



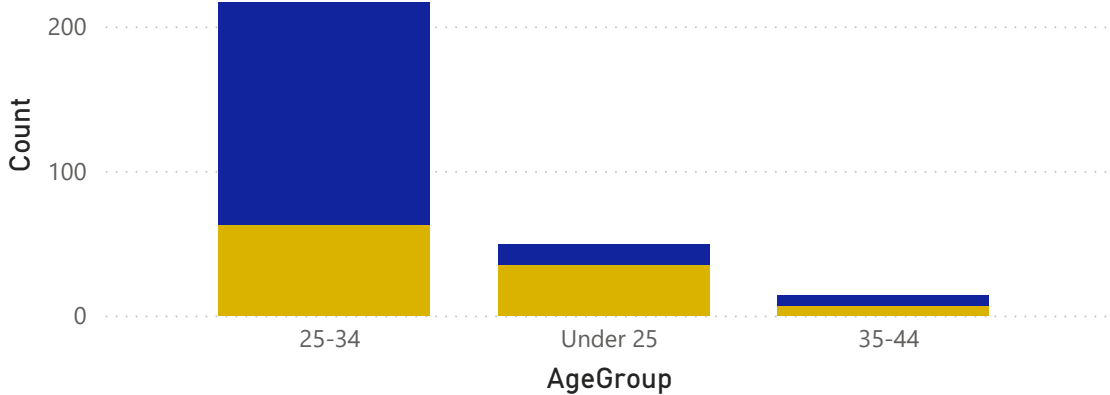
INVESTMENT ANALYSIS INSIGHTS

Objective

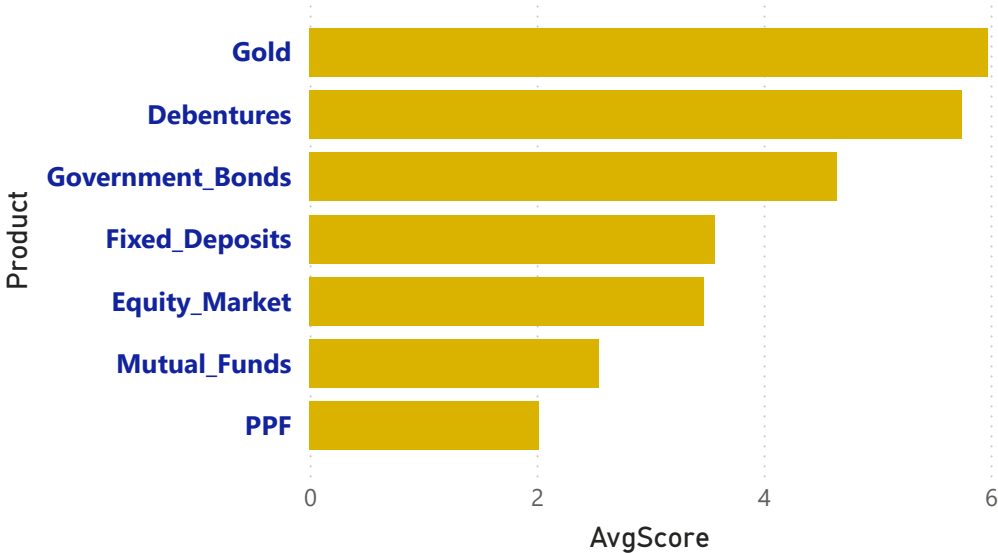
- ☐ Capital Appreciation
- ☐ Growth
- ☐ Income

INVESTOR DEMOGRAPHICS BY AGE AND OBJECTIVE

gender Female Male



AVERAGE PREFERENCE PER PRODUCT



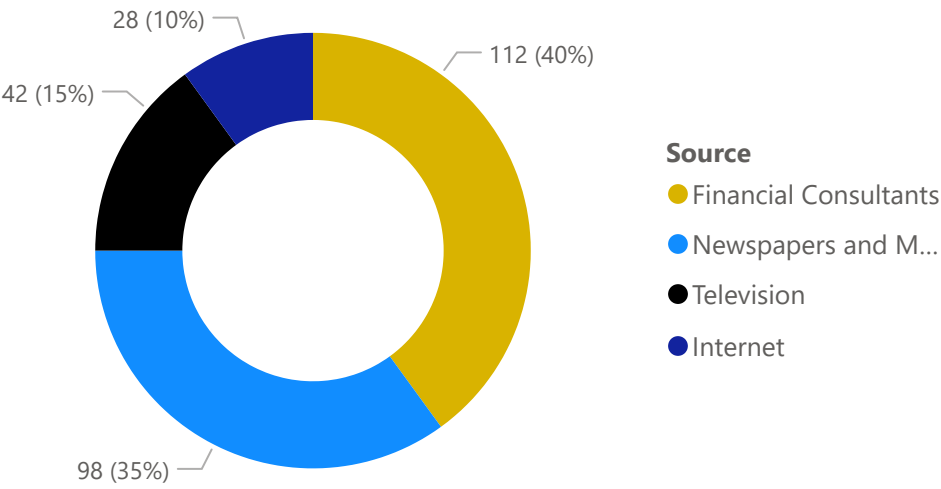
RISK PREFERENCE VS INVESTMENT AVENUE

Factor	Equity	Fixed Deposits	Mutual Fund	Public Provident Fund	Total
Risk	14	28	42	14	98
Returns	56	35	77	7	175
Locking Period			7		7
Total	70	63	126	21	280

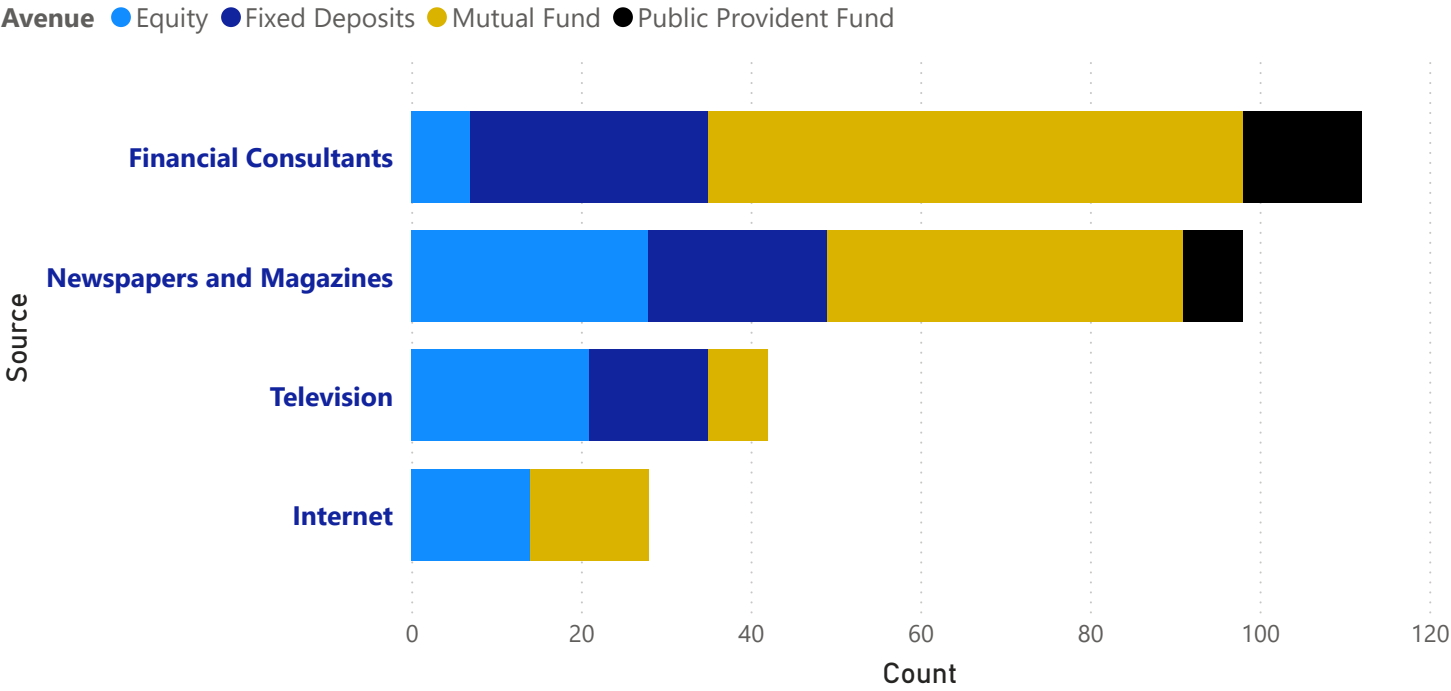
INVESTMENT PATTERNS BY DEMOGRAGPHIC

AgeGroup	Debentures	Equity_Market	Fixed_Deposits	Gold	Government_Bonds	Mutual_Funds	PPF	Total
☐ 25-34	6.10	3.61	3.39	6.03	4.58	2.52	1.77	4.00
Female	6.00	3.44	4.44	5.78	4.11	2.56	1.67	4.00
Male	6.14	3.68	2.95	6.14	4.77	2.50	1.82	4.00
☐ 35-44	7.00	4.00	3.00	6.00	5.00	2.00	1.00	4.00
Female	7.00	4.00	3.00	6.00	5.00	2.00	1.00	4.00
Male	7.00	4.00	3.00	6.00	5.00	2.00	1.00	4.00
☐ Under 25	3.86	2.71	4.57	5.71	4.86	2.86	3.43	4.00
Female	3.40	3.00	4.00	6.00	4.60	3.20	3.80	4.00
Male	5.00	2.00	6.00	5.00	5.50	2.00	2.50	4.00
Total	5.75	3.48	3.58	5.98	4.65	2.55	2.03	4.00

WHERE DO INVESTORS GET FINANCIAL ADVICE



INFORMATION SOURCE VS PRODUCT



INVESTMENT DURATION BY PURPOSE

Duration	Capital Appreciation	Growth	Income	Total
1-3 years	91	35		126
3-5 years	84	42	7	133
Less than 1 year			14	14
More than 5 years	7			7
Total	182	77	21	280