

# 1 - Data Exploration and Summary.

27.80

Avg age

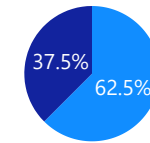
37

Investment Avenue

3

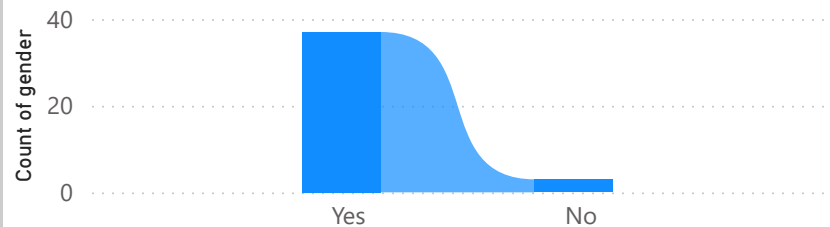
No Investment Avenue

Male and Female

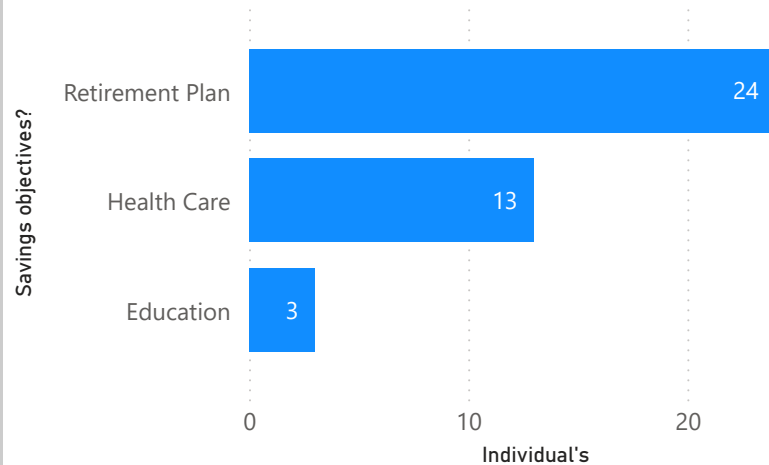


Male  
Female

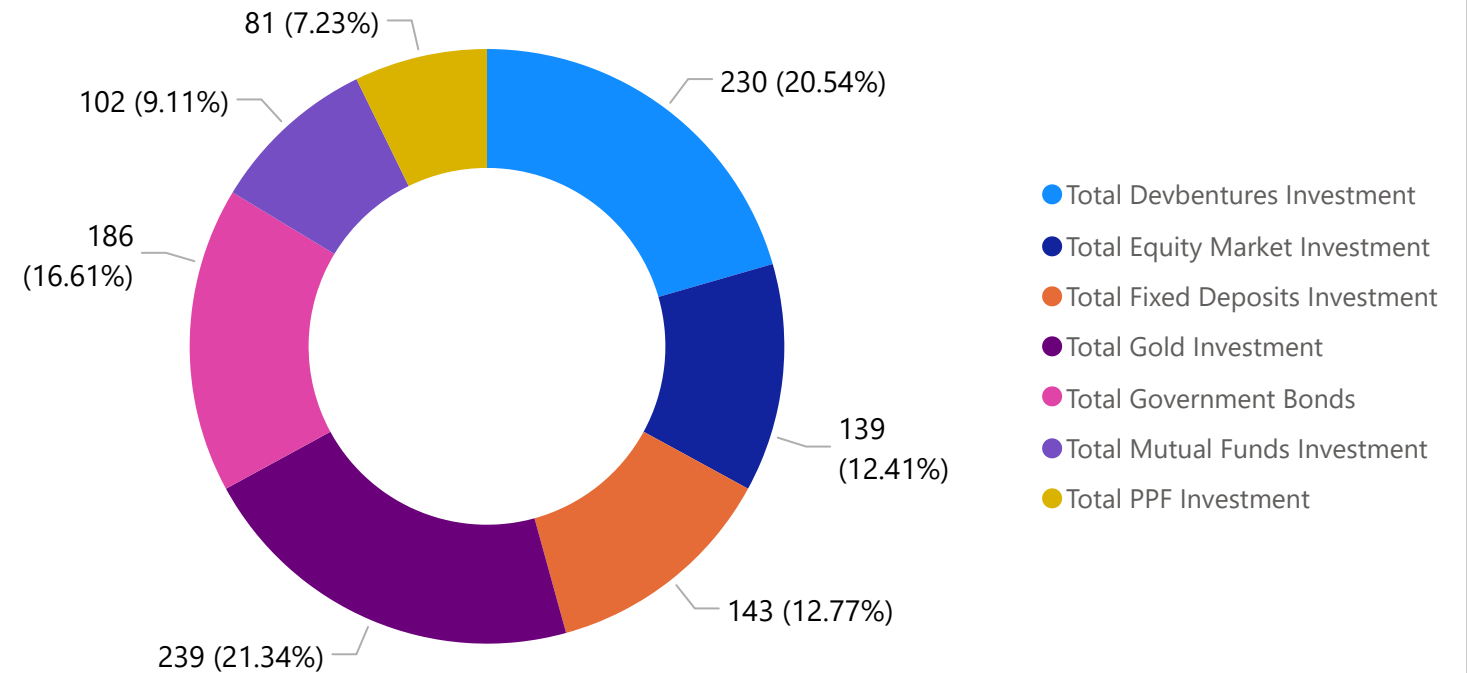
Count of gender by Investment\_Avenues



Individual's by Savings objectives?



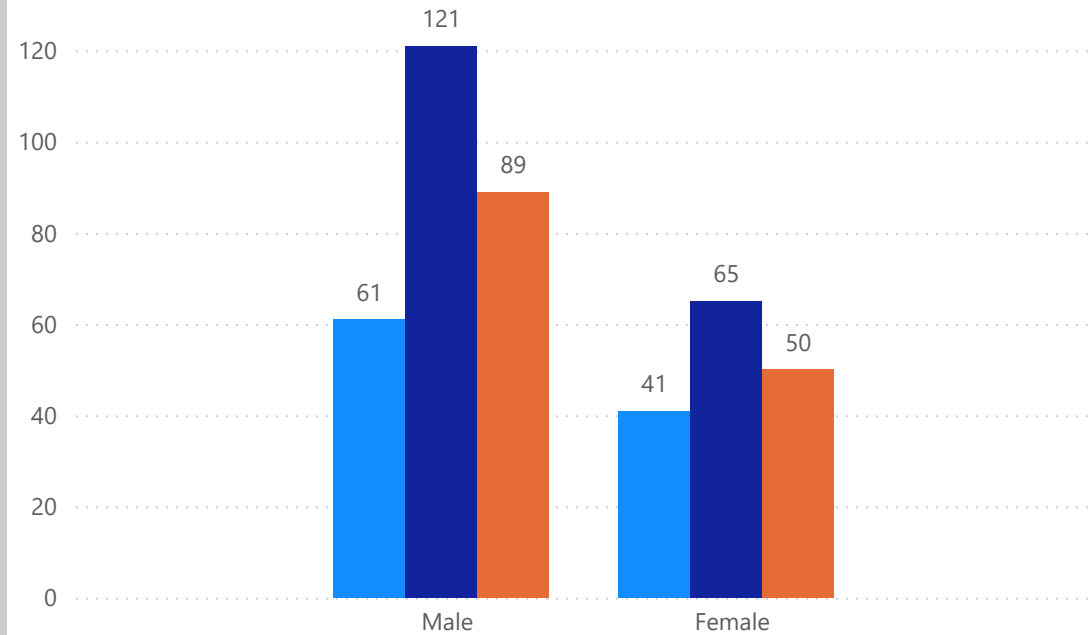
Total Devbentures Investment, Total Equity Market Investment, Total Fixed Deposits Investment, Total Gold Investment, Total Government Bonds, Total Mutual Funds Investment and Total PPF Investment



## 2 - Gender Based Analysis

Sum of Mutual\_Funds, Government\_Bonds and Equity\_Market by gender

● Sum of Mutual\_Funds ● Government\_Bonds ● Equity\_Market



25

Male

15

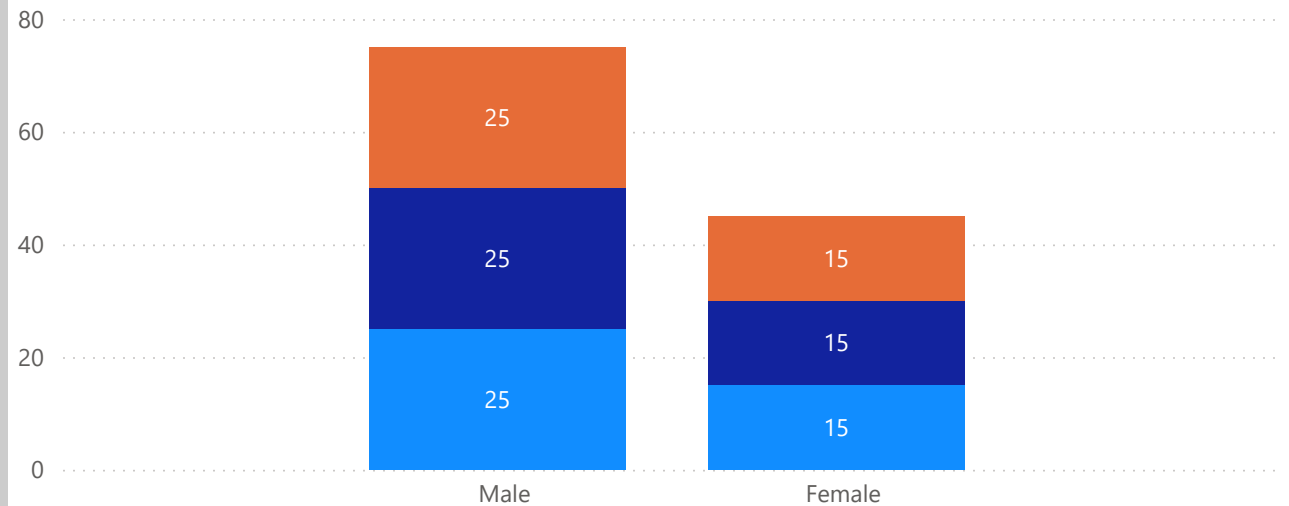
Female

key Insights:

1. In the Mutual Fund, Equity Market, and Government Bonds there are 25 male and 15 female investors.
2. 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.
3. In the case of Male investors, the sum of investment amount of Mutual Funds is 61, Government Bonds is 121, and Equity Market is 89.

Count of Mutual\_Funds, Government\_Bonds and Equity\_Market by gender

● Count of Mutual\_Funds ● Government\_Bonds ● Equity\_Market



# 3 - Objective Analysis

-1.0038

Pearson Correlation

Avenue



Equity

Mutual Fund

Fixed Deposits

Public Provident  
Fund

Avenue by Objective

