

Investment Trends

AVG_AGE



27.80

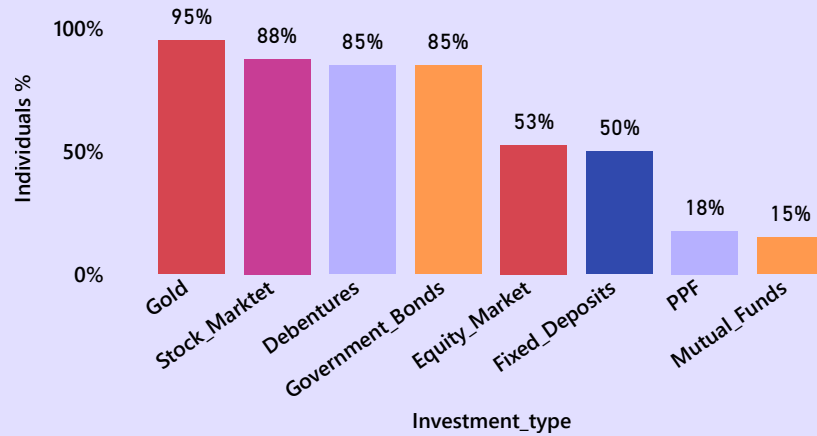
Gender

All

Investment_...

All

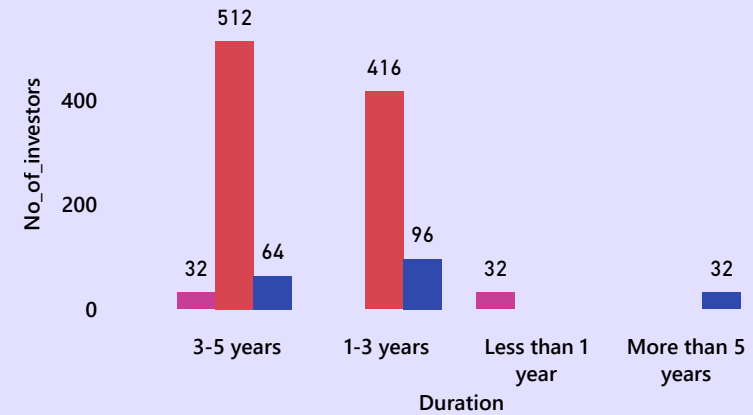
Percentage of individuals with various investment



- High percent of the individuals choose Gold type investment.
- And second most preferred investment is Stock_Market.

Investment duration and Frequency

Invest_Monitor ● Daily ● Monthly ● Weekly



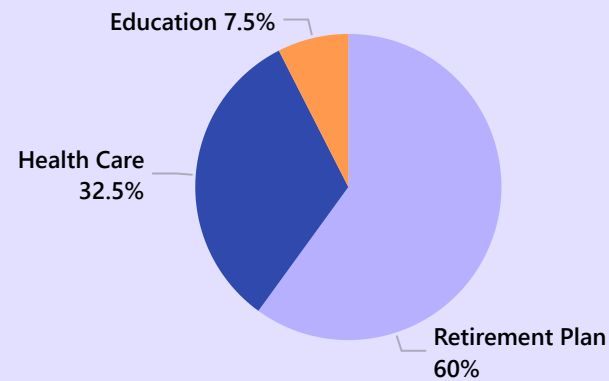
- Mostly preferred investment duration is 3-5 years.
- Most of the investors monitor investment monthly.

Investment Preference

Gender

Investment_...

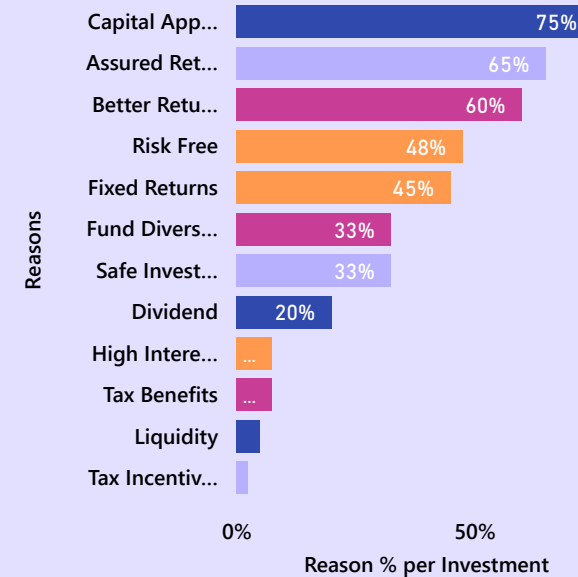
Common Savings Objectives



- Common Saving Objective of the investors is Retirement Plan, it is 60%.

Reasons for Investment

Investment... ☐ Reason_Bonds ☒ Reason_Equity



- Capital appreciation is the main reason to invest in Equity_Market investment and Dividend is second reason.
- Assured Returns is top reason for Government_bonds. And Safe Investment is also one of the preferred reason.
- Better Returns for Mutual_Funds.
- Risk free for Fixed_Deposites.

Gender Vs Investment Choices, Investors by Source

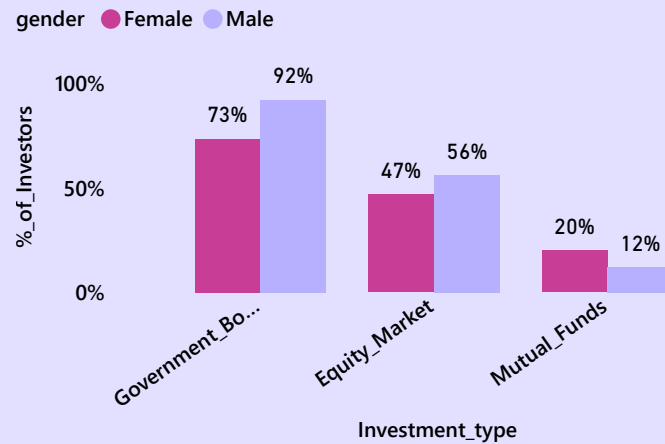
Gender

All

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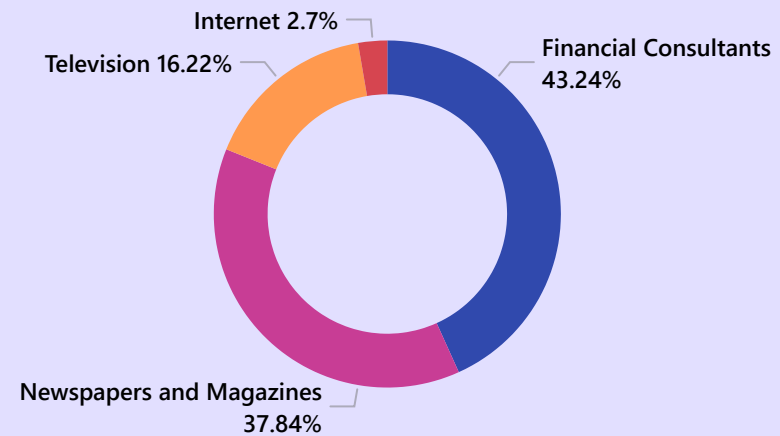
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Investment choices based on Gender



- Based on gender, mostly Government_Bonds preferred by males, Equity_Market is also preferred by male and Mutual_Funds preferred by females.

Number of Investors by Source



- About 43% of the investors are from Financial Consultants.
- 37.8% are from Newspapers and Magazines and remaining are from Television and Internet.

Key Insights

- Average age of the individuals, who shows interest in investing is 27.8.
- Most of the individuals prefer Gold and Stock_Market investment.
- Most of the investors choose 3-5 years investment duration.
- Capital Appreciation, Assured Returns and Better Returns are the main reasons of their investment.
- And Retirement plan is common saving objective.
- Male prefer investment more than female.
- Most of the individuals knows about investment through Financial consults and Newspapers& Magazines