

TASK 5: Reasons of Investment

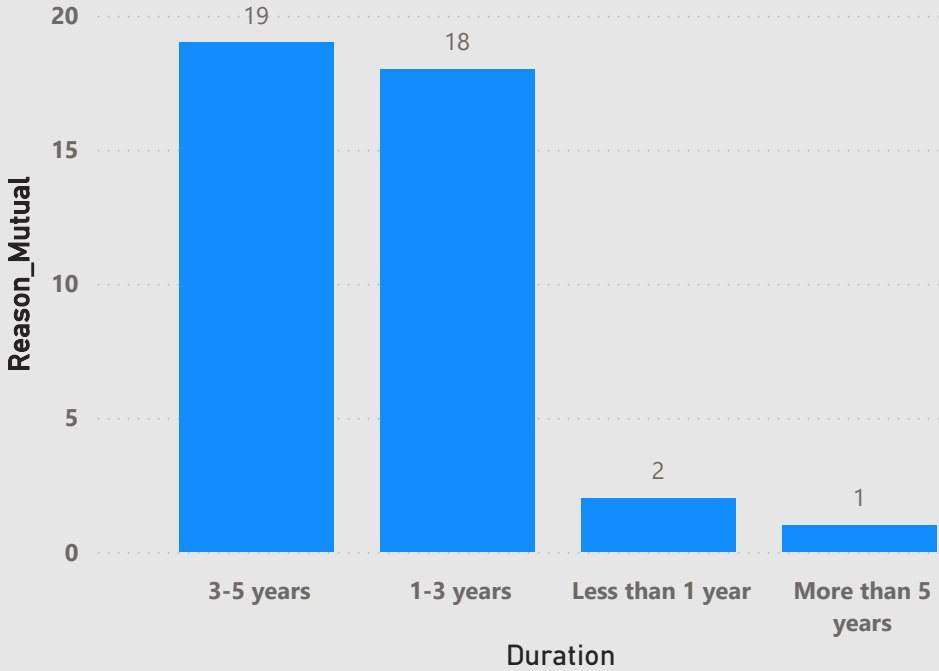
Reason_Mutual

Better Returns

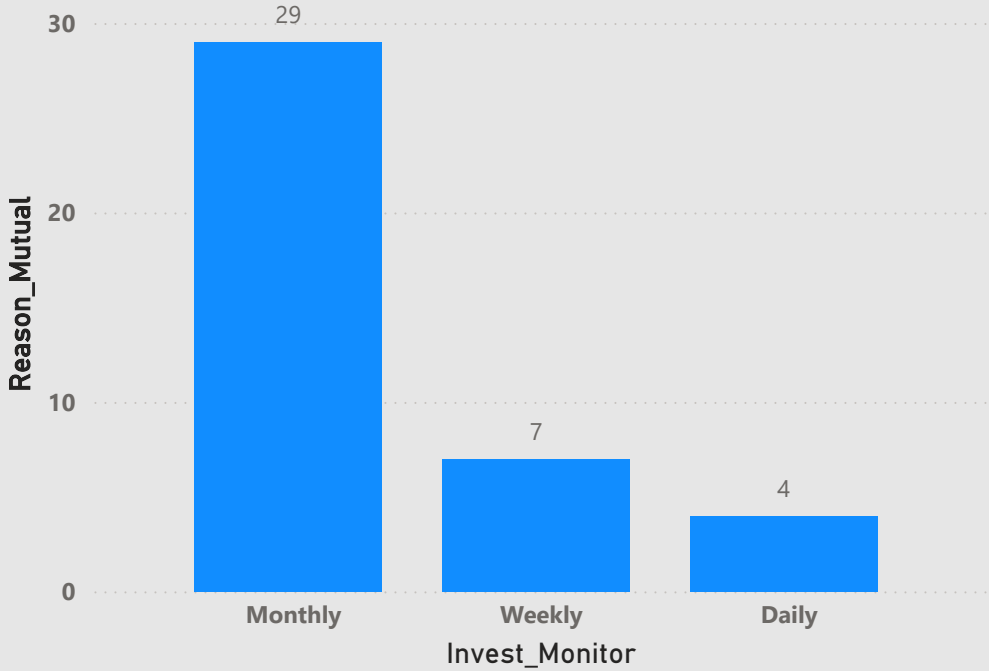
Fund Diversification

Tax Benefits

Reason Mutual by Duration



Reason Mutual by invest_monitor



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Fund Diversification

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Better Returns

3

Tax Benefits

Insights:

Better Returns is the dominant reason for investment indicating that investors are primarily motivated by high potential gains.

Fund Diversification is also a significant reason, suggesting that investors are interested in spreading their risks across various assets.

Tax benefits is the least common reason implying it is not a primary motivator for most investors in the dataset.

Investment Duration : The majority of investments ,regardless of reason, are held for 3-5 years.

Monitoring Frequency: Most investors prefer to monitor their investments monthly ,indicating a preference for regular but not overly frequent oversight.