

DATA EXPLORATION AND SUMMARY

27.80

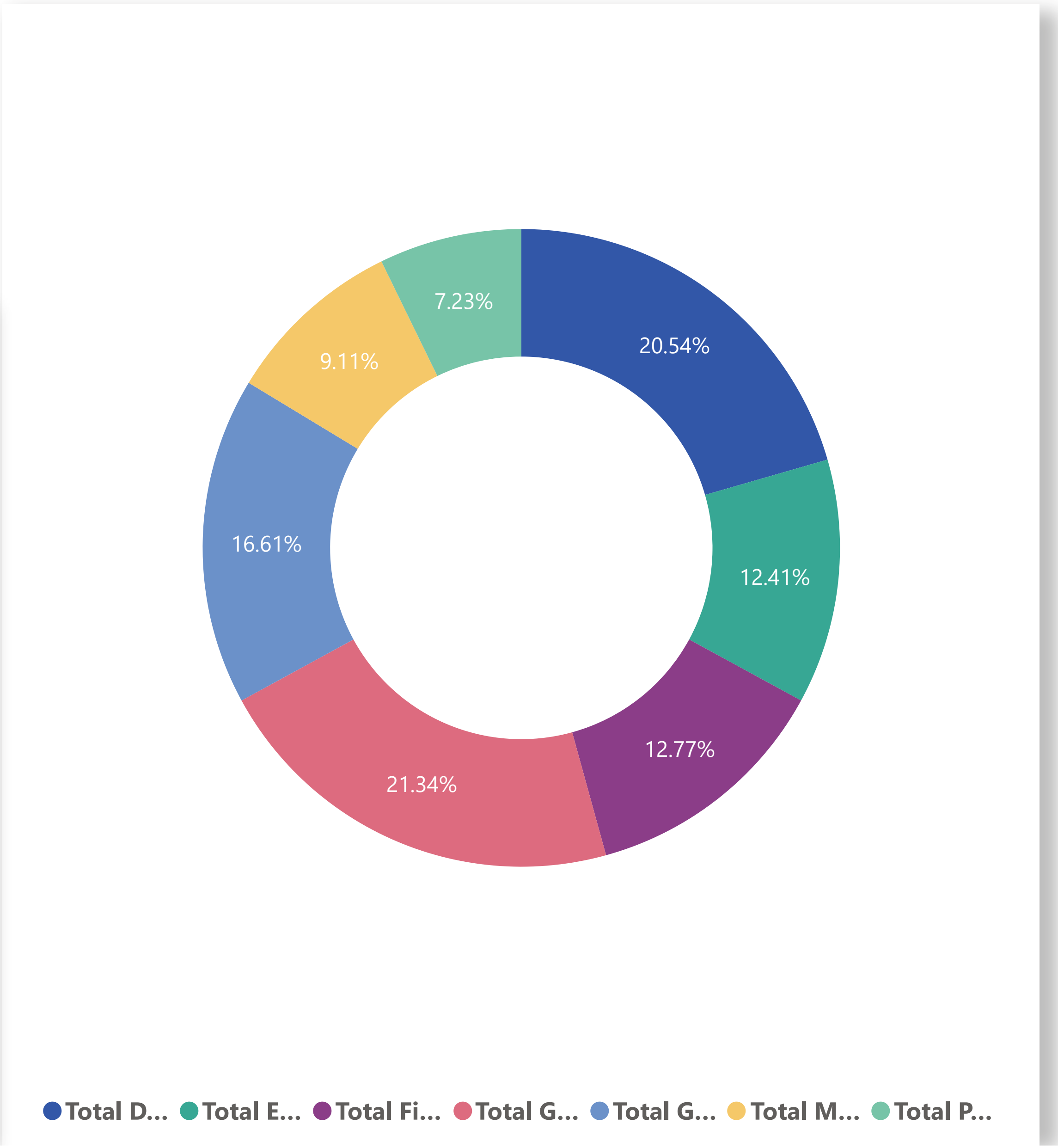
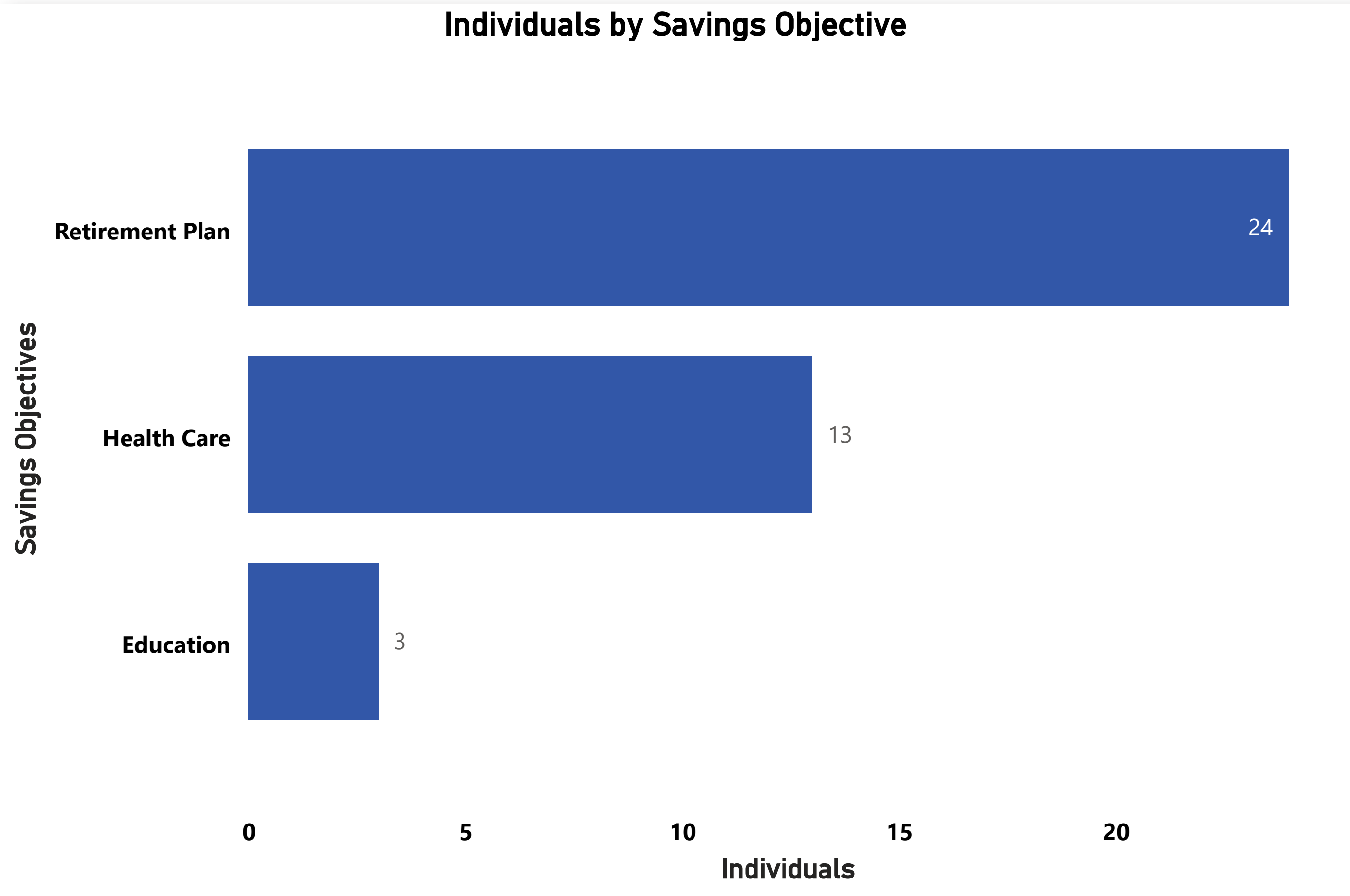
Average Age

37

Investment Avenue

3

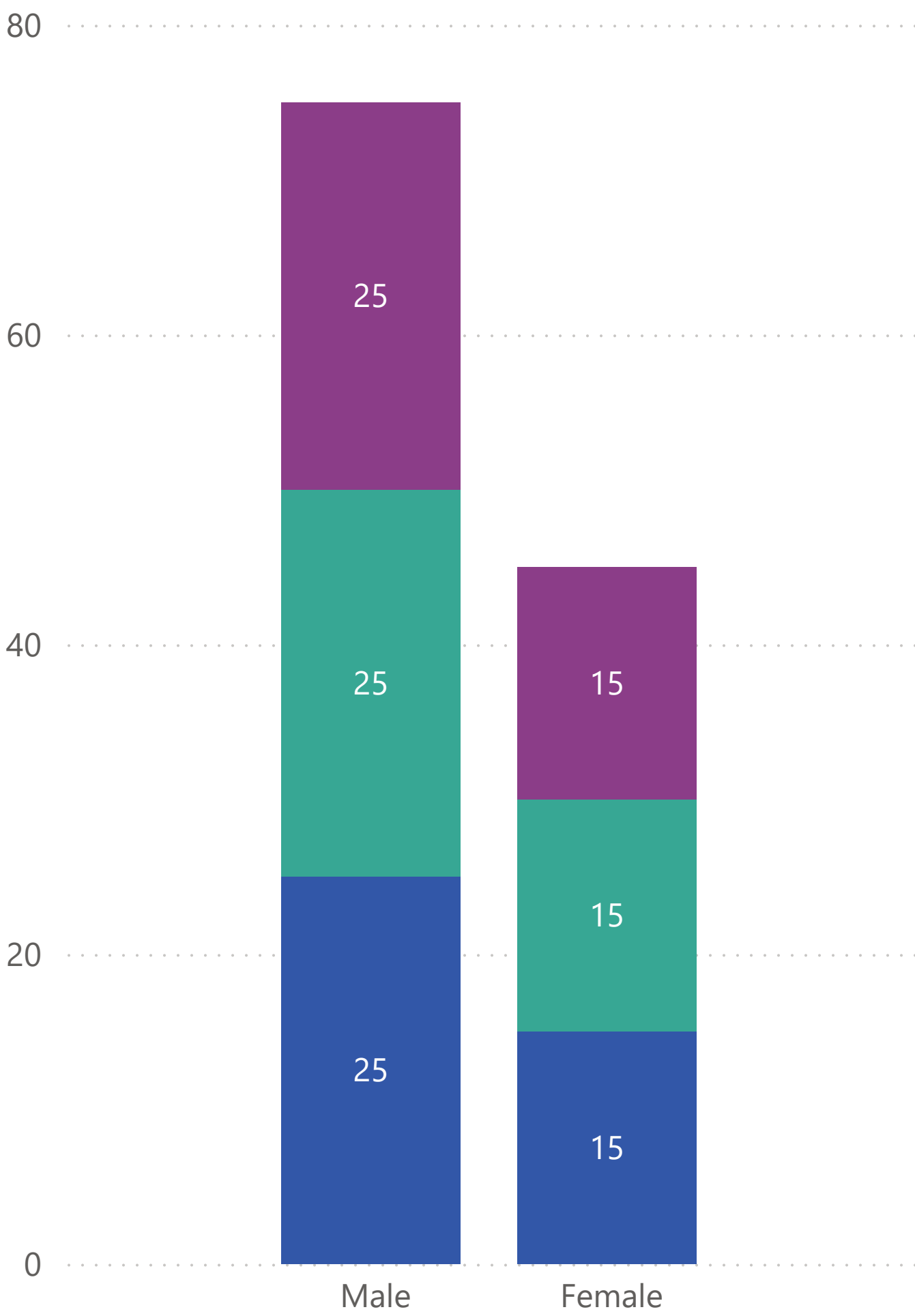
NO Investment Avenue



GENDER BASED ANALYSIS

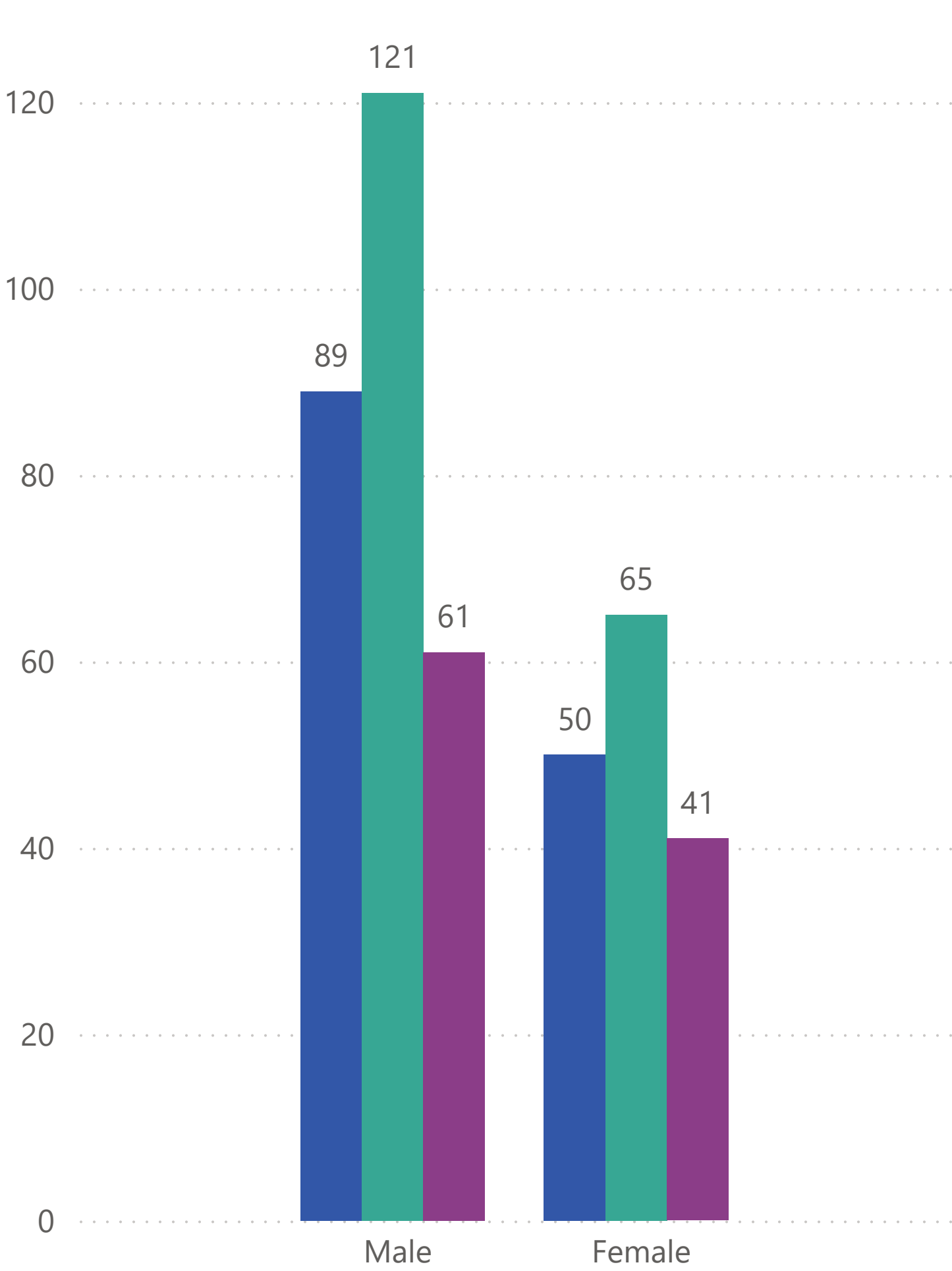
Count of Equity_Market, Count of Government_Bonds and Count of Mutual_Funds by gender

Count of Equity_Market Count of Government_Bonds Count of Mutual_Funds



Sum of Equity_Market, Sum of Government_Bonds and Sum of Mutual_Funds by gender

Sum of Equity_Market Sum of Government_Bonds Sum of Mutual_Funds



25

Male

15

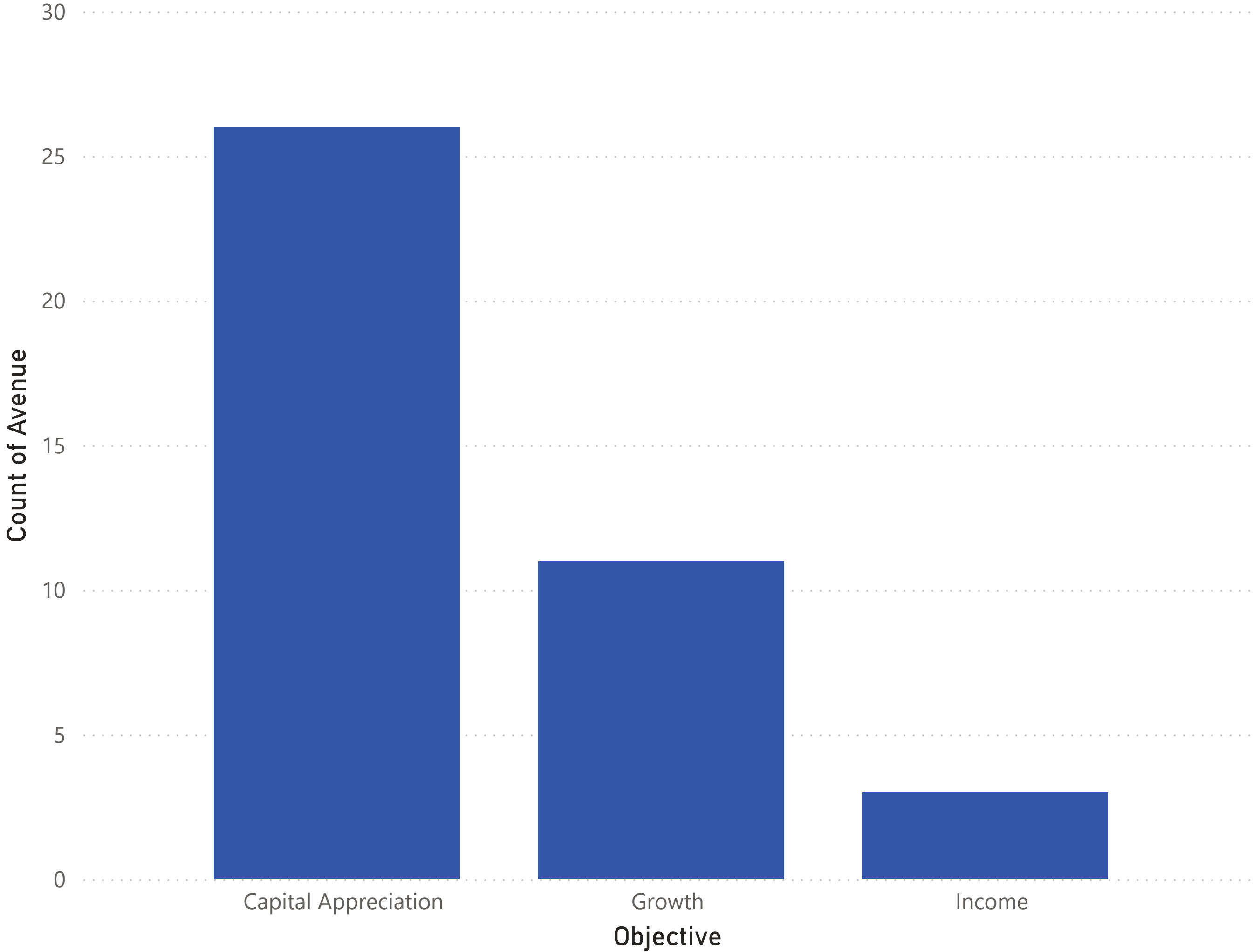
Female

Key Insights:

- . In the Mutual Funds, Equity Market and Government Bonds there are 25 Male and 15 Female Investors.
- . In the Case of Female Investors, the sum of Investment amount of Mutual funds is 41, Government Bonds is 65 and Equity Market is 50.
- . In the Case of Male Investors, the sum of Investment amount of Mutual funds is 61. Government Bonds is 121 and

OBJECTIVE ANALYSIS

Count of Avenue by Objective



-1

Pearson Correlation

Avenue

Equity	Mutual Fund
Fixed Deposits	Public Provident Fund

Investment Duration And Frequency

Avenue

All



10

Equity

9

Fixed Deposits

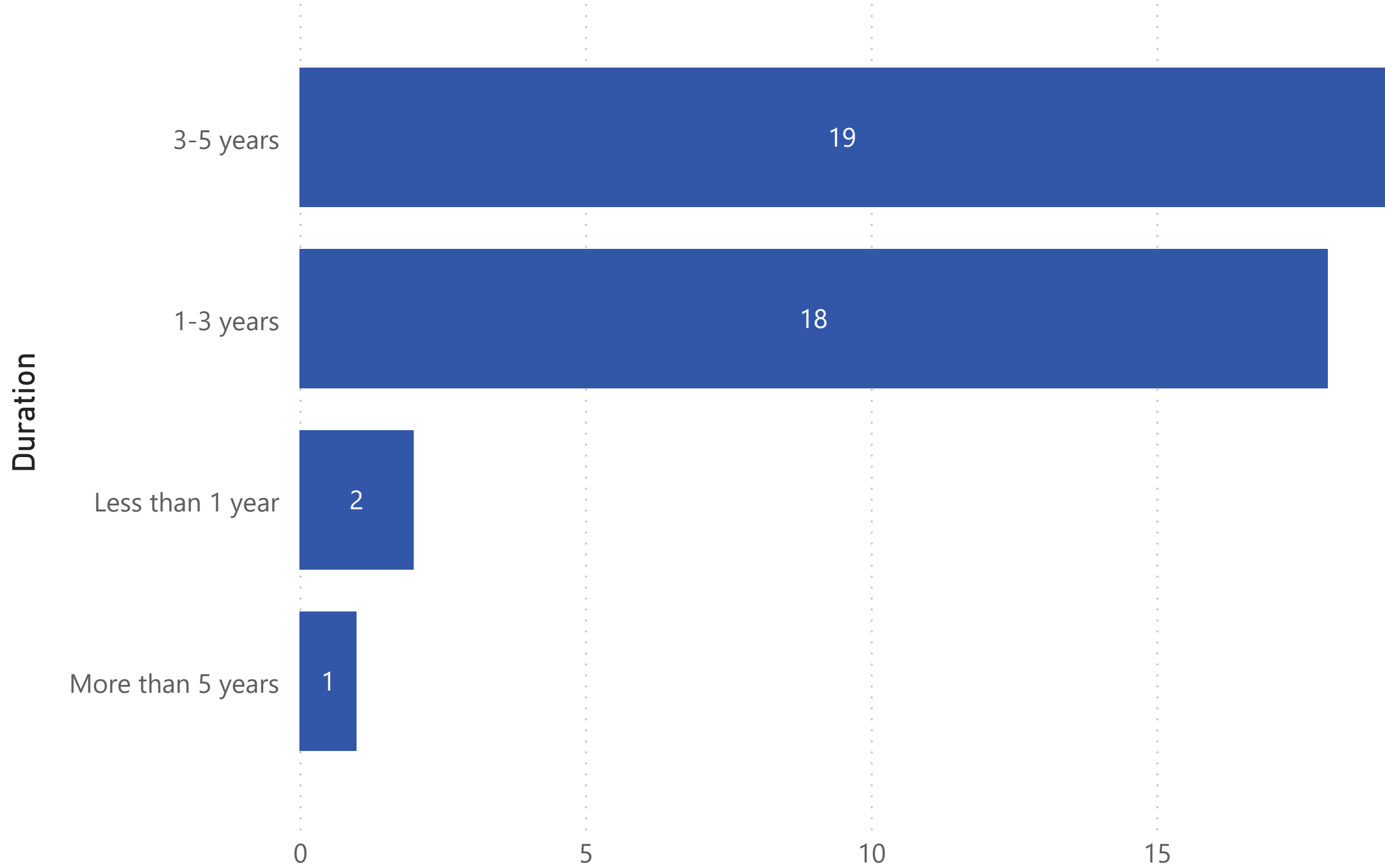
18

Mutual Fund

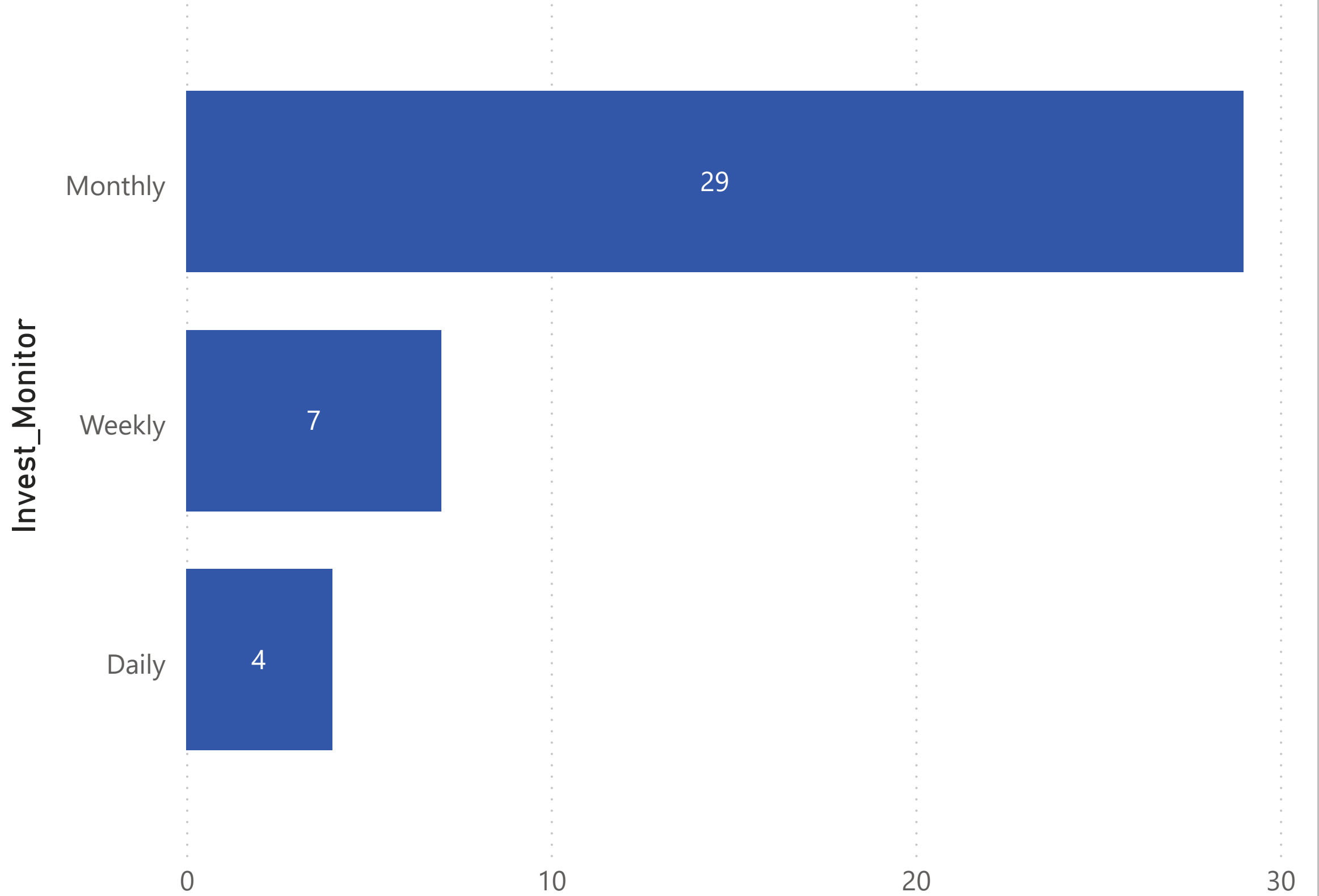
3

Public Provident Fund

Avenue by Duration



Avenue by Invest_Monitor



Reason Of Investment

24

Better Returns

13

Fund Diversification

3

Tax Benefits

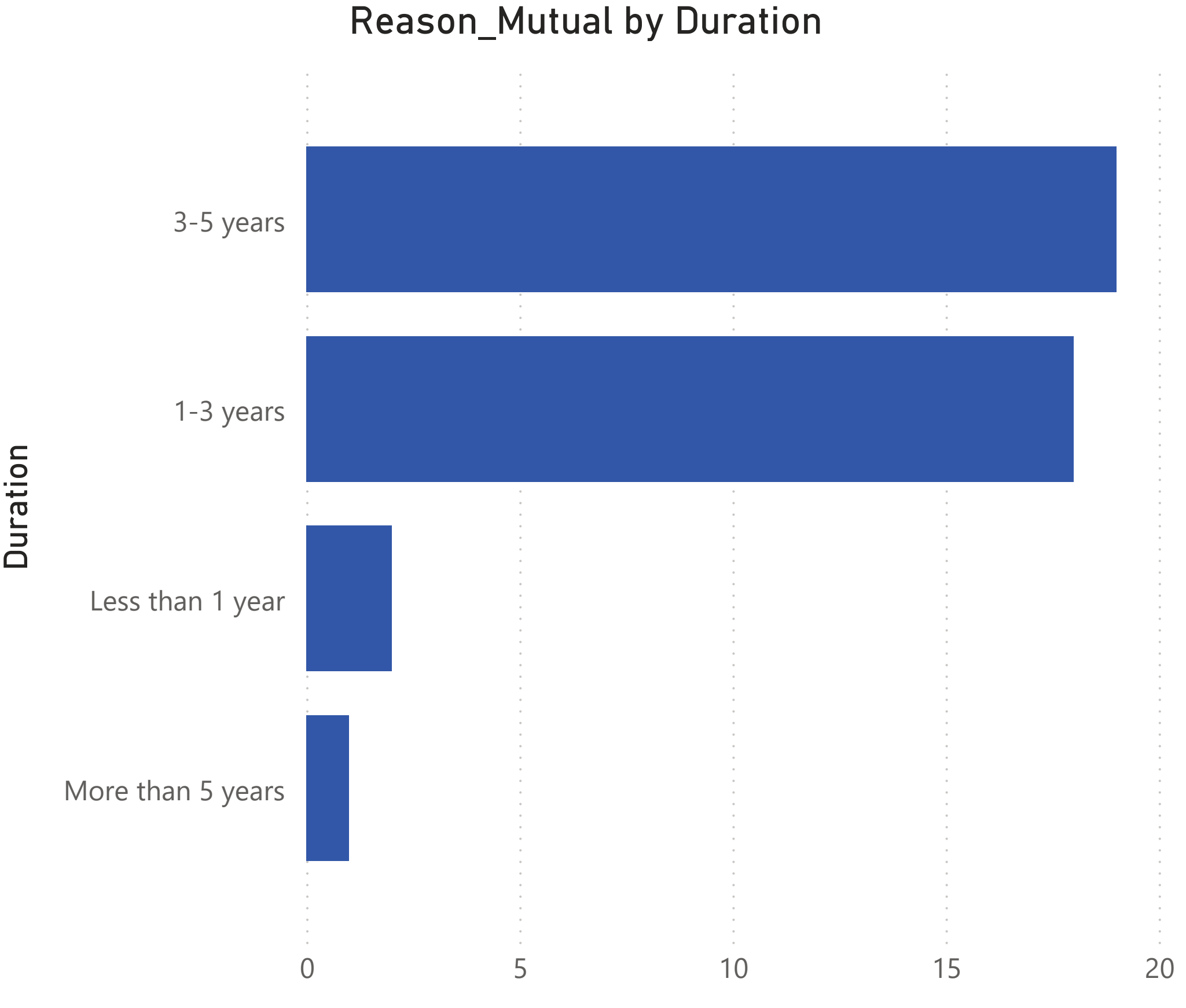
Reason_Mutual

Better Returns

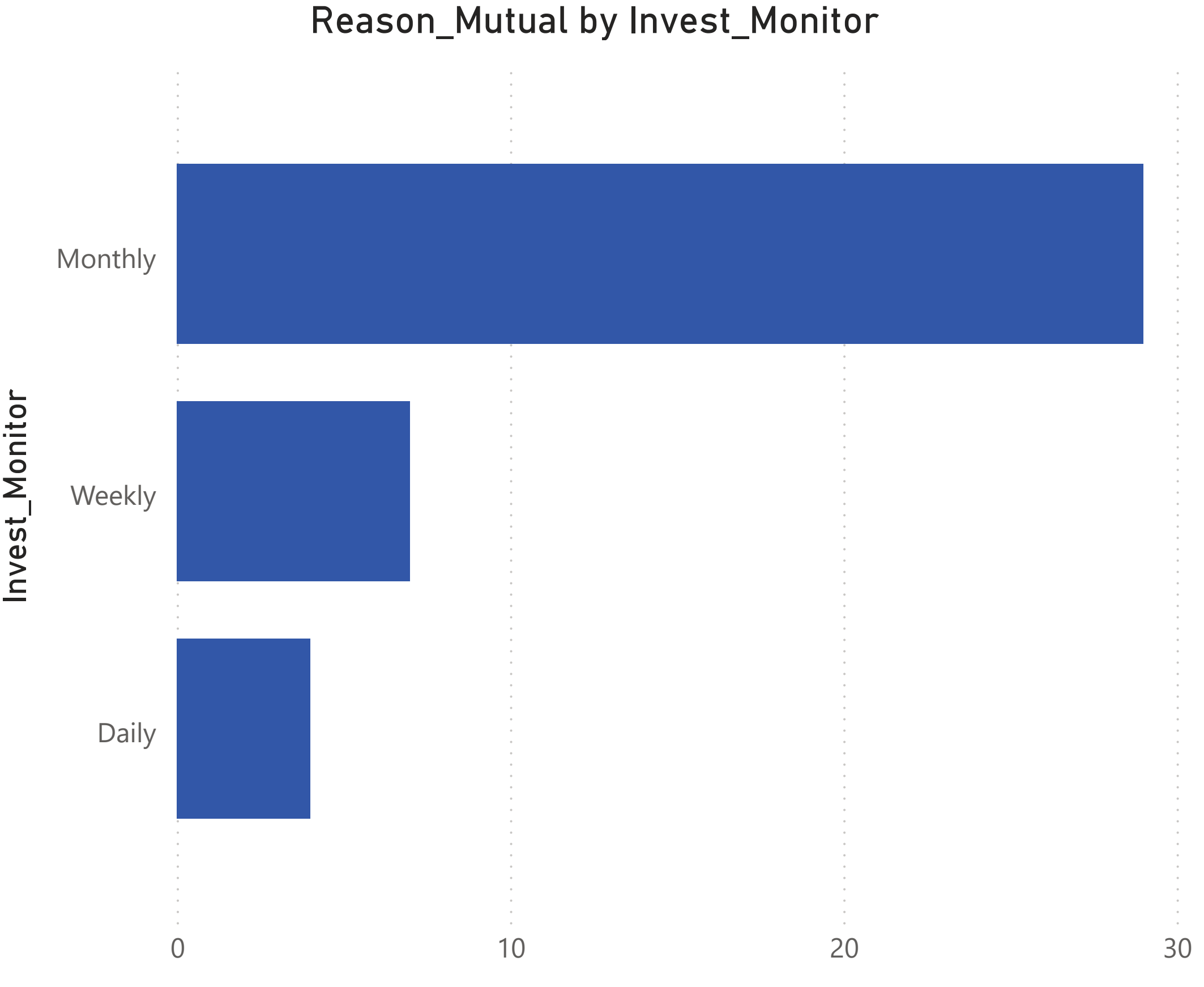
Fund Diversification

Tax Benefits

Reason_Mutual by Duration



Reason_Mutual by Invest_Monitor



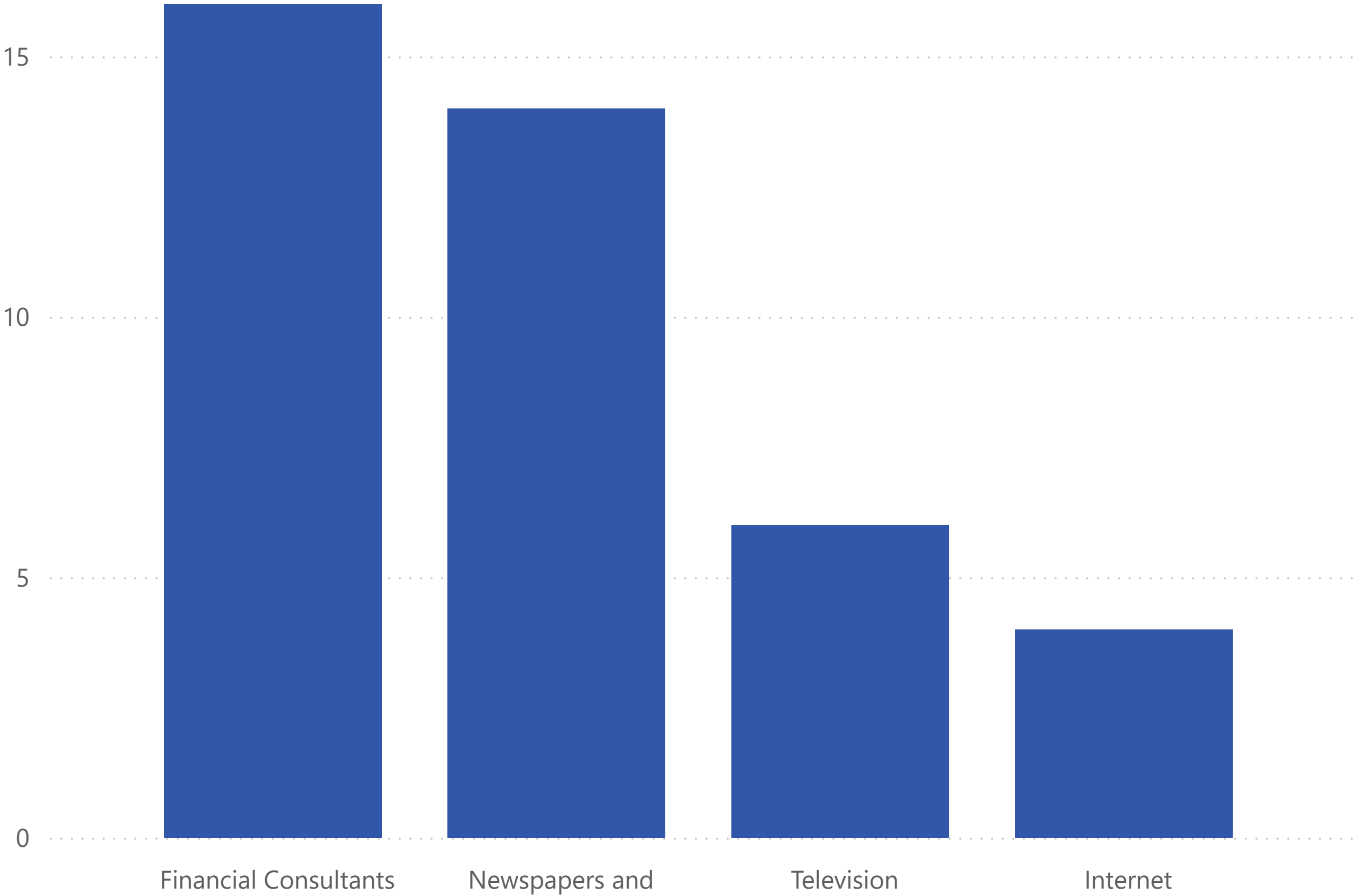
Source Of Information



Source

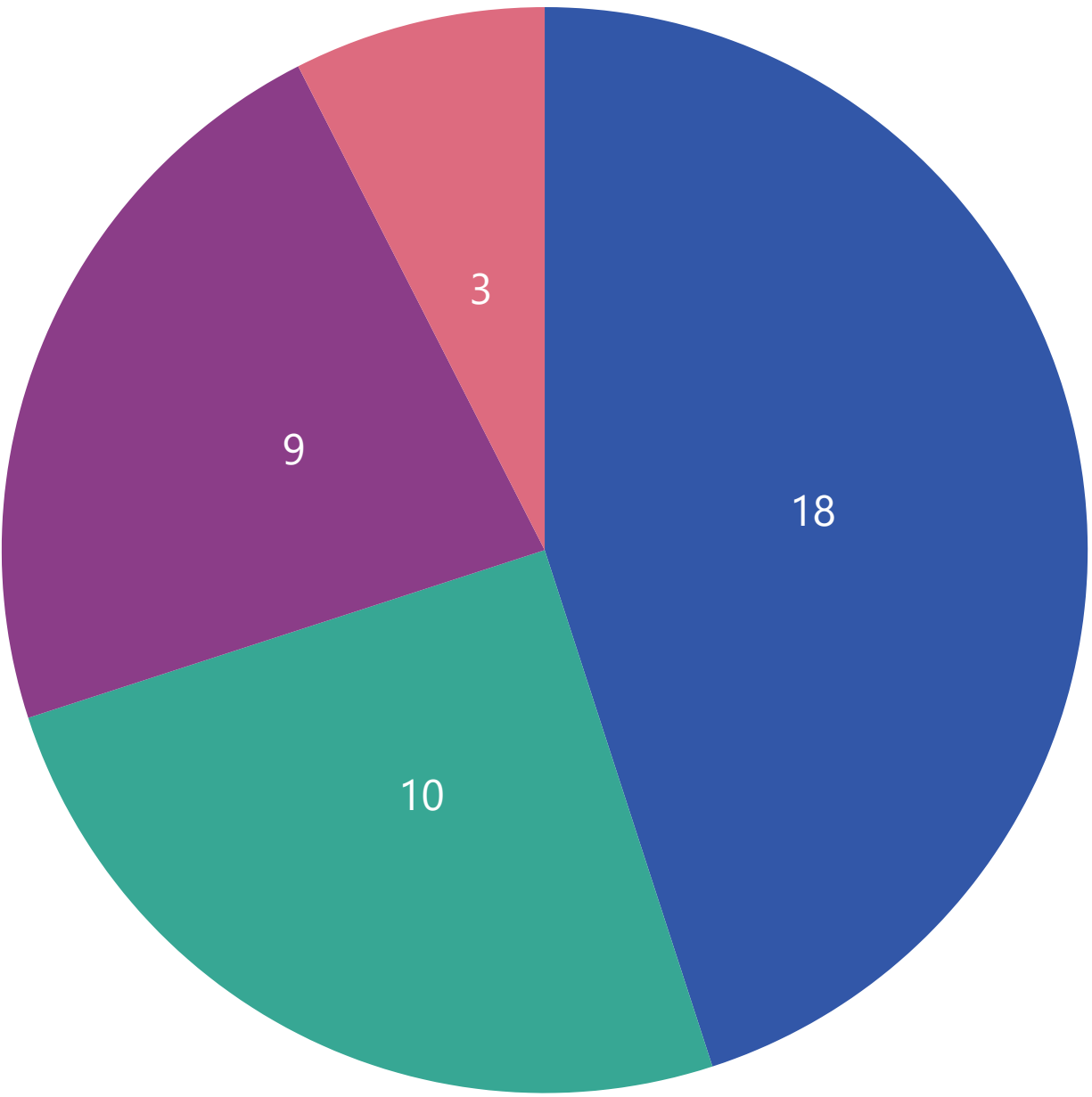
Financial Consultants	Internet	Newspapers and Magazines	Television
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Avenue by Source



Source

Source by Avenue



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

Final Dashboard

Avenue

All

▼

Reason_Mutual

All

▼

27.80

Avg Age

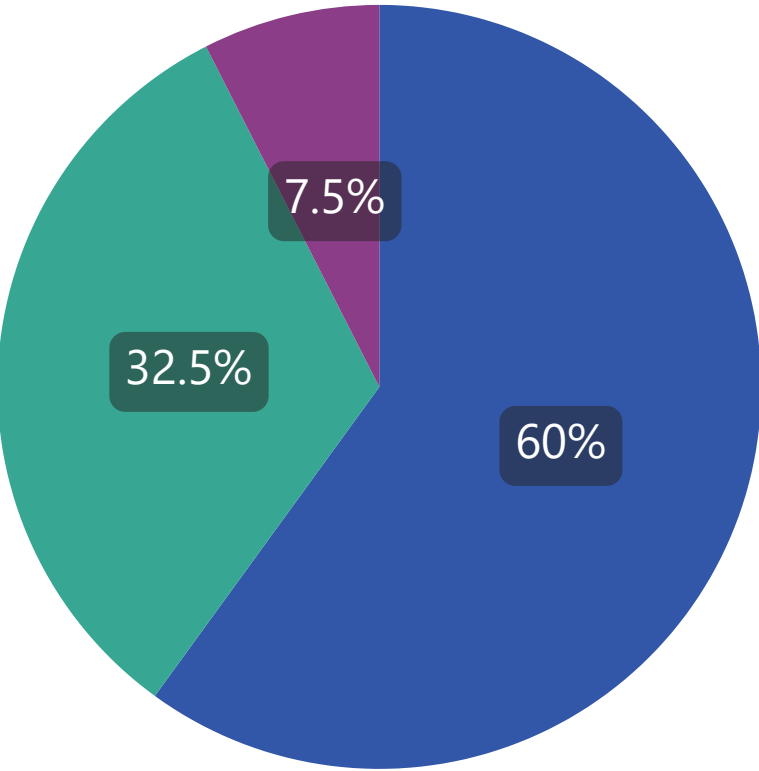
25

Male

15

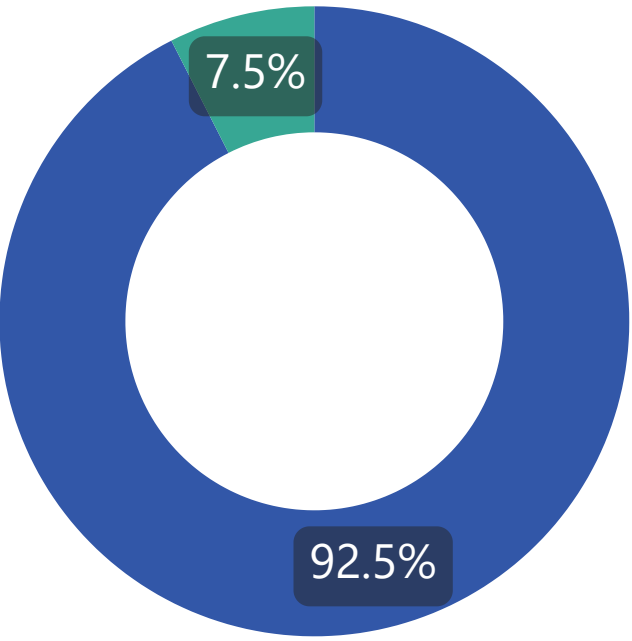
Female

Gender By Savings Objective



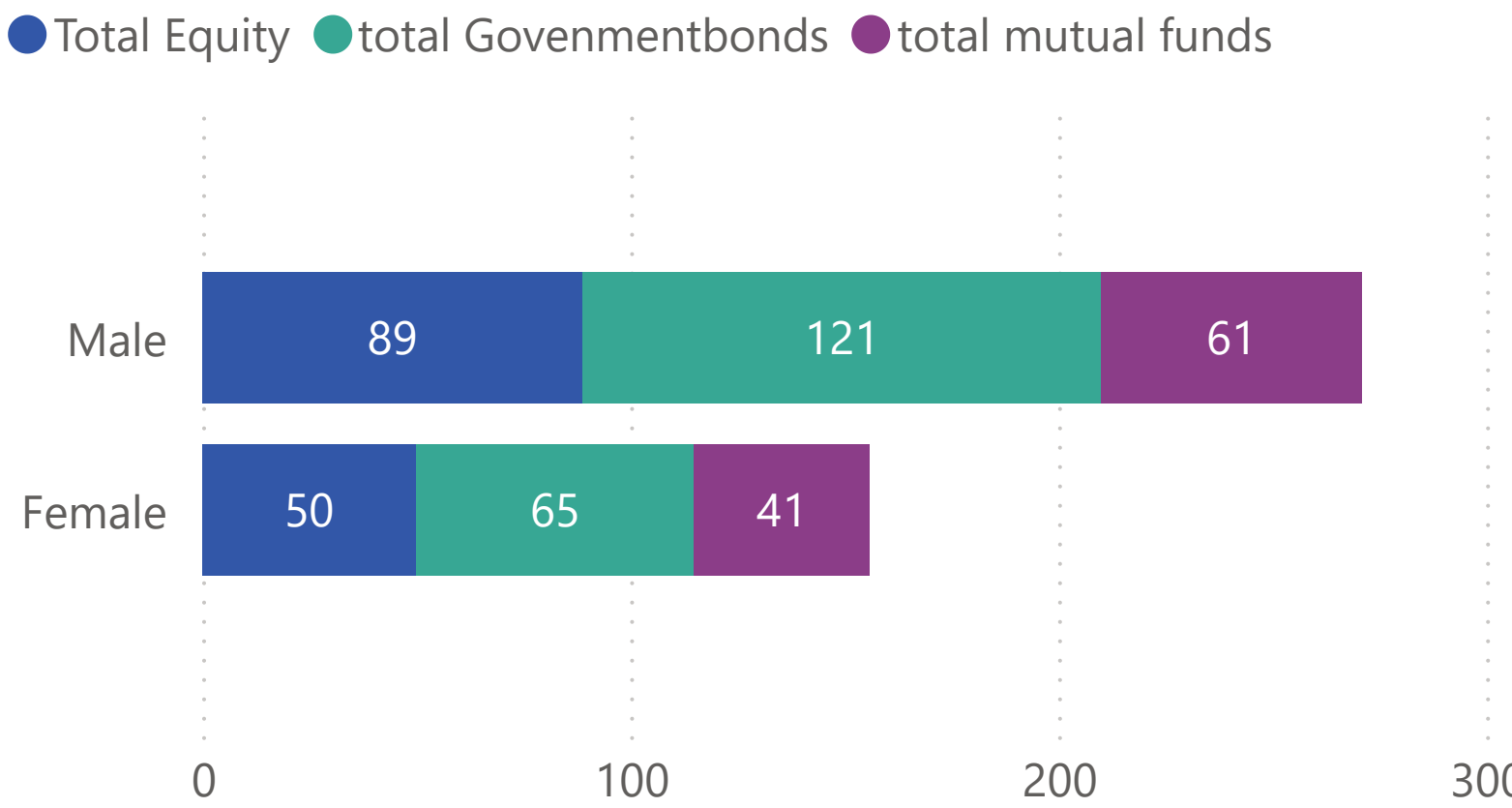
What are your sa... Retirement Plan Health Care Education

Gender by Investment_Avenues

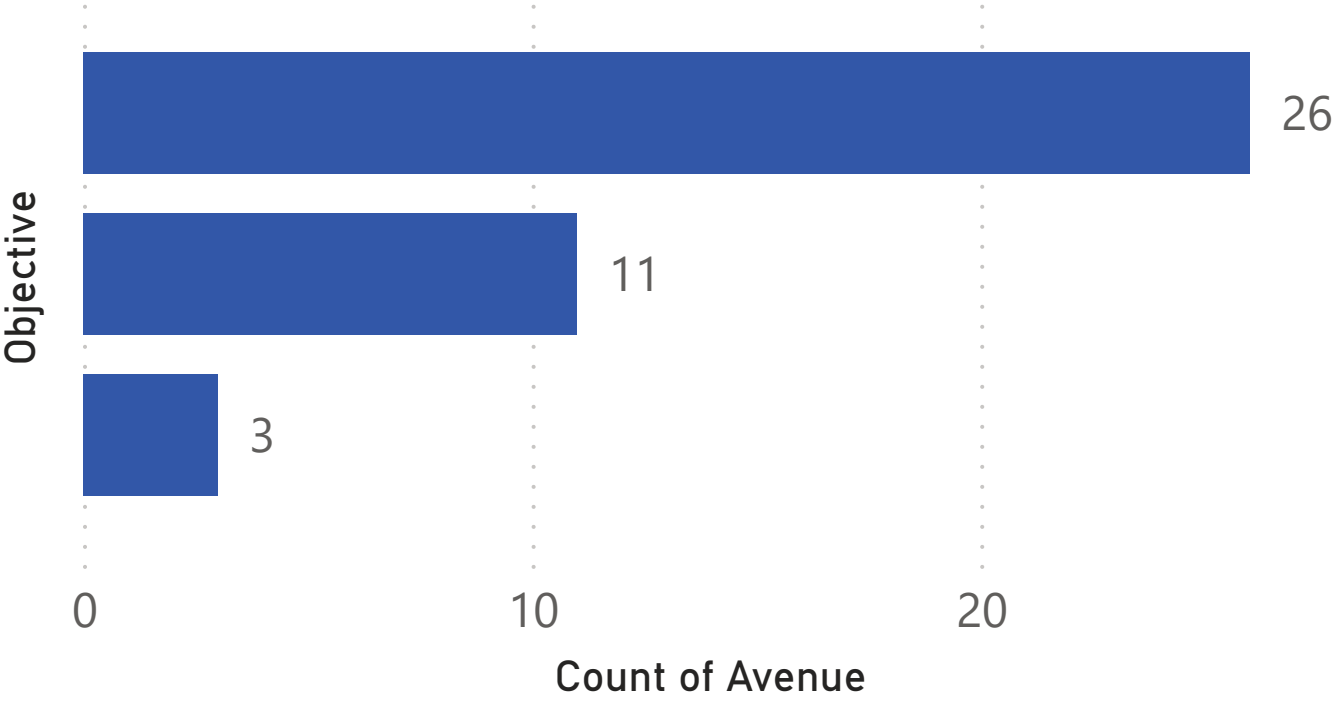


Investmen... Yes No

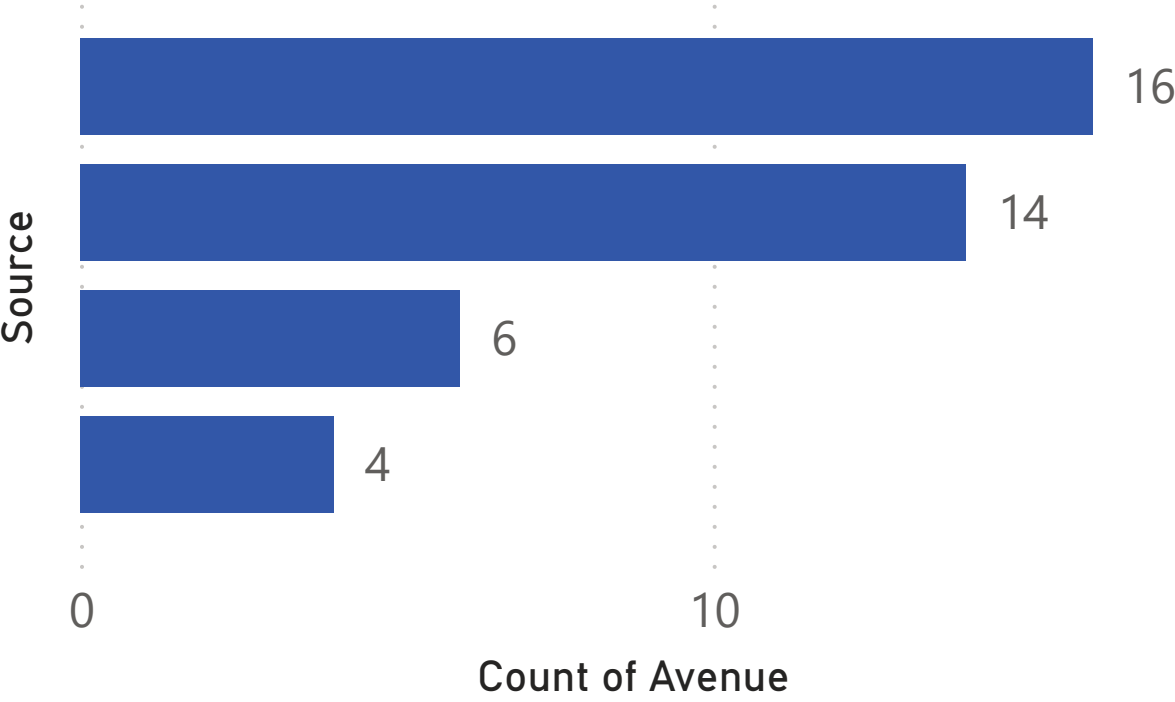
Total Equity, total Governmentbonds and total mutual funds by gender



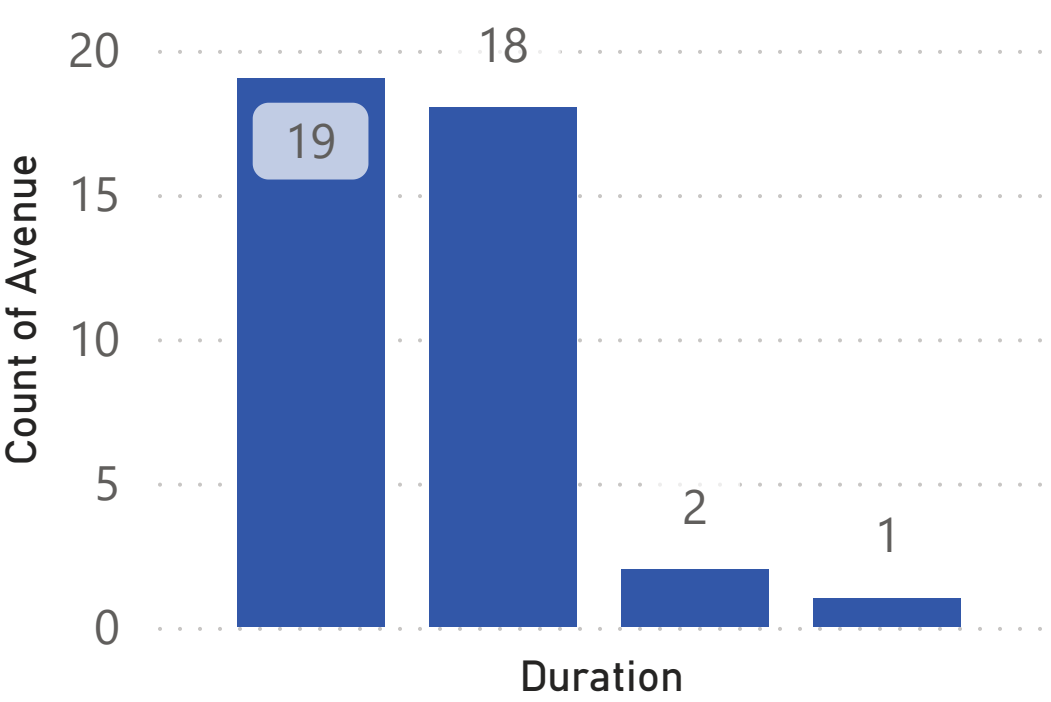
Avenue by Objective



Avenue by Source



Avenue by Duration



Avenue by Invest_Monitor

