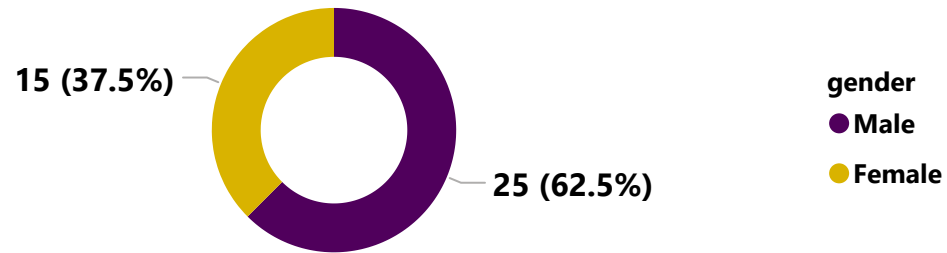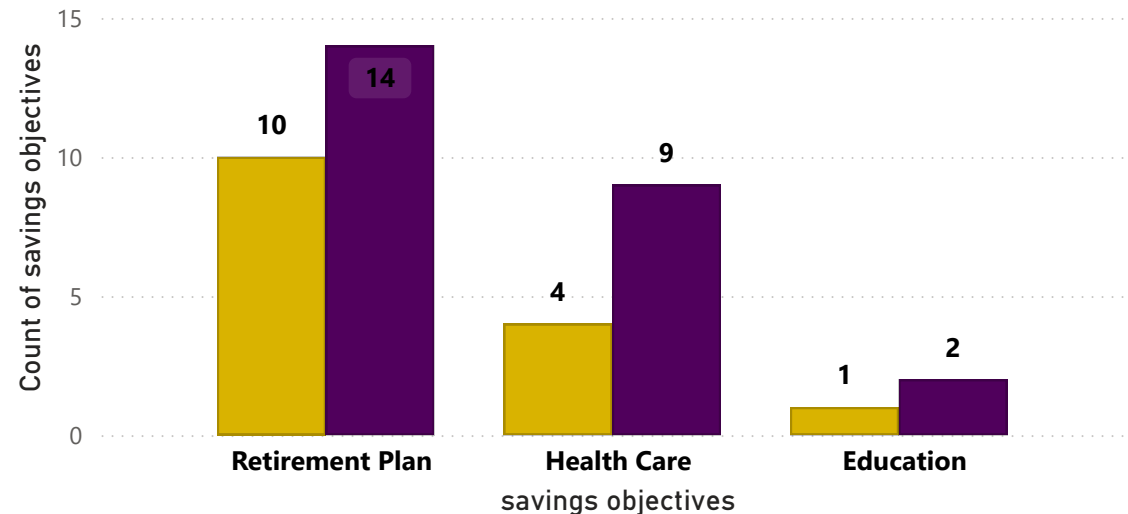# Task1: Data Exploration And Summary

This dashboard provides an overview of investment distribution across various avenues, highlighting that 62.5% of the participants are male, with Gold being the most popular investment choice at 21.34%.
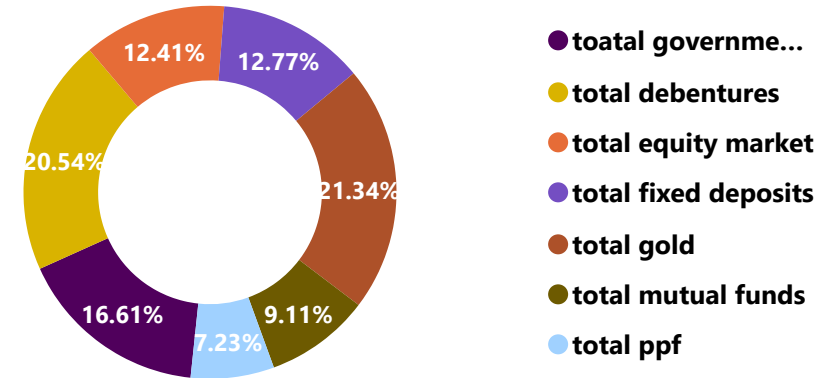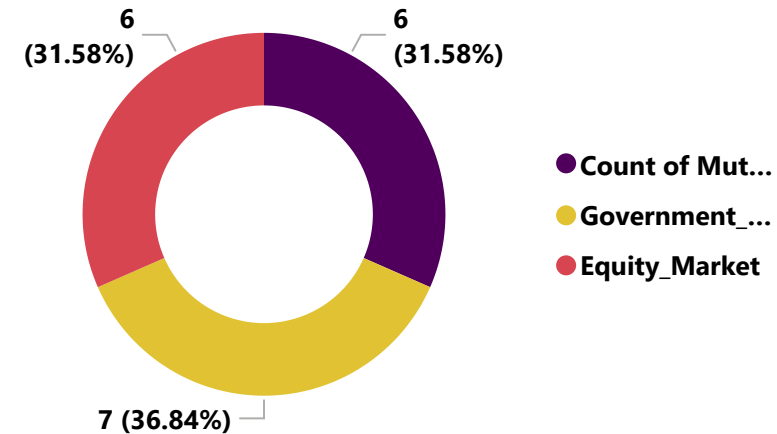
toatal government funds, total debentures, total equity market, total fixed deposits, total gold, total mutual funds and total ppf

Count of Investment_Avenues by gender

15 (37.5%)

25 (62.5%)

gender
- ● Male
- ● Female

Donut chart percentages:
- 12.41%
- 12.77%
- 20.54%
- 21.34%
- 16.61%
- 7.23%
- 9.11%

Legend:
- ● toatal governme...
- ● total debentures
- ● total equity market
- ● total fixed deposits
- ● total gold
- ● total mutual funds
- ● total ppf

27.80
Average of age

Count of savings objectives by savings objectives and gender

gender ● Female ● Male

savings objectives	Female	Male
Retirement Plan	10	14
Health Care	4	9
Education	1	2

Count of savings objectives (y-axis: 0, 5, 10, 15)

Count of Mutual_Funds, Government_Bonds and Equity_Market

6 (31.58%)

6 (31.58%)

7 (36.84%)

Legend:
- ● Count of Mut...
- ● Government_...
- ● Equity_Market

37
investment avenue

3
No investment avenue

Task 2: Gender Based Analysis

Government_Bonds, Equity_Market and Mutual_Funds by gender

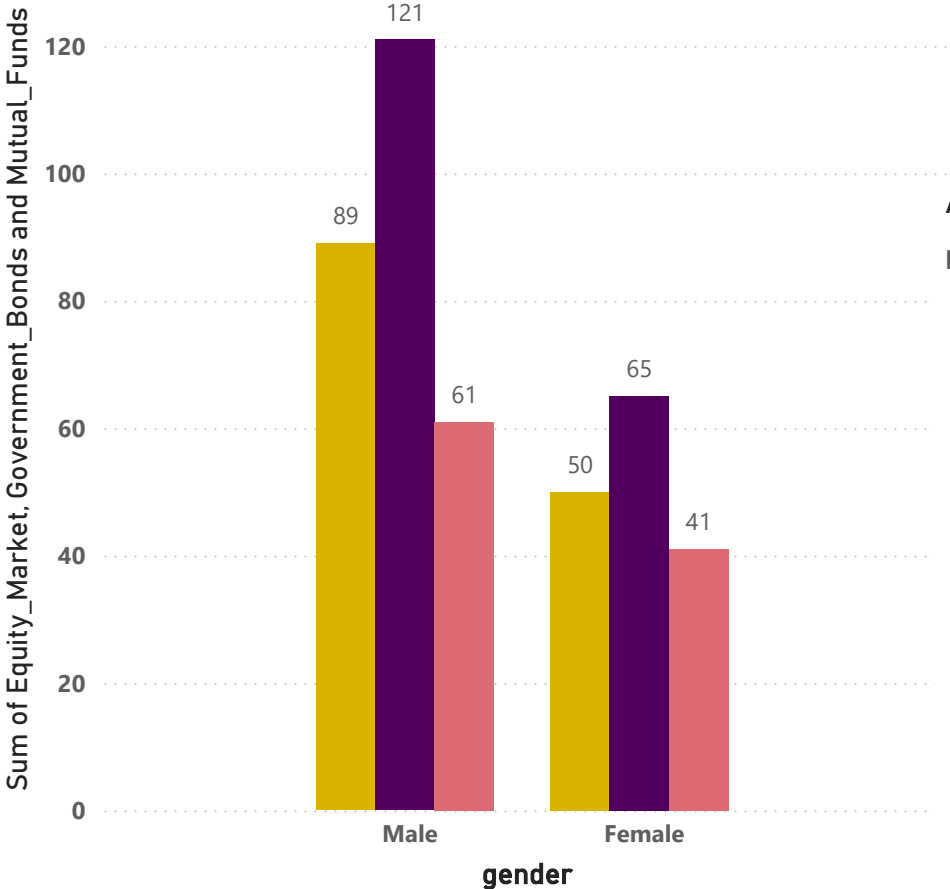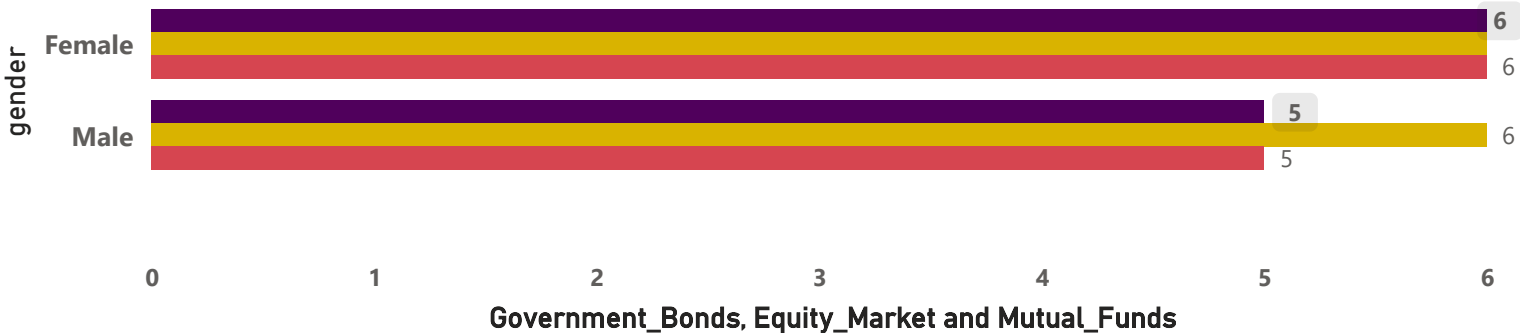● Government_Bonds ● Equity_Market ● Mutual_Funds

25
MALE

15
FEMALE

Sum of Equity_Market, Government_Bonds and Mutual_Funds by gender

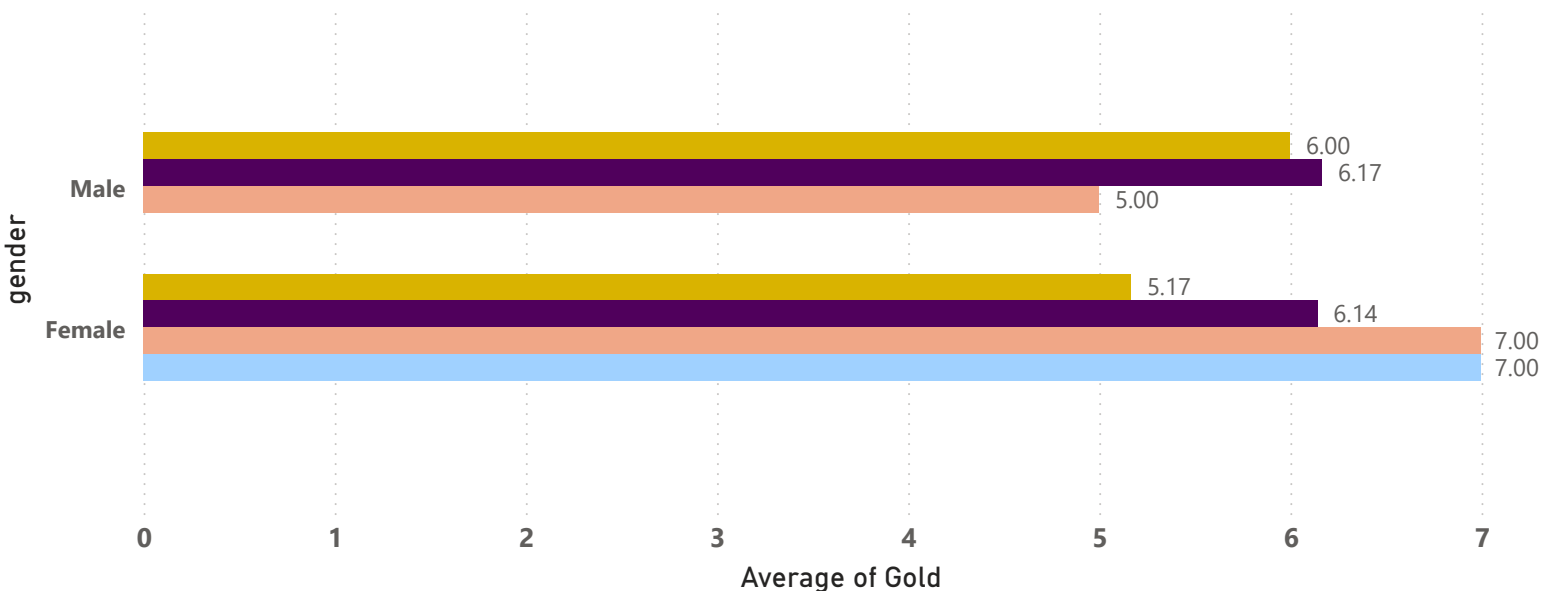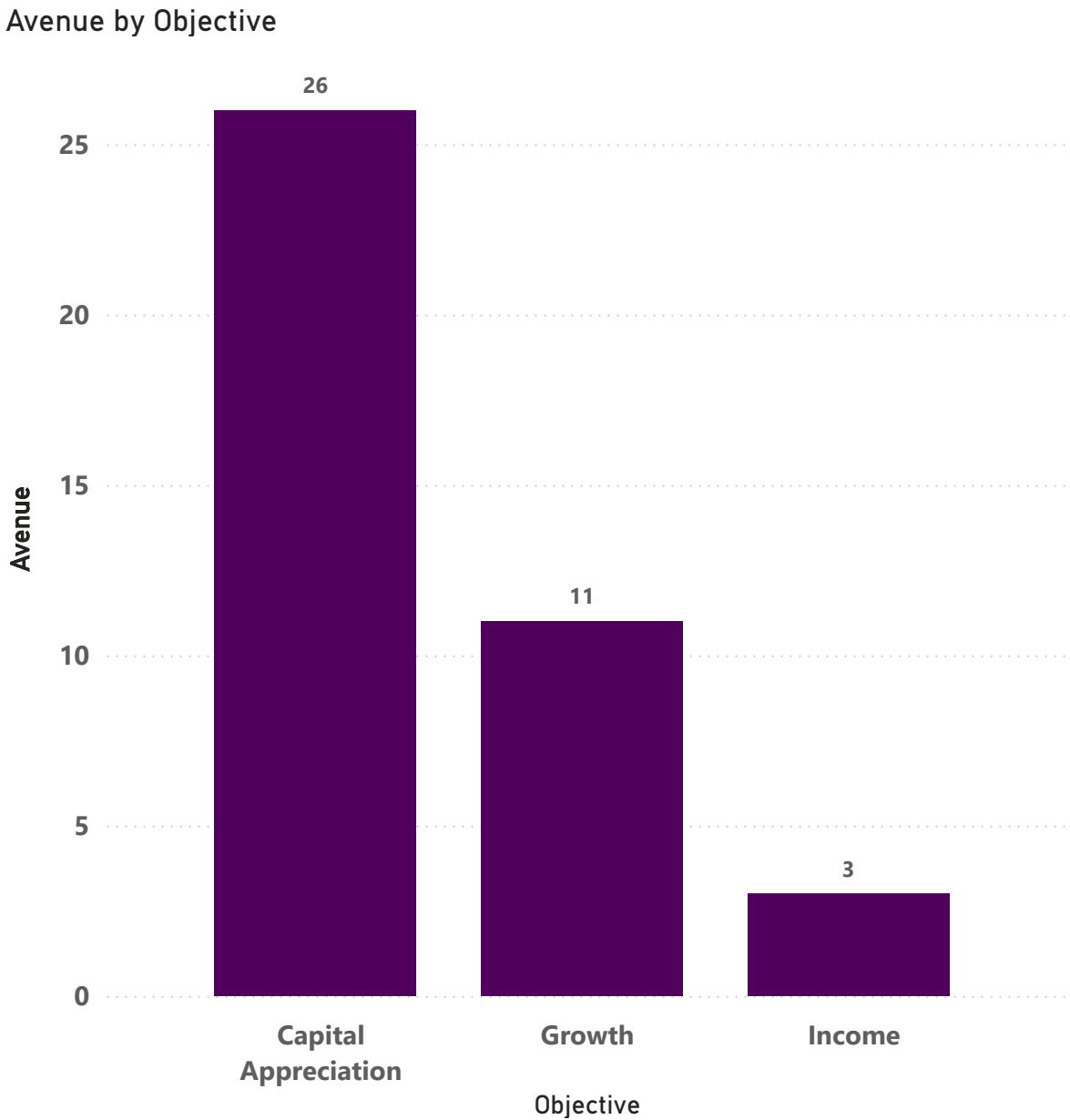● Sum of Equity_Market ● Government_Bonds ● Mutual_Funds

Average of Gold by gender and Duration

Duration ● 1-3 years ● 3-5 years ● Less than 1 year ● More than 5 years

Task 3: Objective Analysis

Avenue by Objective

Avenue

Equity	Mutual Fund

Fixed Deposits	Public Provident Fund

0.20

Pearson Correlation

=>**Male participants show a higher inclination towards Equity Market investments, contributing 89 units, compared to 50 units by females. However, female participation in Mutual Funds is significant at 65 units.**

=>**The Pearson correlation analysis shows a strong relationship between Capital Appreciation and Equity investments, indicating that investors prioritizing growth tend to prefer Equity markets.**
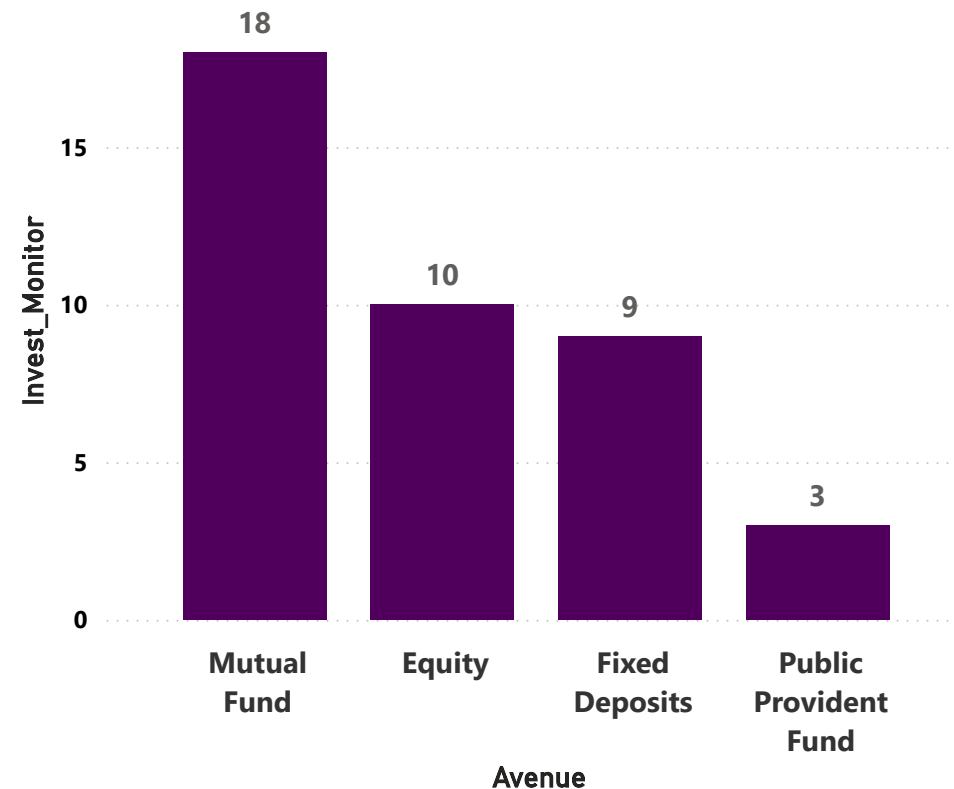
Task 4: Investment Duration And Frequency

Investors prefer Mutual Funds for longer durations, with 18 participants opting for this avenue for periods exceeding 5 years, reflecting a long-term investment strategy

Equity	Fixed Deposits	Mutual Fund	Public Provident Fund

Duration by Avenue
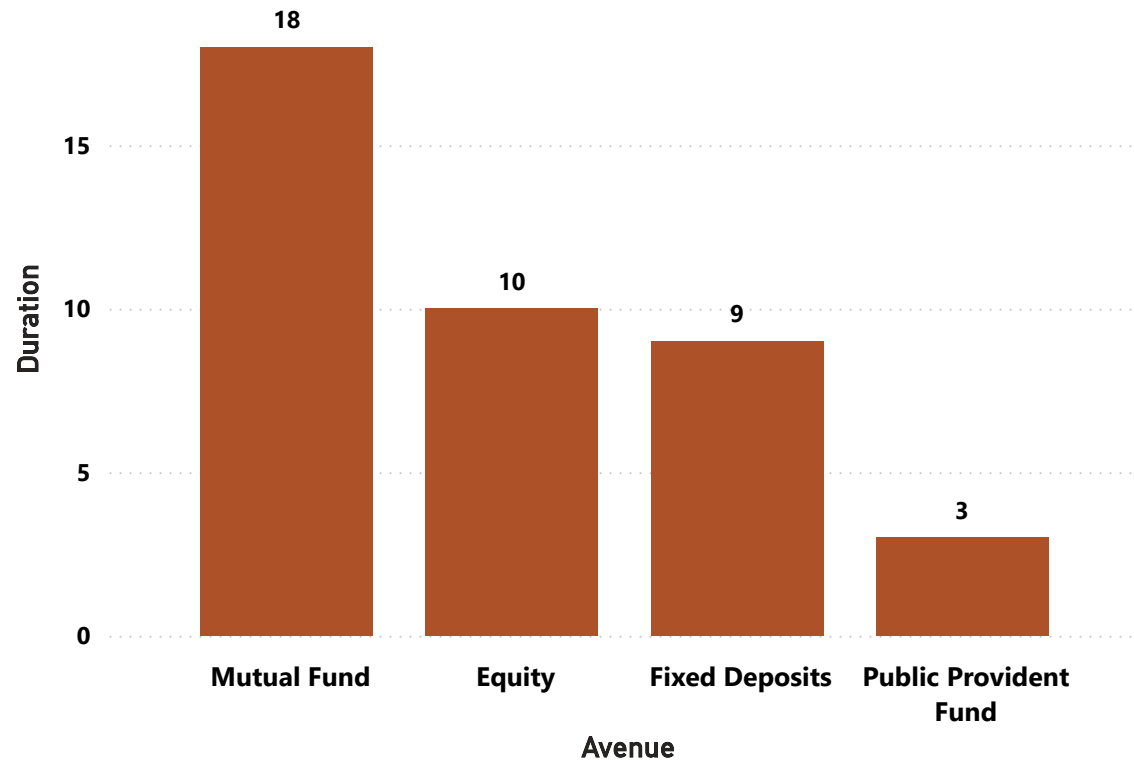
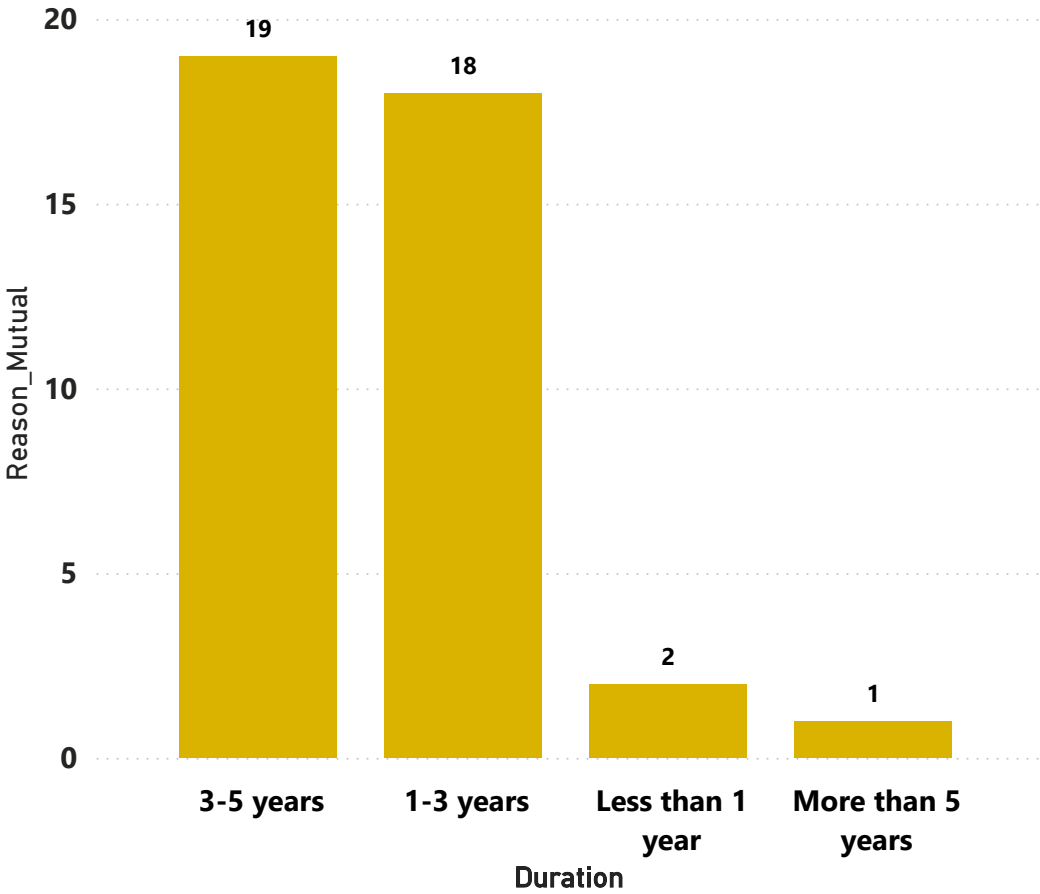Invest_Monitor by Avenue

10
Equity

9
Fixed deposits

18
Mutual fund

Task 5: Reason For Investment

Better returns are the primary driver for investing in Mutual Funds, with 29 participants citing this as their main reason. Fund diversification and tax benefits are also significant motivators

Reason_Mutual

Better Returns	Fund Diversification	Tax Benefits

Reason_Mutual by Duration

Reason_Mutual by Invest_Monitor
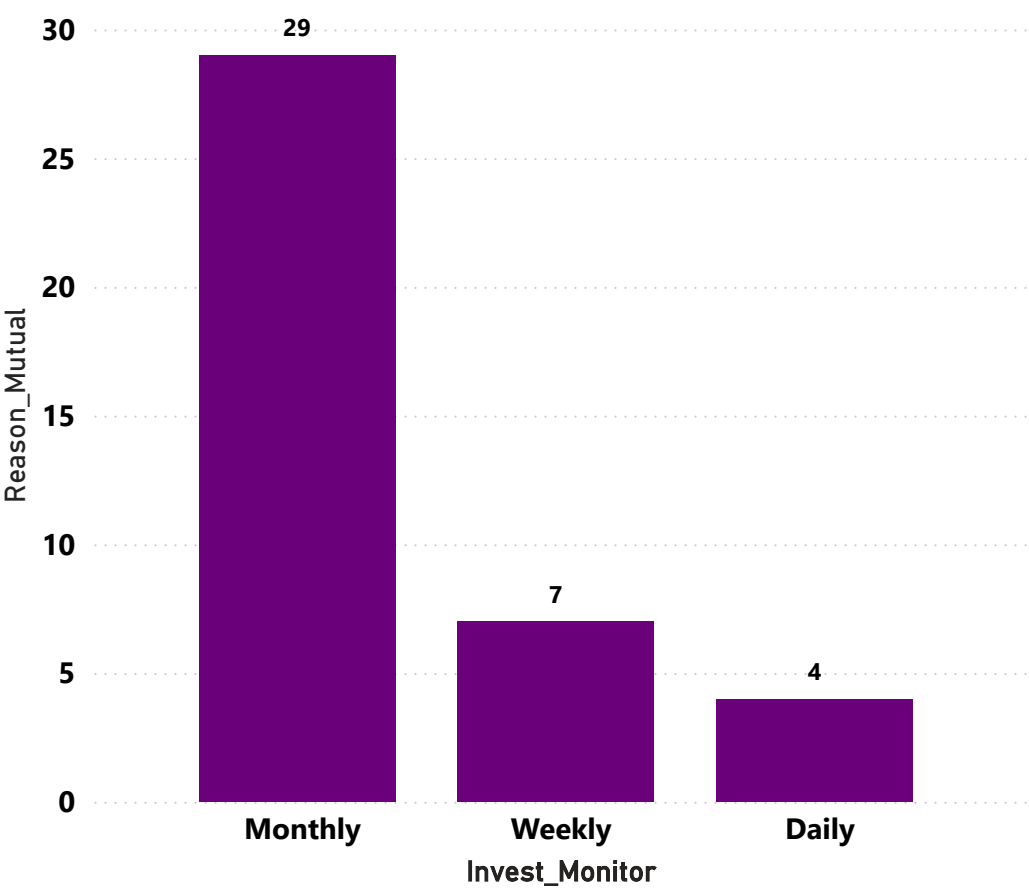
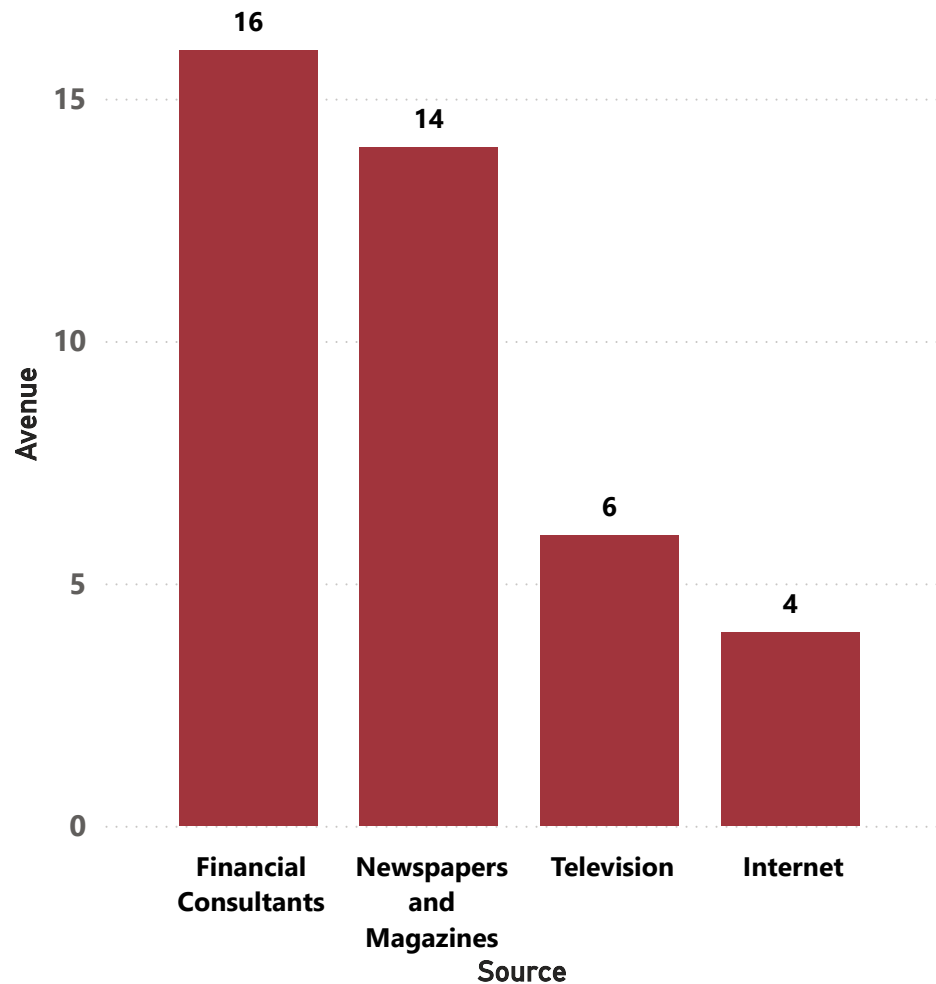**13**
Fund diversification

3
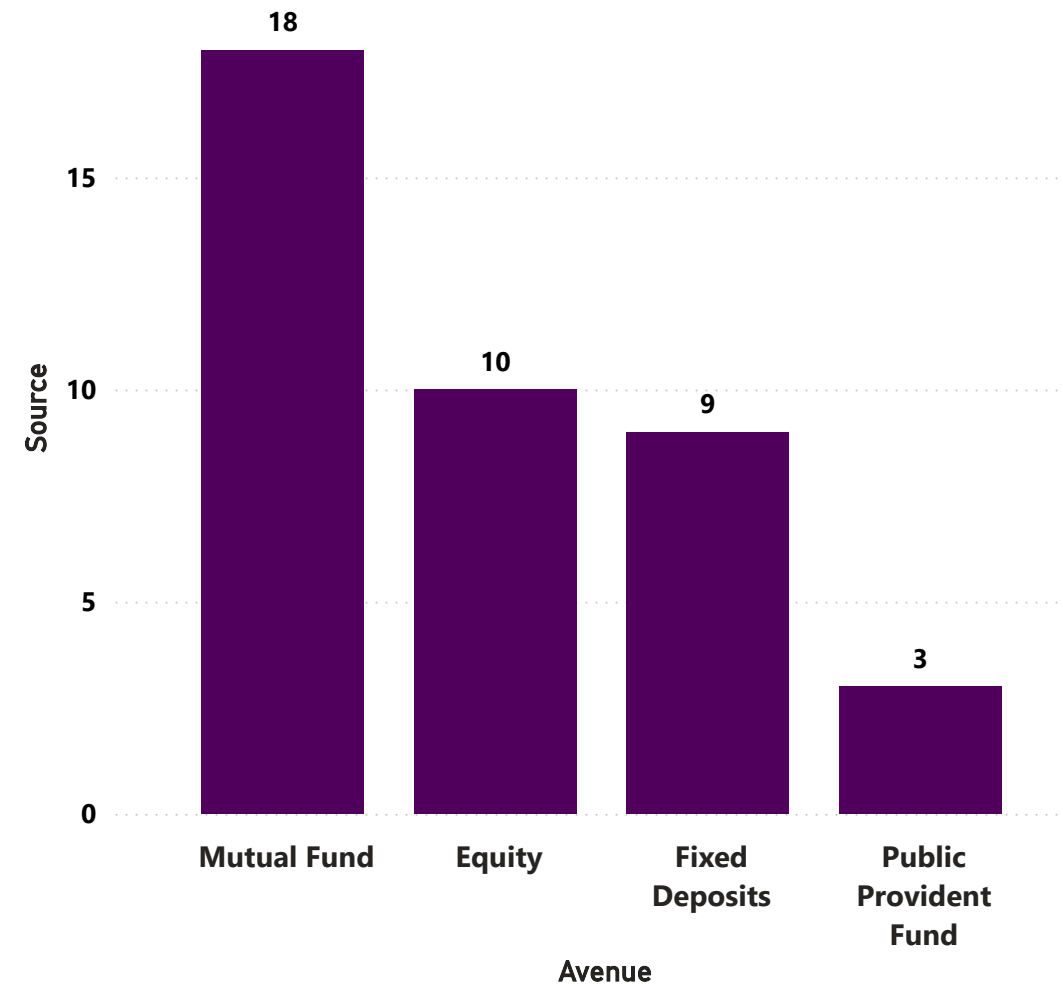Tax Benefits

24
Better returns

Task 6: Source Of Information

Financial Consultants are the go-to for 40% of investors, with Internet resources close behind at 35%.

Avenue by Source

Source	Avenue
Financial Consultants	16
Newspapers and Magazines	14
Television	6
Internet	4

Source by Avenue

Avenue	Source
Mutual Fund	18
Equity	10
Fixed Deposits	9
Public Provident Fund	3

Source

- Financial Consultants
- Internet
- Newspapers and Magazines
- Television

Task 7: Investment Analysis Dashboard

Avenue

- Equity
- Fixed Dep...
- Mut... Fund
- Public Pro... Fund

27.80
Average of age

25
MALE

15
FEMALE

Source

- Financial Consulta...
- Internet
- Newspap... and Magazines
- Television

Investment_Avenues by gender

15 (37.5%)
25 (62.5%)

gender
- Male
- Female

Avenue by Objective

Objective	Avenue
Capital Appreciation	26
Growth	11
Income	3

Avenue by Source

Source	Avenue
Financial Consult...	16
Newspa... and Ma...	14
Television	6
Internet	4
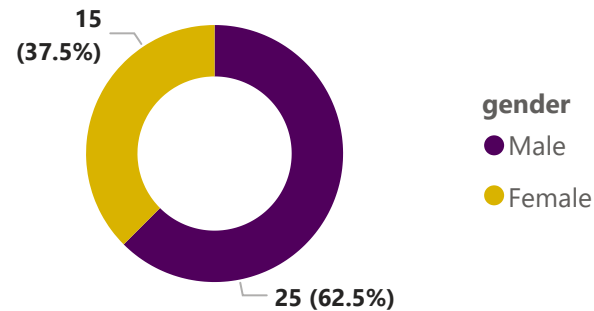
savings objectives by savings objectives available and gender

gender: Female, Male

savings objectives available	Female	Male
Retirement Plan	10	14
Health Care	4	9
Education	1	2

Sum of Equity_Market, Government_Bonds and Mutual_Funds by gender

- Sum of Equity_Market
- Government_Bonds
- Mutual_Funds

gender	Sum of Equity_Market	Government_Bonds	Mutual_Funds
Male	89	121	61
Female	50	65	41