

Data Exploration and Summary

28

Average Age

37

Investment Avenue

3

No Investment Avenue

35

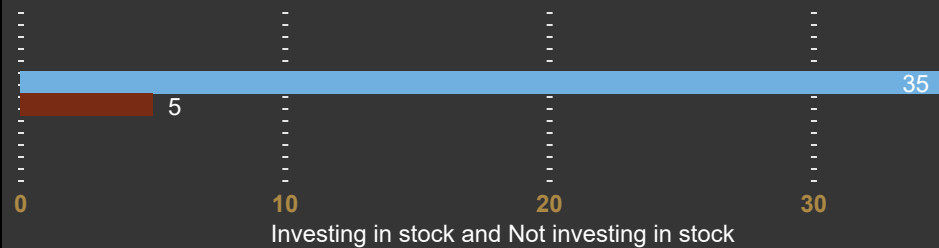
Investment in Stock

5

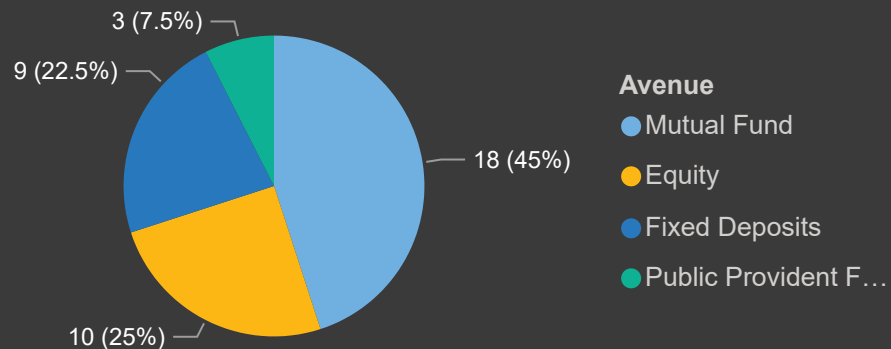
Not Investing in Stock

Stock Investment

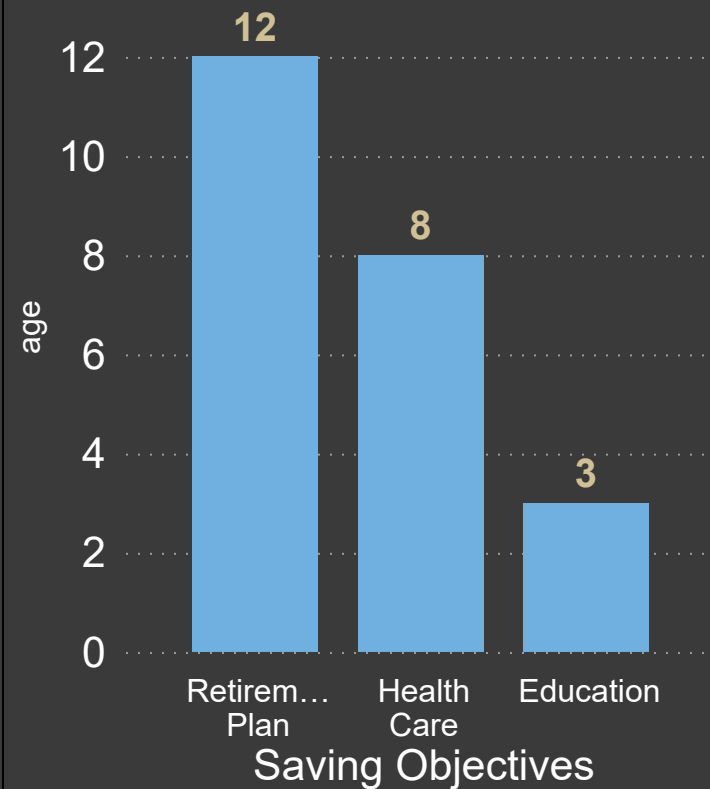
Investing in stock Not investing in stock



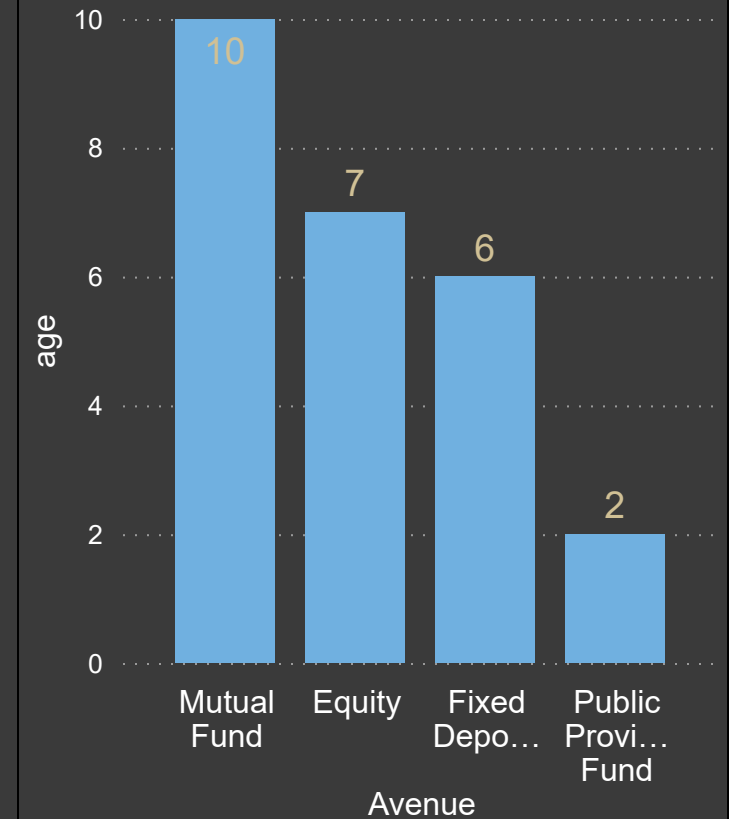
Investment_Avenues by Avenue



Saving Objectives



age by Avenue



Gender Based Analysis

25

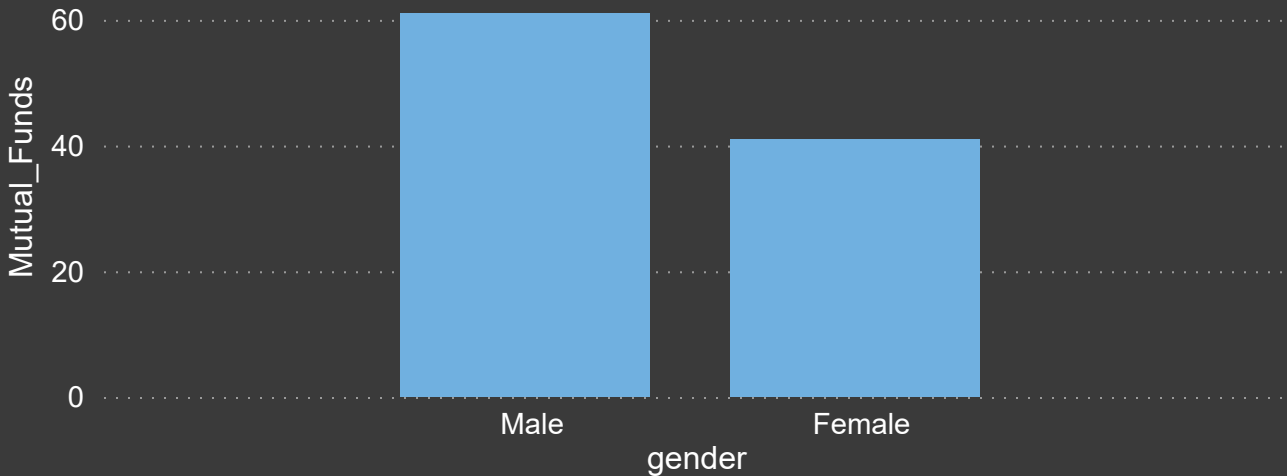
Male

15

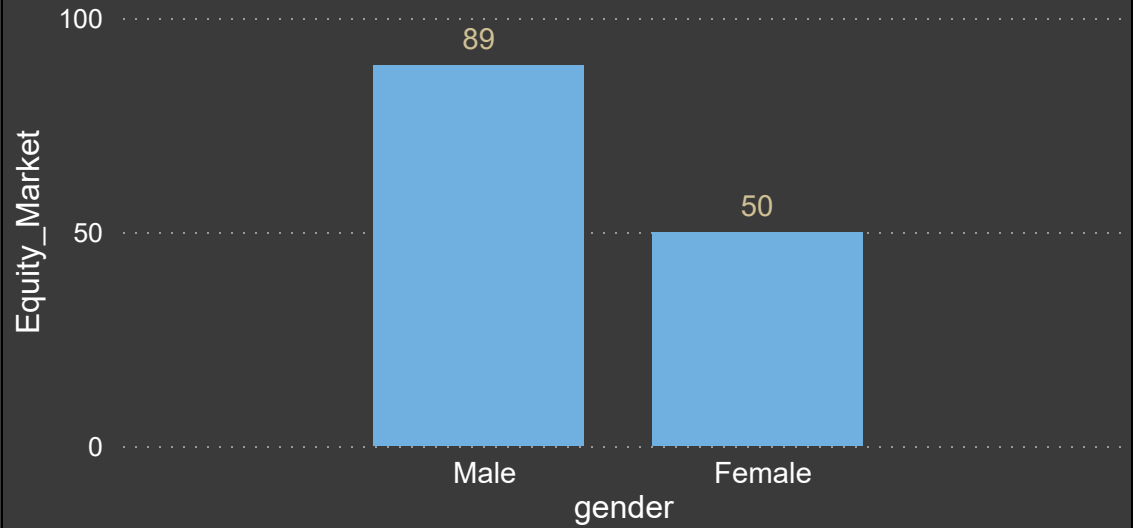
Female

| gender | Sum of Mutual_Funds | Sum of Government_Bonds | Sum of Equity_Market |
|--------|---------------------|-------------------------|----------------------|
| Female | 41 | 65 | 50 |
| Male | 61 | 121 | 89 |
| Total | 102 | 186 | 139 |

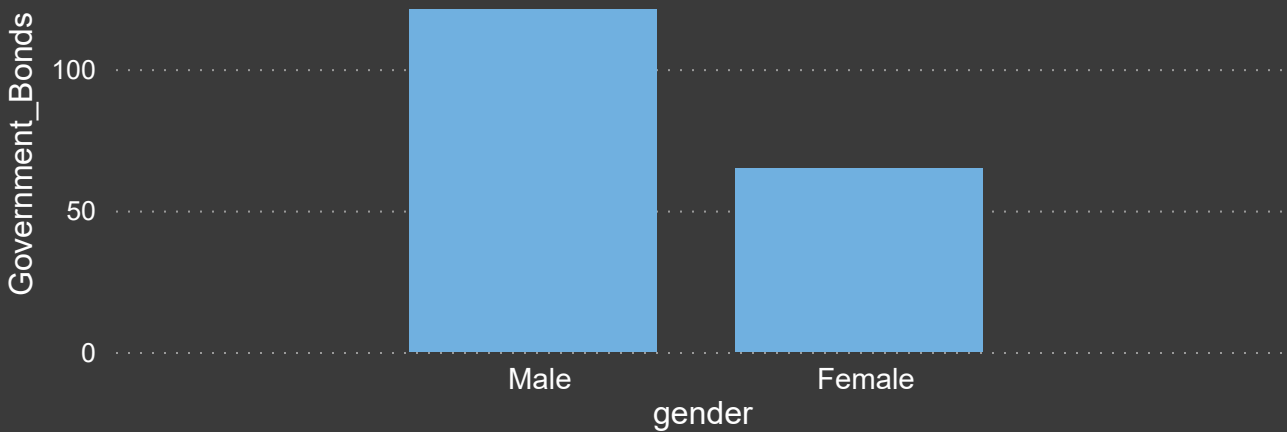
Mutual_Funds by gender



Equity_Market by gender



Government_Bonds by gender



Objective Analysis

Select all

Equity

Fixed Deposits

Mutual Fund

Public Provident Fund

Select all

Daily

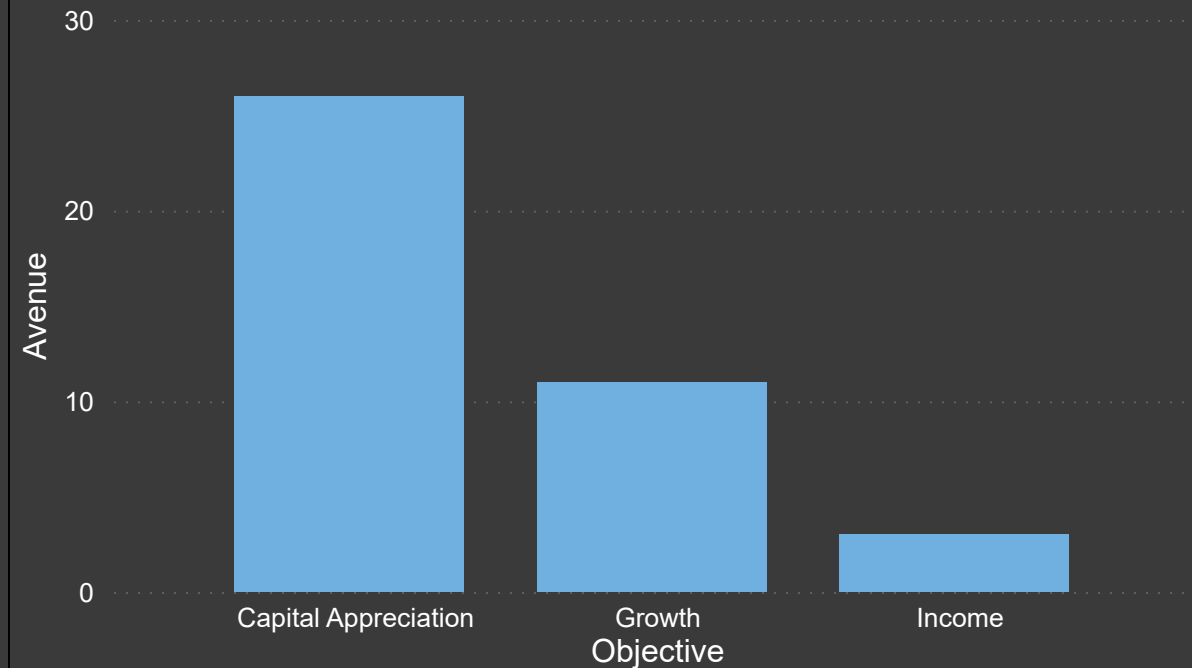
Monthly

Weekly

-1

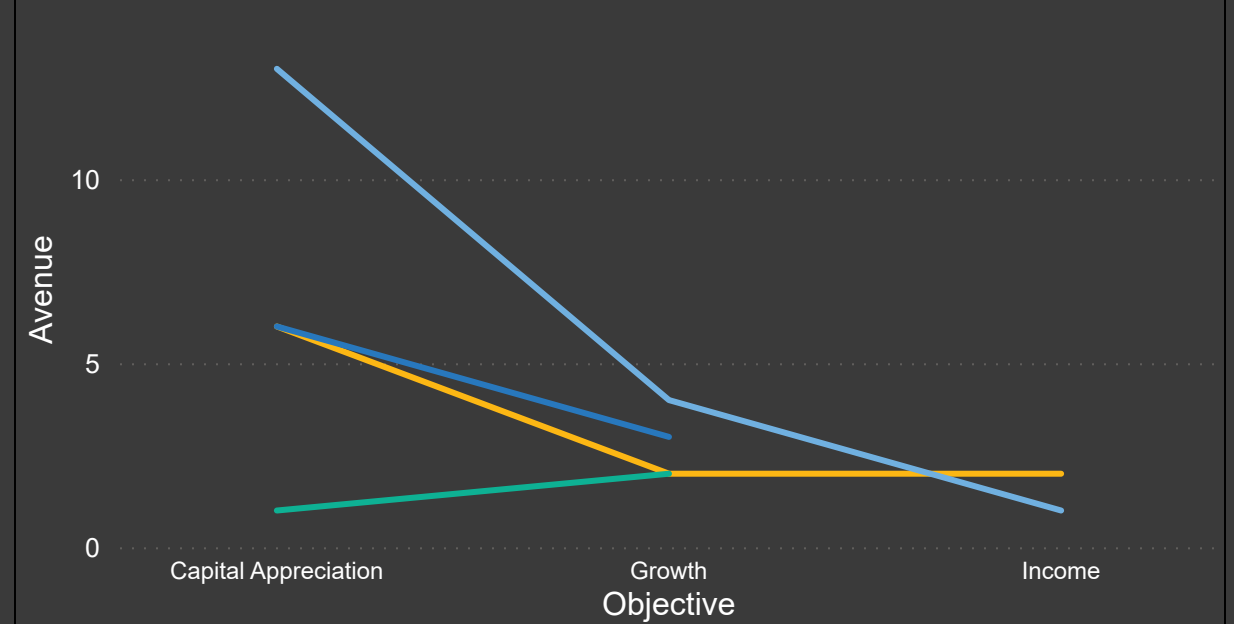
Correlation

Avenue by Objective



Avenue by Objective and Avenue

Avenue ● Equity ● Fixed Deposits ● Mutual Fund ● Public Provident Fund



Investment Duration And Frequency

40

Total Avenue

18

Mutual Fund

10

Equity

9

Fixed Deposits

3

Public Provident Fund

Select all

Equity

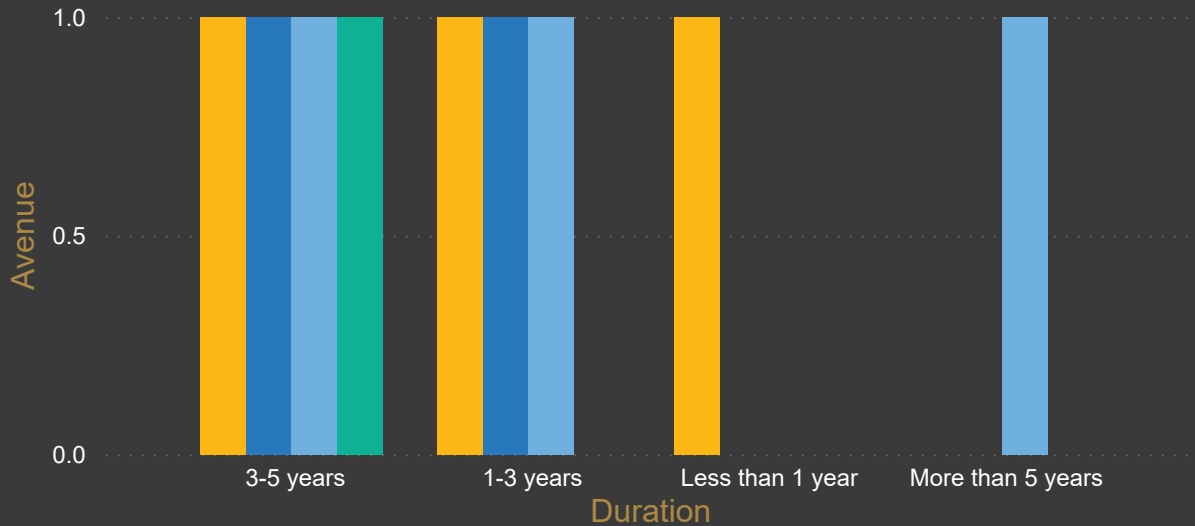
Fixed Deposits

Mutual Fund

Public Provident Fund

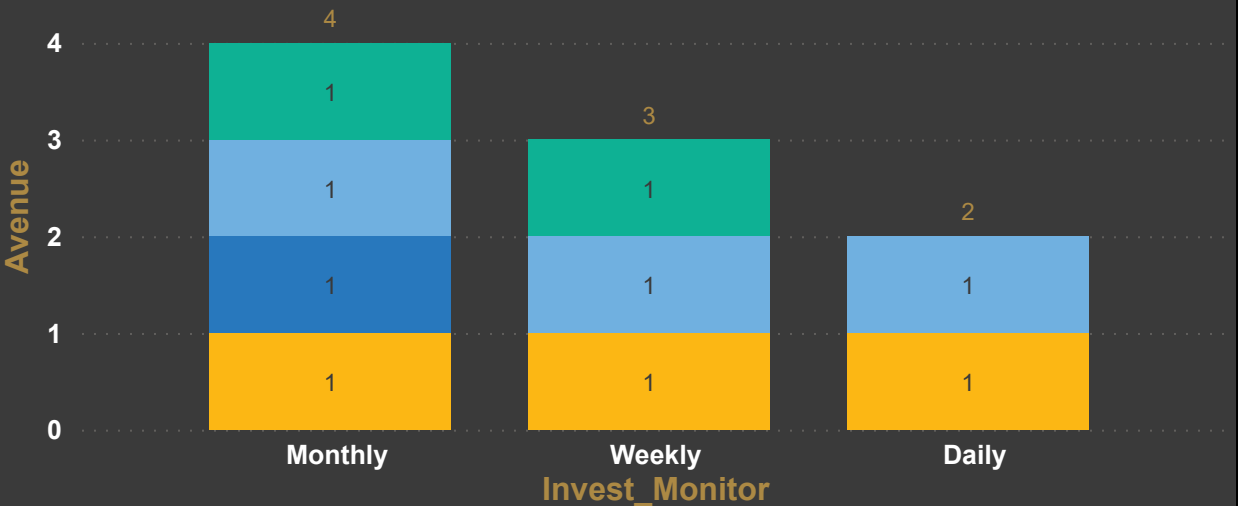
Avenue by Duration and Avenue

Avenue ● Equity ● Fixed Deposits ● Mutual Fund ● Public Provident Fund



Avenue by Investment_monitor

Avenue ● Equity ● Fixed Deposits ● Mutual Fund ● Public Provident Fund



Reason For Investment

Select all

Returns

Savings for Future

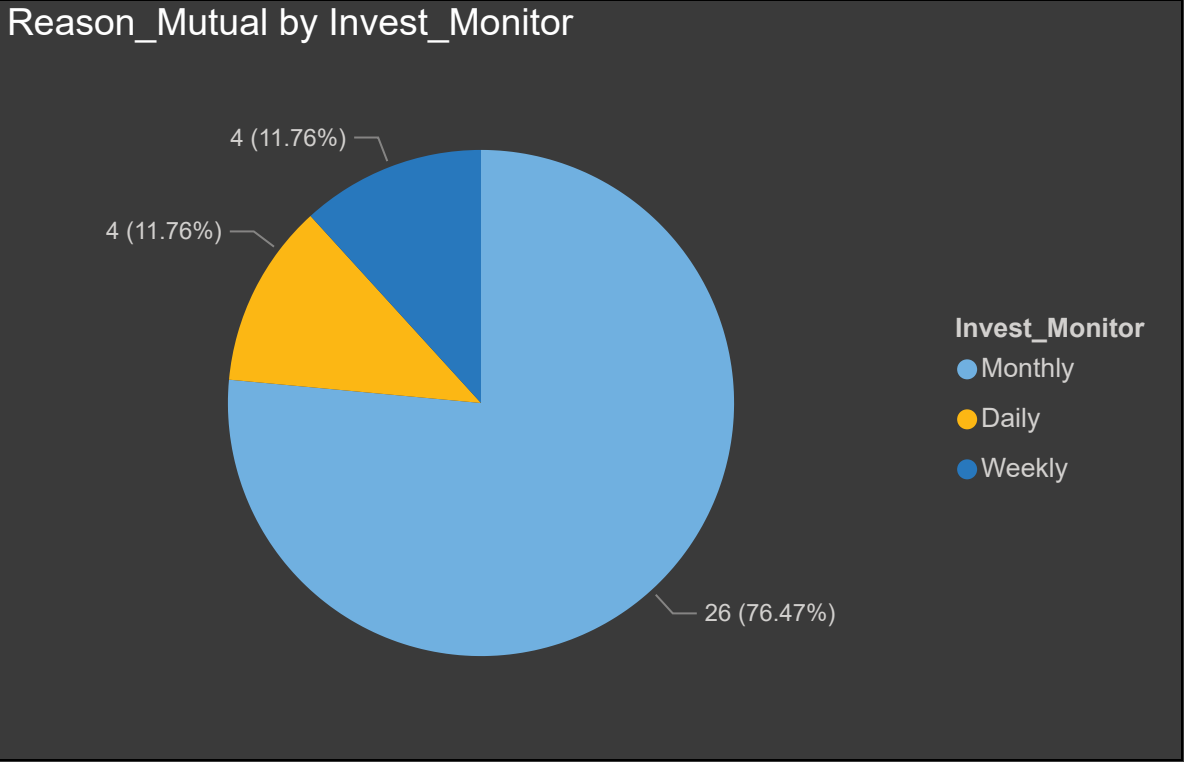
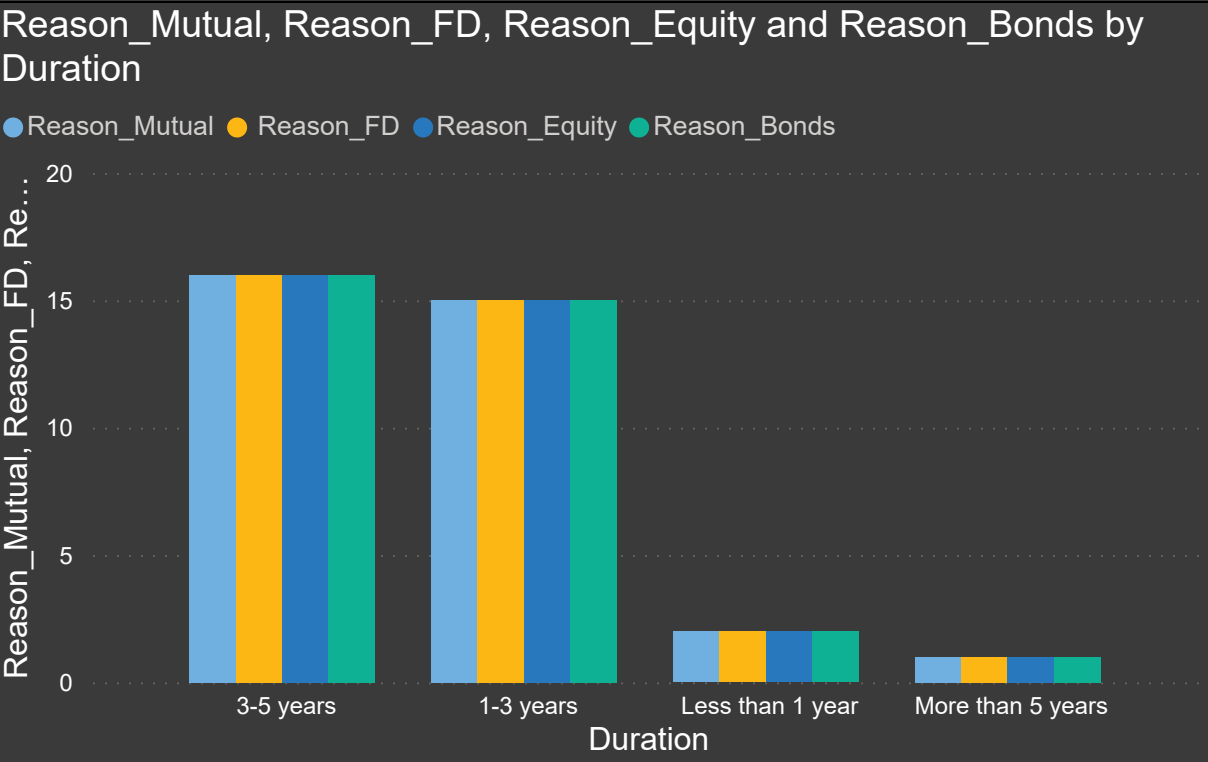
Wealth Creation

Select all

Better Returns

Fund Diversification

Tax Benefits



Source Of Information

Select all

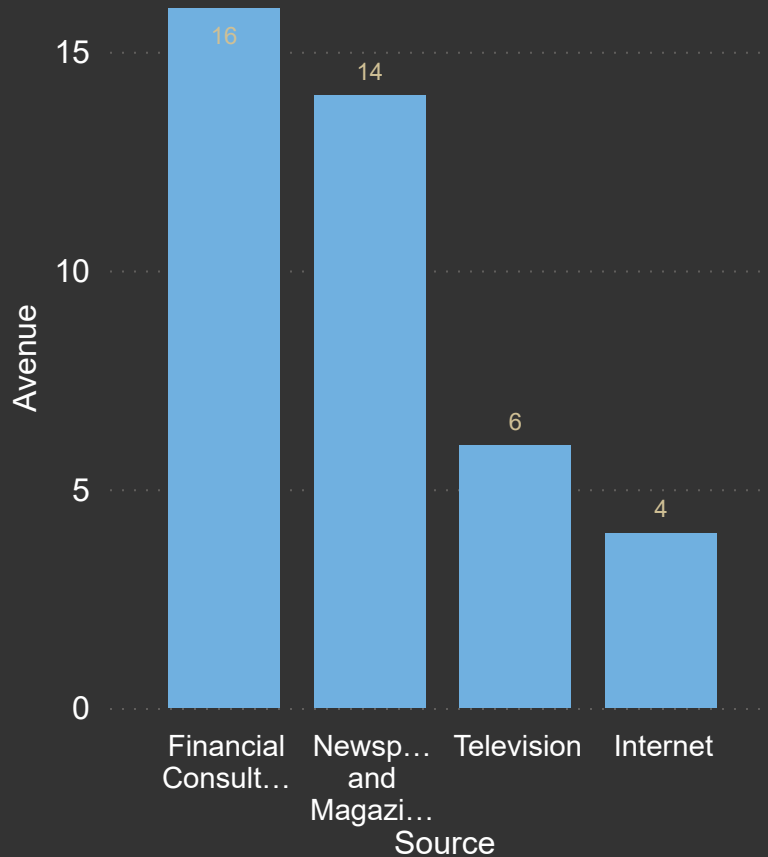
Financial Consultants

Internet

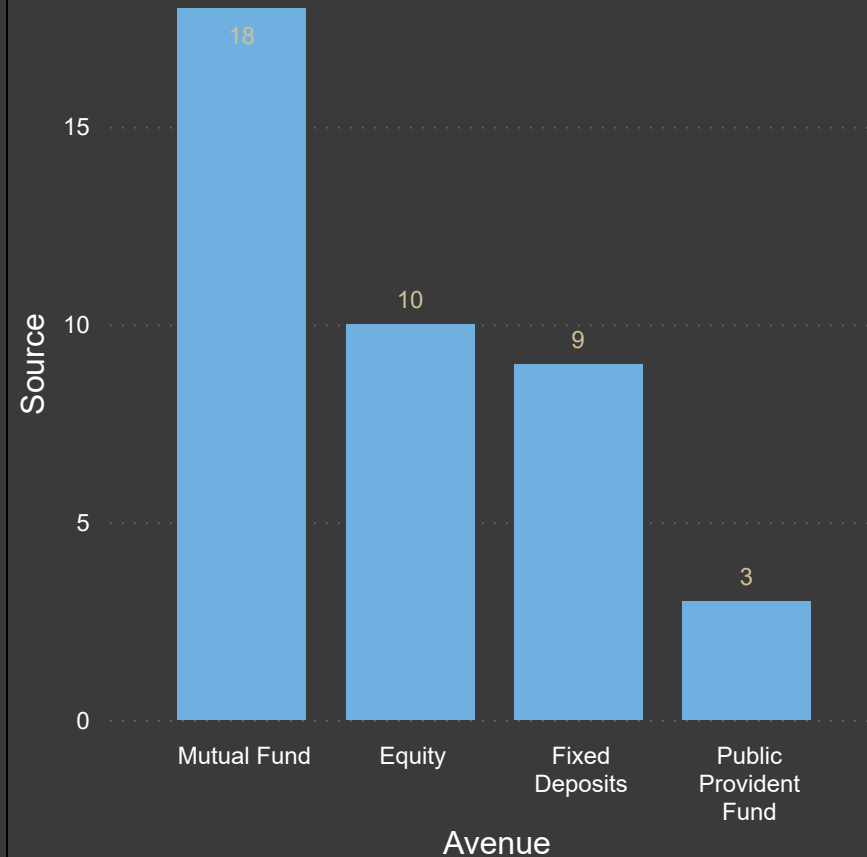
Newspapers and
Magazines

Television

Avenue by Source



Source by Avenue



At 16, Financial Consultants had the highest Count of Avenue and was 300.00% higher than Internet, which had the lowest Count of Avenue at 4.

Financial Consultants had the highest Count of Avenue at 16, followed by Newspapers and Magazines, Television, and Internet.

Financial Consultants accounted for 40.00% of Count of Avenue.

Across all 4 Source, Count of Avenue ranged from 4 to 16.

Combine Insights

40

Total Investment

28

Average Age

37

Investment Avenue

35

Investment In Stocks

25

Male

Avenue



All



Objective



All



Invest_Monitor



All



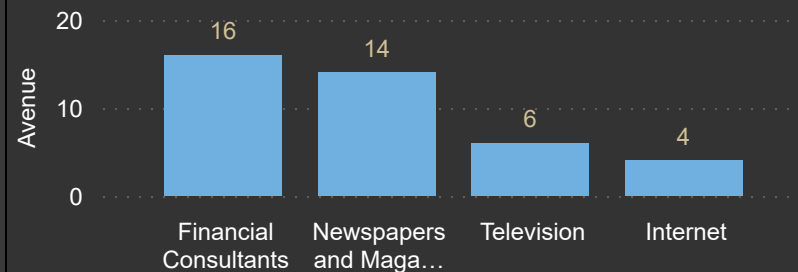
Source



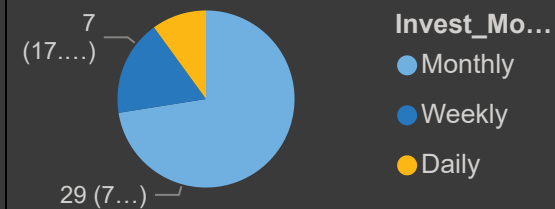
All



Avenue by Source



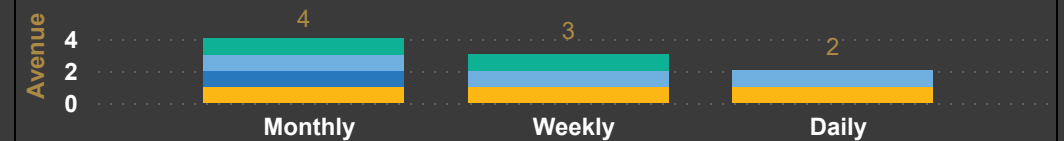
Reason_Mutual by Invest_Monitor



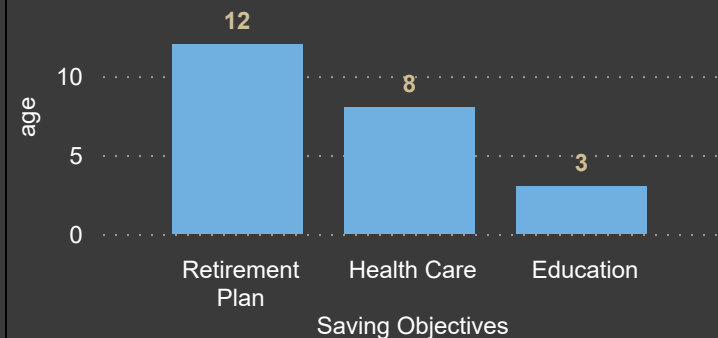
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Avenue by Investment_monitor

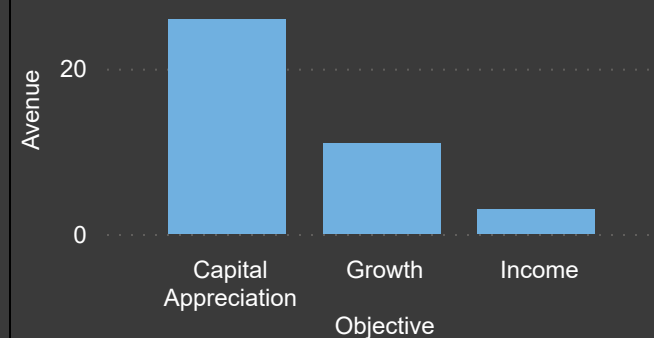
Avenue ● Equity ● Fixed Deposits ● Mutual Fund ● Public Provident Fund



Saving Objectives



Avenue by Objective



Stock Investment

● Investing in stock ● Not investing in stock

