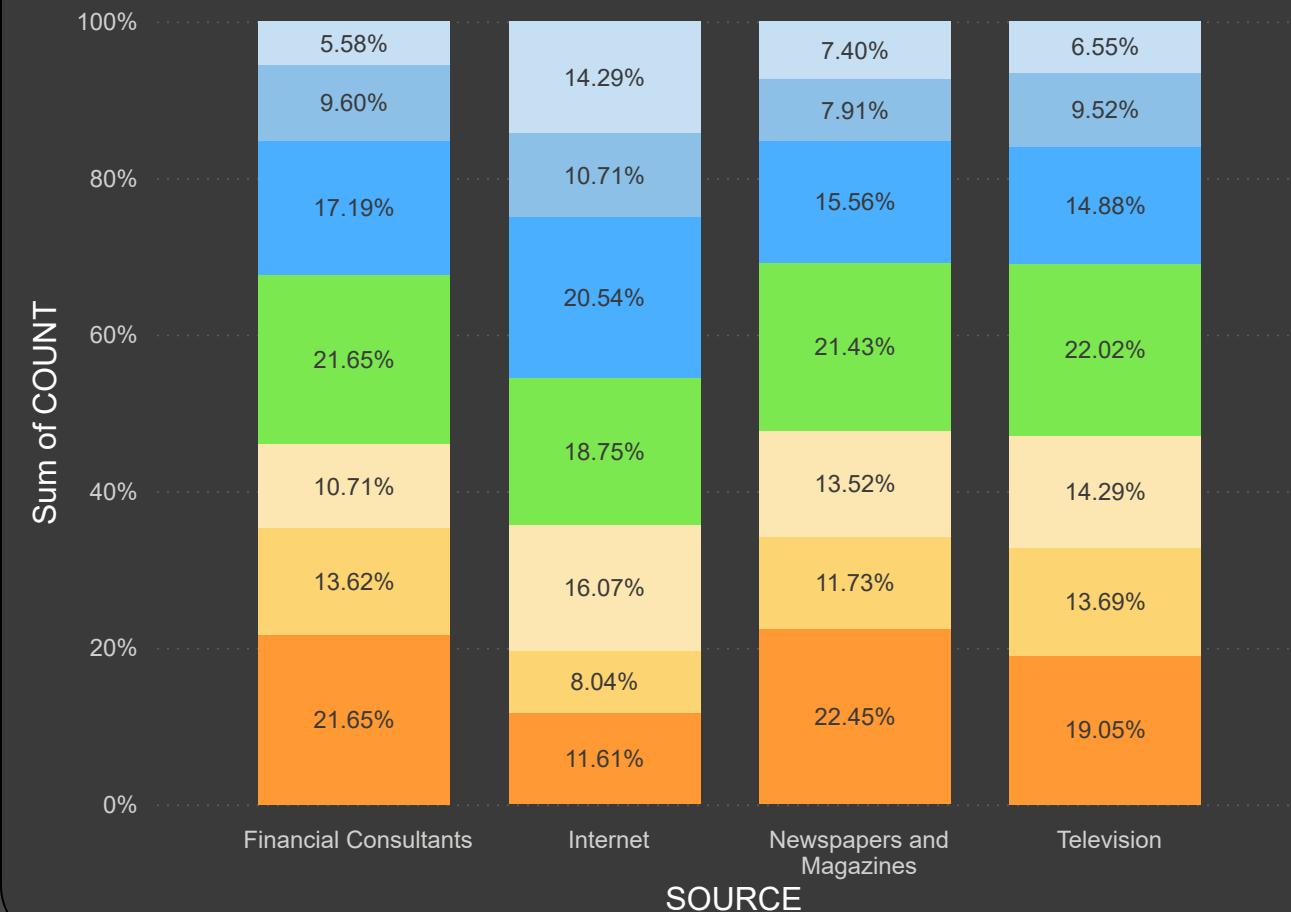


## MOST COMMON SOURCE

Financial Consultants

## 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

25

FEMALE

15

AVERAGE AGE

27.80

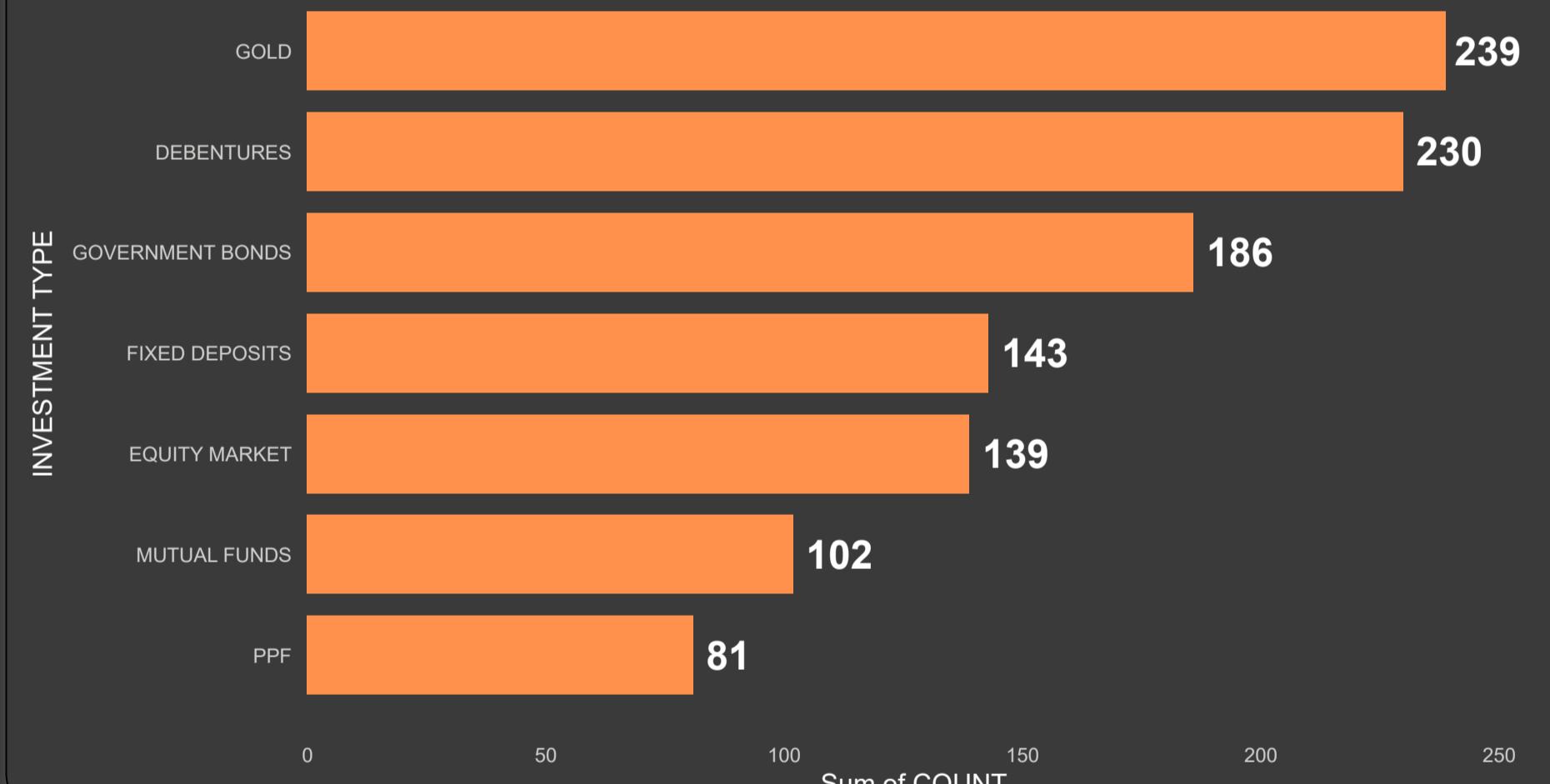
MOST PREFERRED INVESTMENT TYPE

**DEBENTURES**

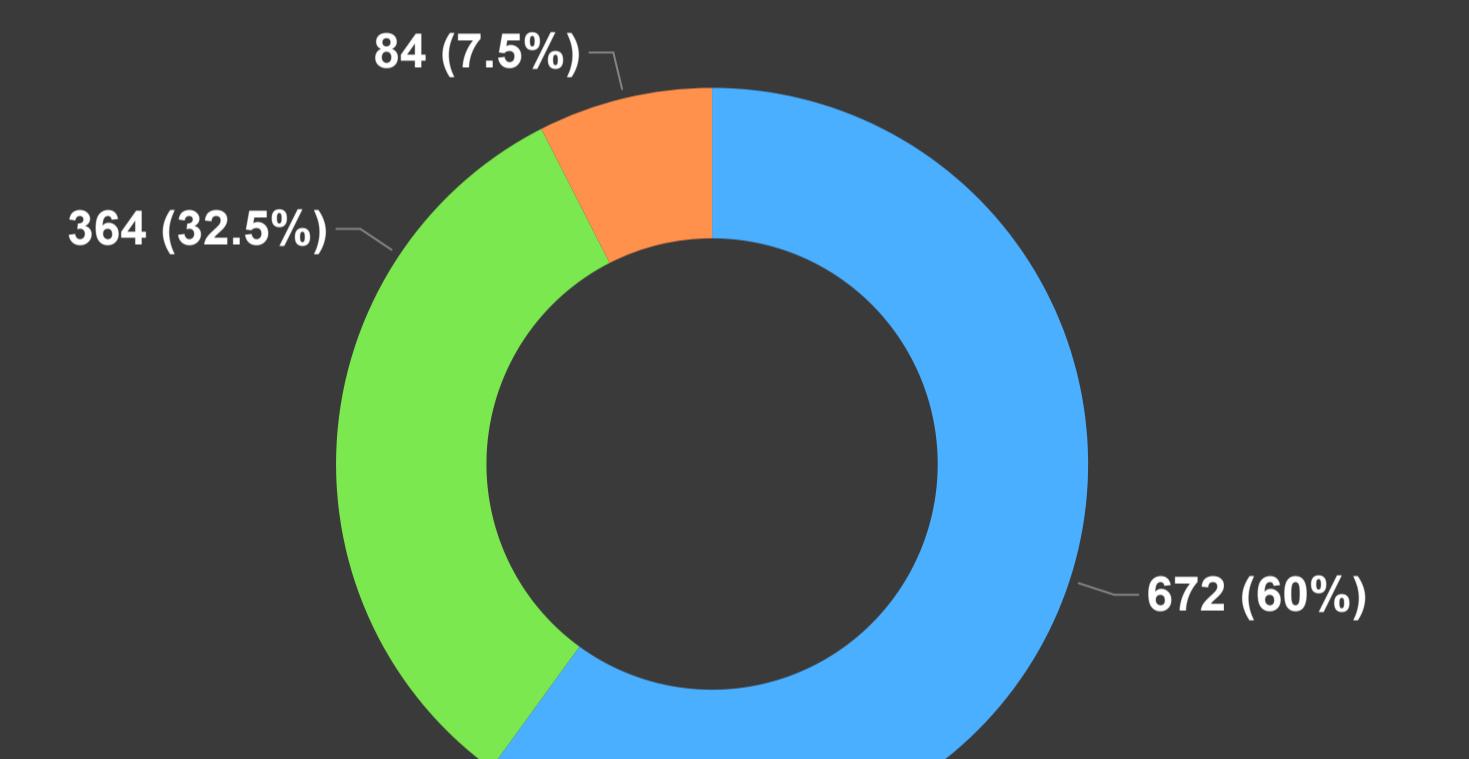
MOST COMMON SOURCE

**Financial Consultants**

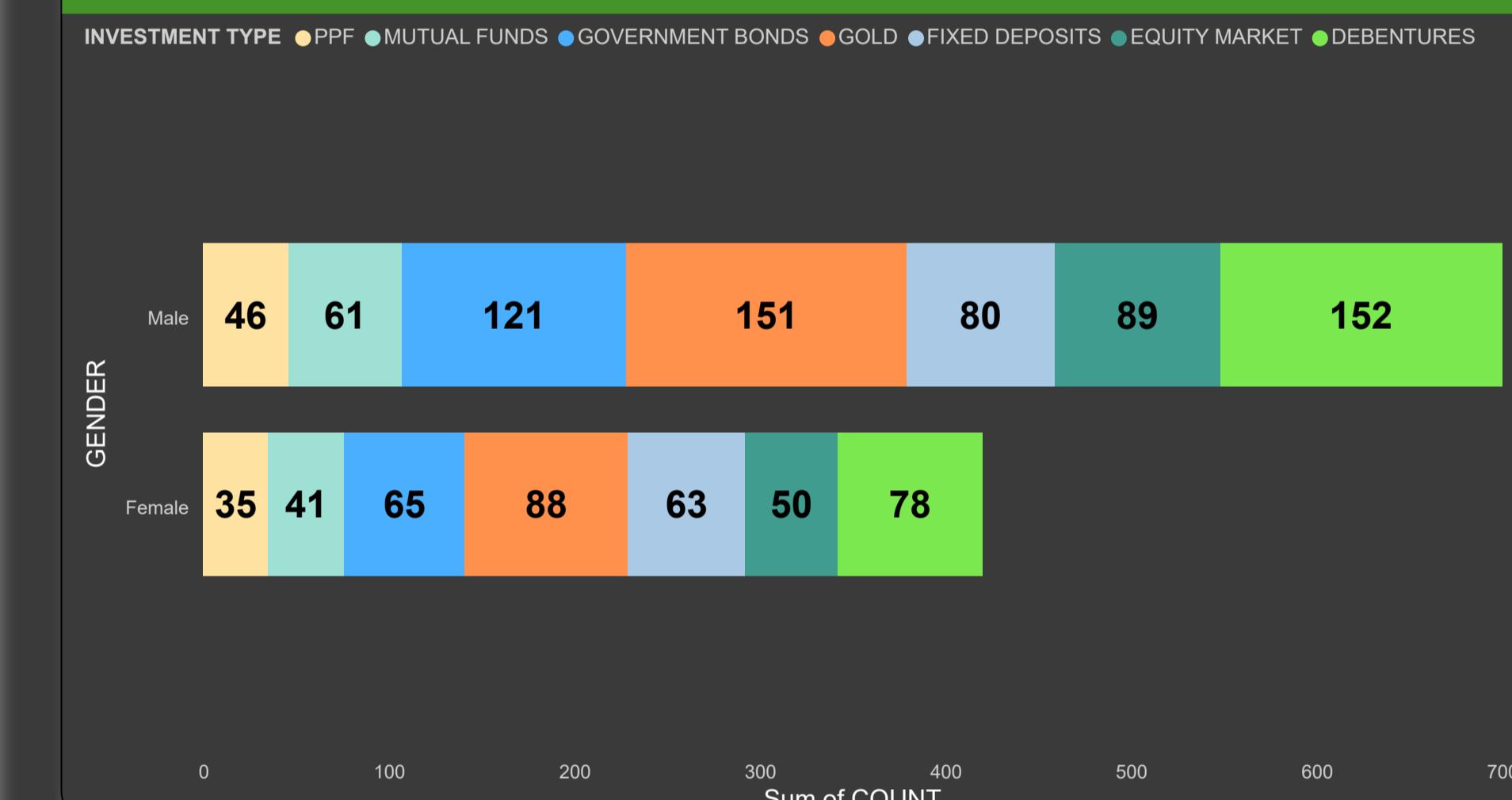
### MOST PREFERRED INVESTMENT TYPES



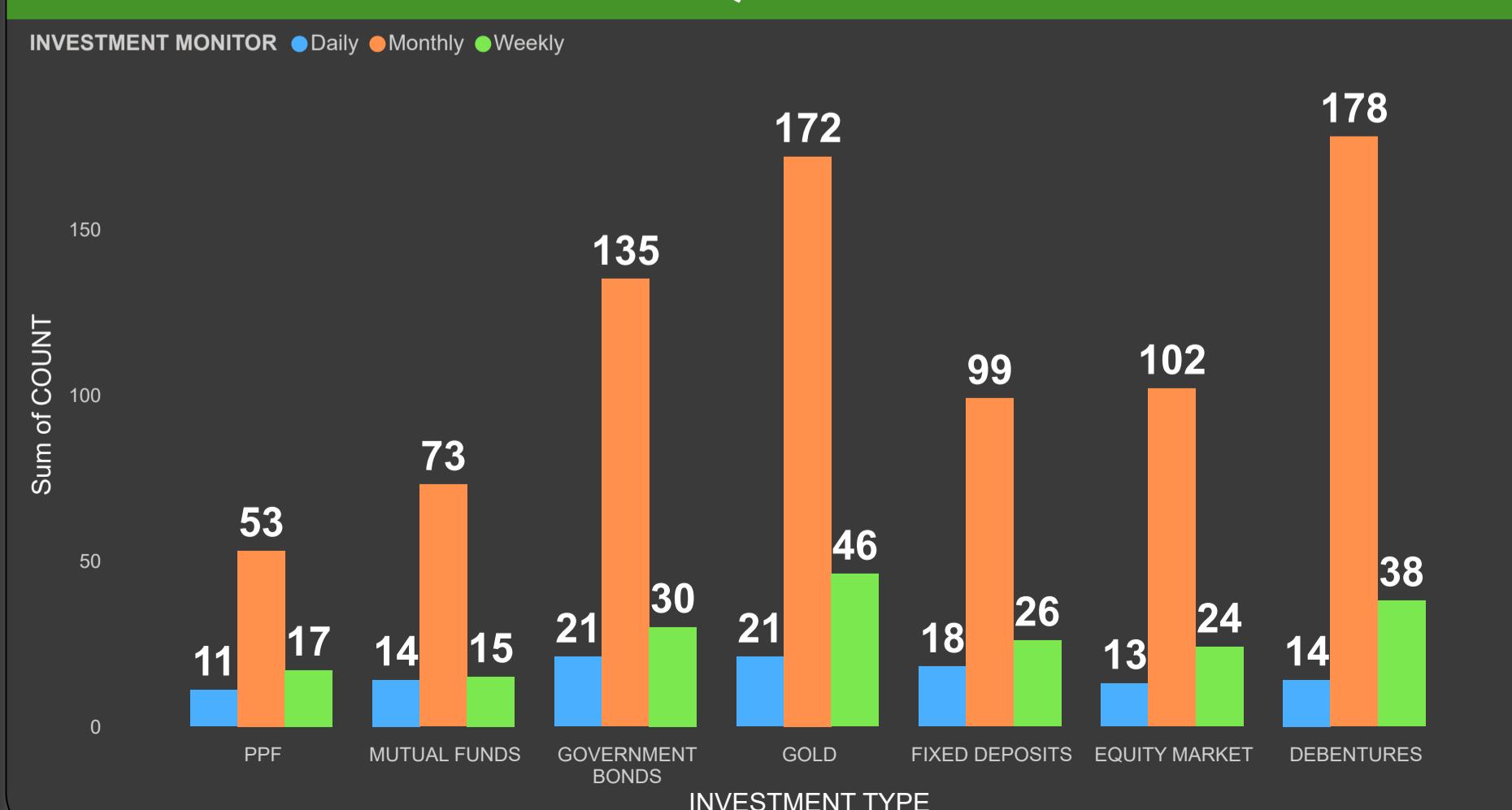
### SAVING OBJECTIVES OF INVESTORS



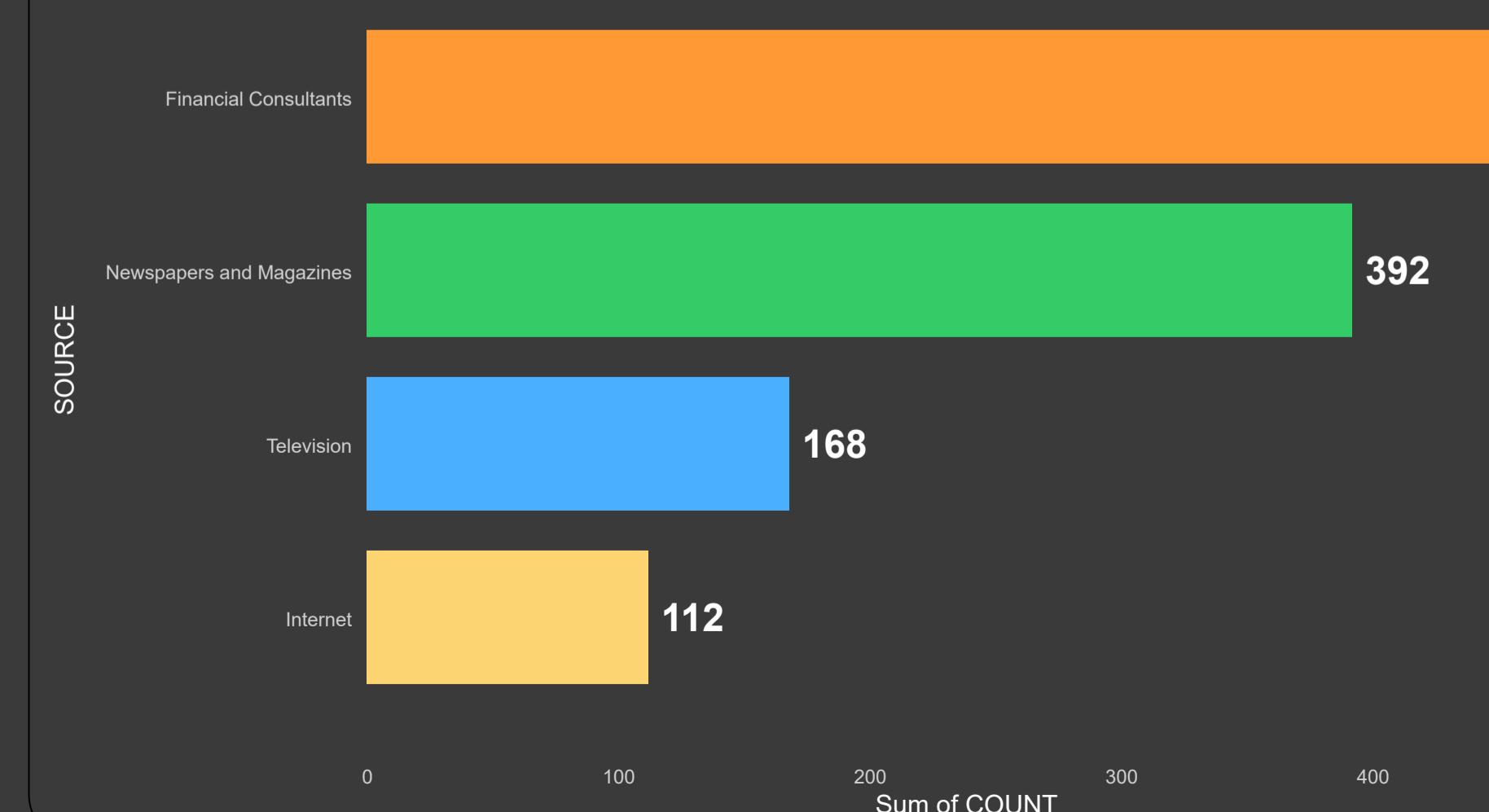
### INVESTMENT PREFERENCES BY GENDER



### INVESTMENT TYPE VS MONITORING FREQUENCY



### SOURCES OF INVESTMENT INFORMATION



### TOP REASONS WHY PEOPLE INVEST

