

# TASK 2: Gender Based Analysis

27.80

Average of age

gender

Female

Male

What are your savings ob...

- ☐ Education
- ☐ Health Care
- ☐ Retirement Plan

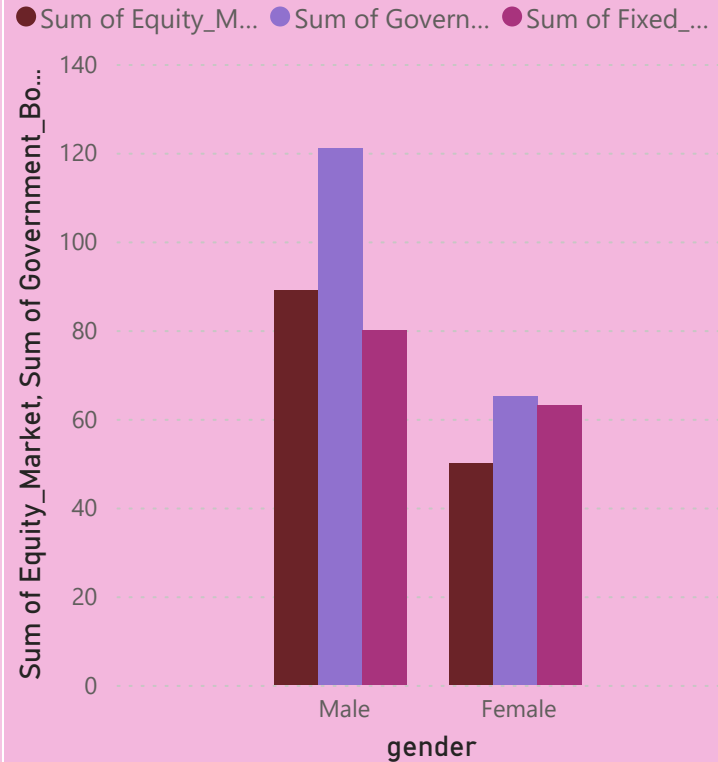
Purpose

- ☐ Returns
- ☐ Savings for Future
- ☐ Wealth Creation

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Investment Avenues

## GENDER-BASED PREFERENCES IN INVESTMENT



### Key Insights:

**Mutual Bonds:** Mutual Funds had balanced preference among both male and female genders, slightly favored towards male investors.

**Government Bonds:** More male investors preferred Government bonds compared to female investors

**Equity Market:** Both genders preferred Equity Market over Mutual funds, male investors are more compared to female investors.

## GENDER-BASED PERCENTAGE IN INVESTMENT

