

TASK 2: Gender Based Analysis

27.80

Average age

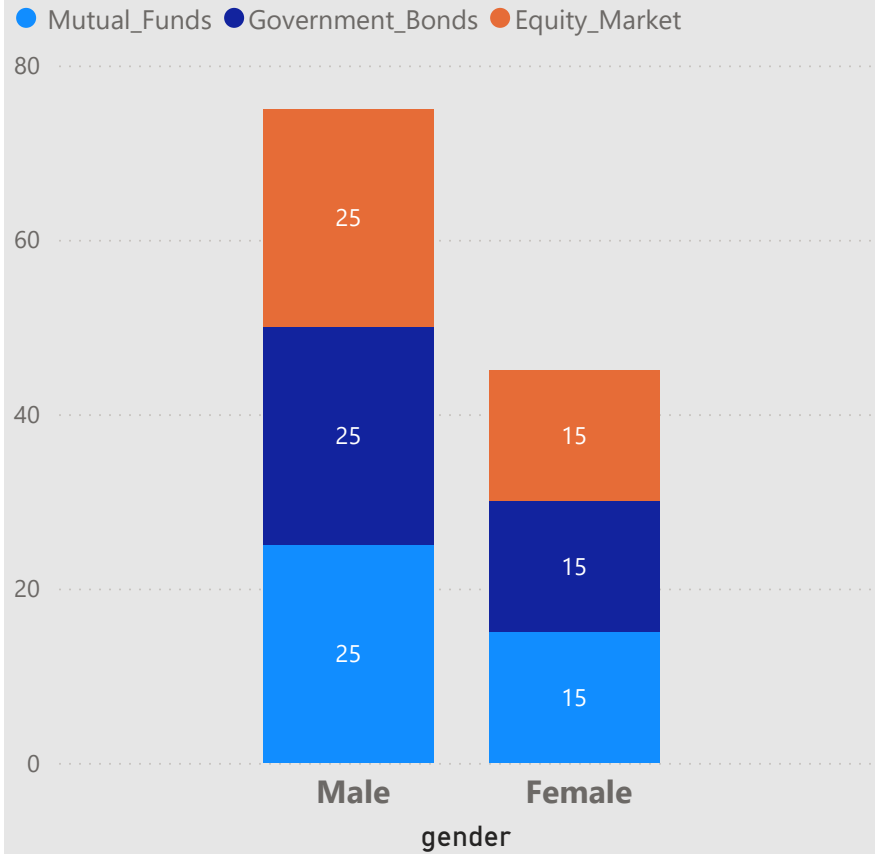
37

Investment Avenue

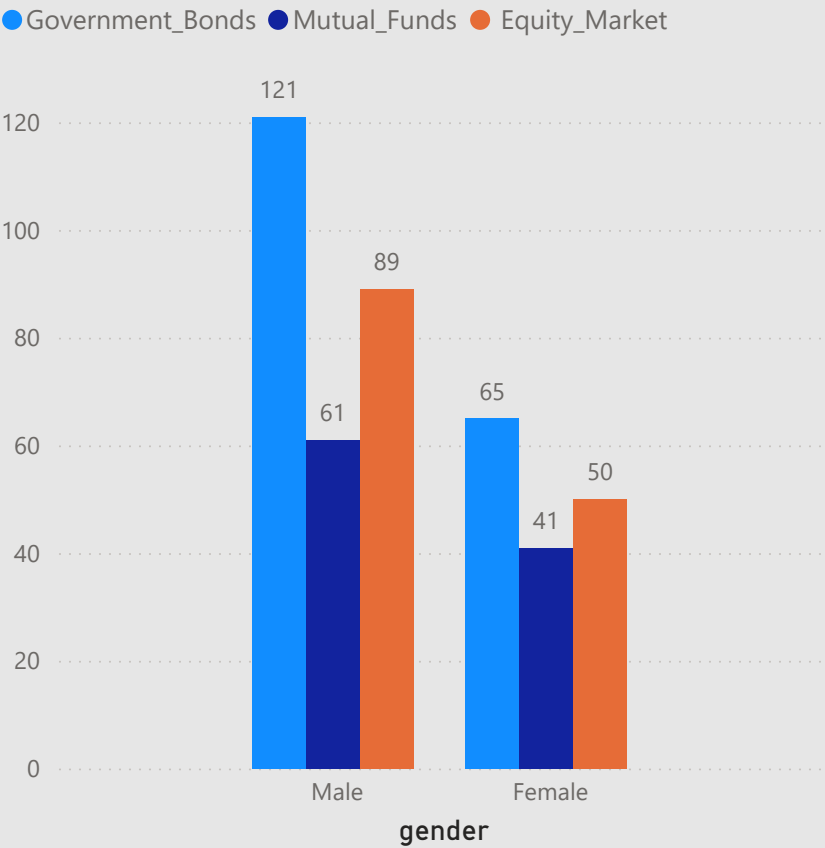
3

No Investment Avenue

No. of Male and Female investors in each investment category.



Gender Based preferences in investment preferences



Key Insights:

- **Equity Investments:** More male investors preferred equity markets compared to female investors
- **Mutual Funds:** Mutual funds had a balanced preference among both genders showing a slight tilt towards male investors.
- **Government Bonds:** Female investors showed a higher preference for government bonds compared to male investors.