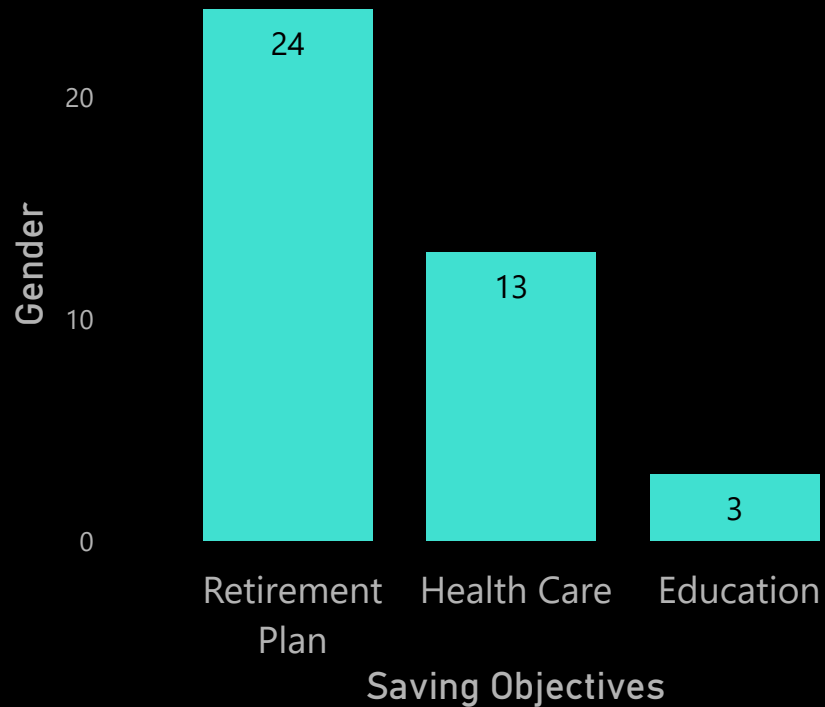


# Data Exploration and Summary

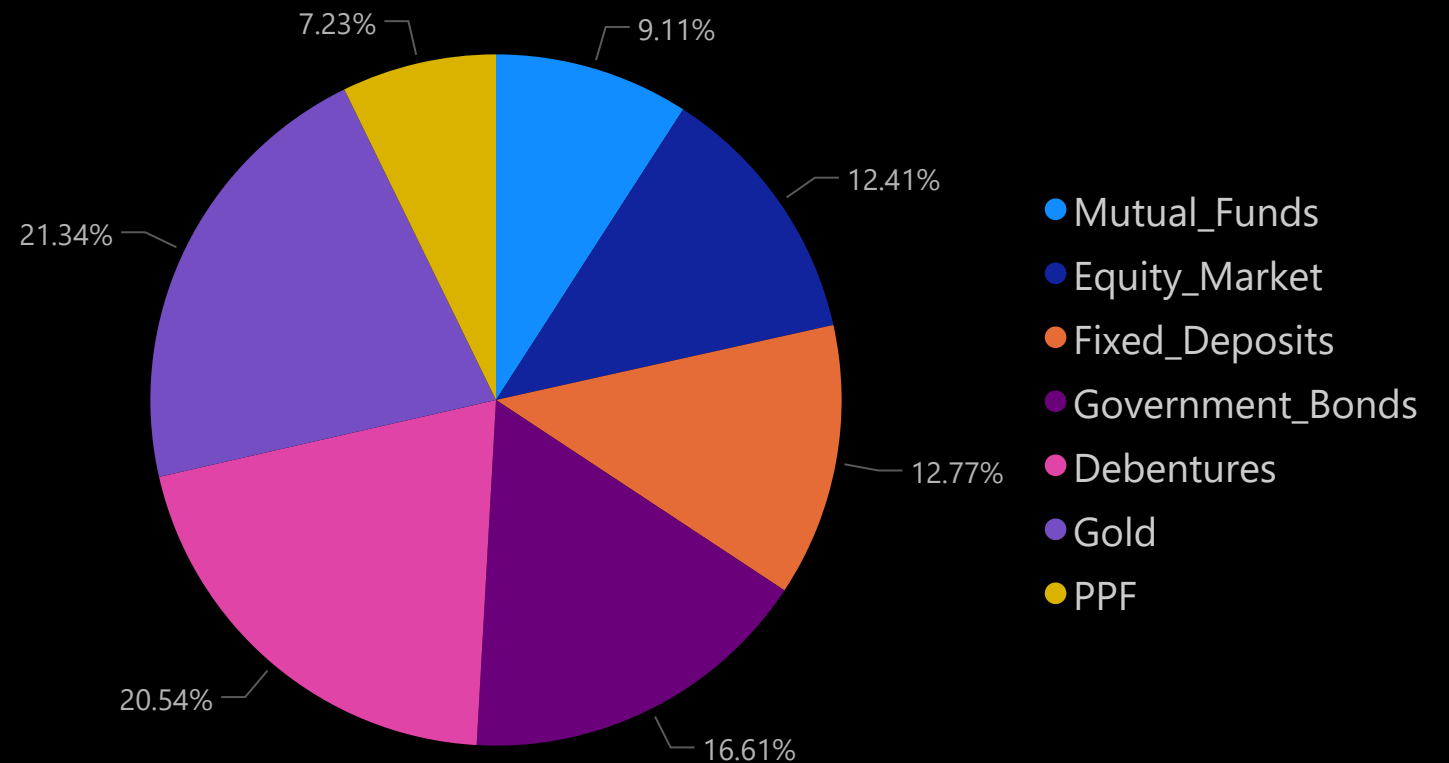
Average Age

27.80

Count of Gender by Saving Objectives



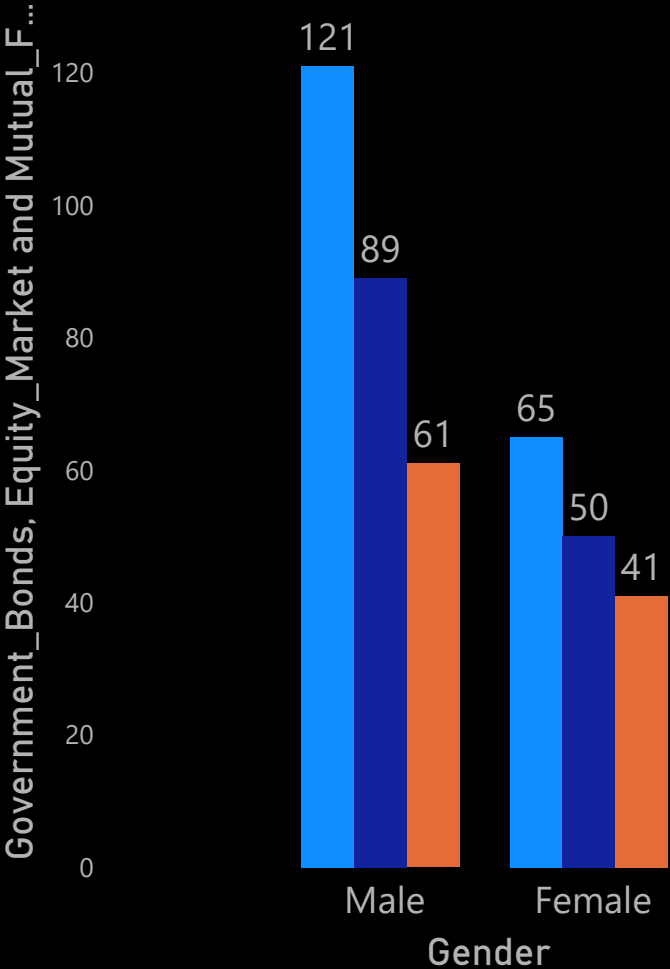
Percentage of Individuals with Various Investments



# Gender Based Analysis

## Sum of Investments based on Gender

● Government... ● Equity\_Mar... ● Mutual\_...



## Count of Gender

40

## Female

15

## Male

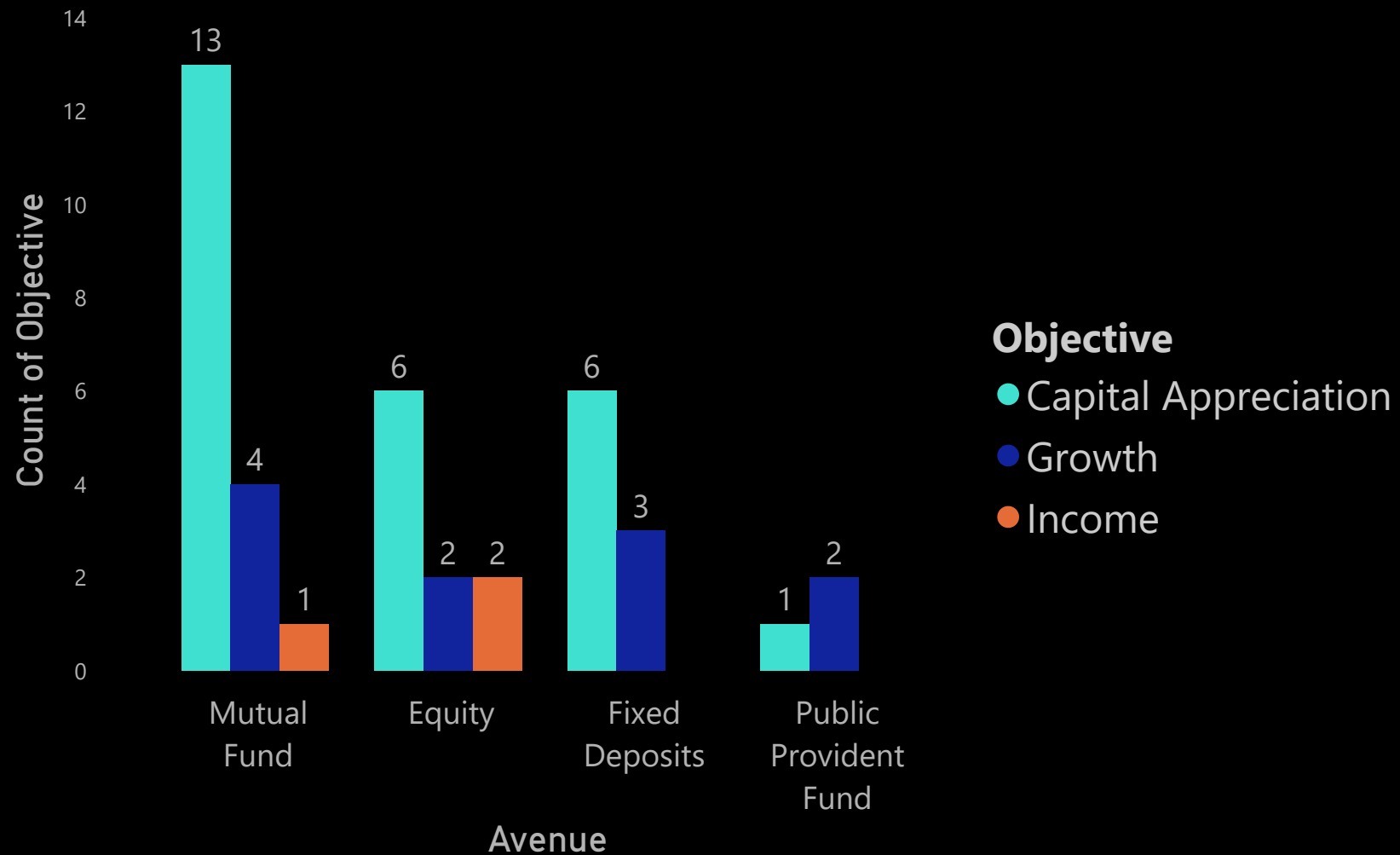
25

### Key Insights:

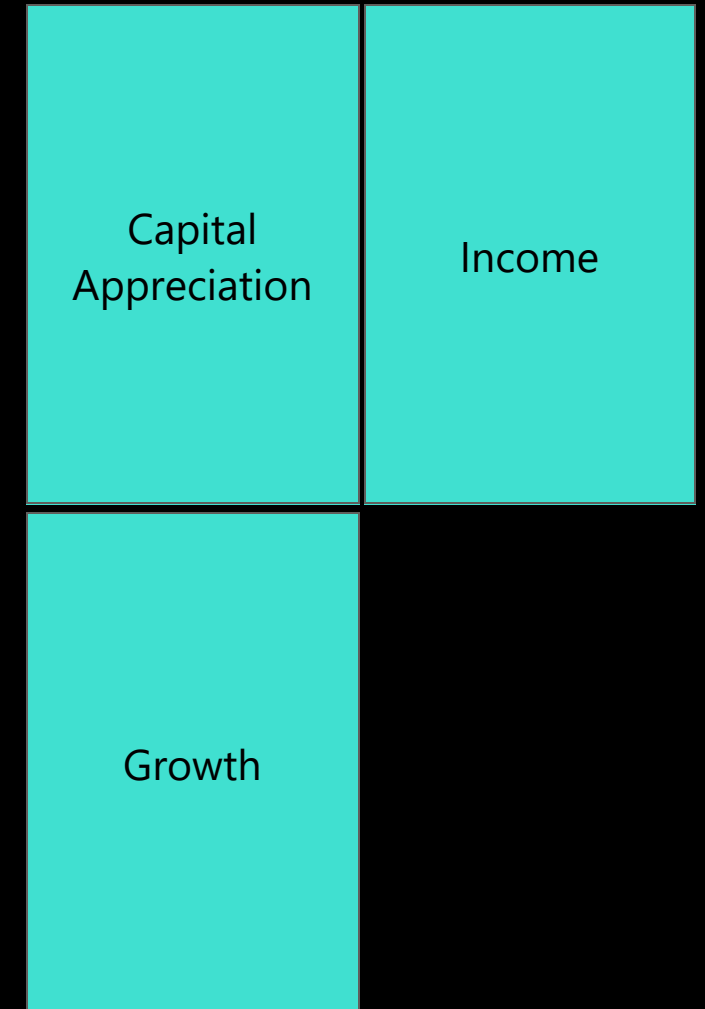
- 1. Gender Disparities in Investment Preferences: The chart reveals distinct investment patterns based on gender. Males show a higher inclination towards equity markets (89) and government bonds (121), while females exhibit a preference for government bonds (65) and mutual funds (41).
- 2. Government Bonds Dominance: Government bonds emerge as the predominant investment choice for both genders, with males having a notably higher allocation (121) compared to females (65).
- 3. Varied Risk Appetite: The data suggests gender-specific risk preferences, with males favoring riskier equity markets, while females lean towards comparatively stable government bonds and mutual funds.

# Objective Analysis

Avenue by Objective



Objective



# Investment Duration and Frequency

Equity

10

Mutual Funds

18

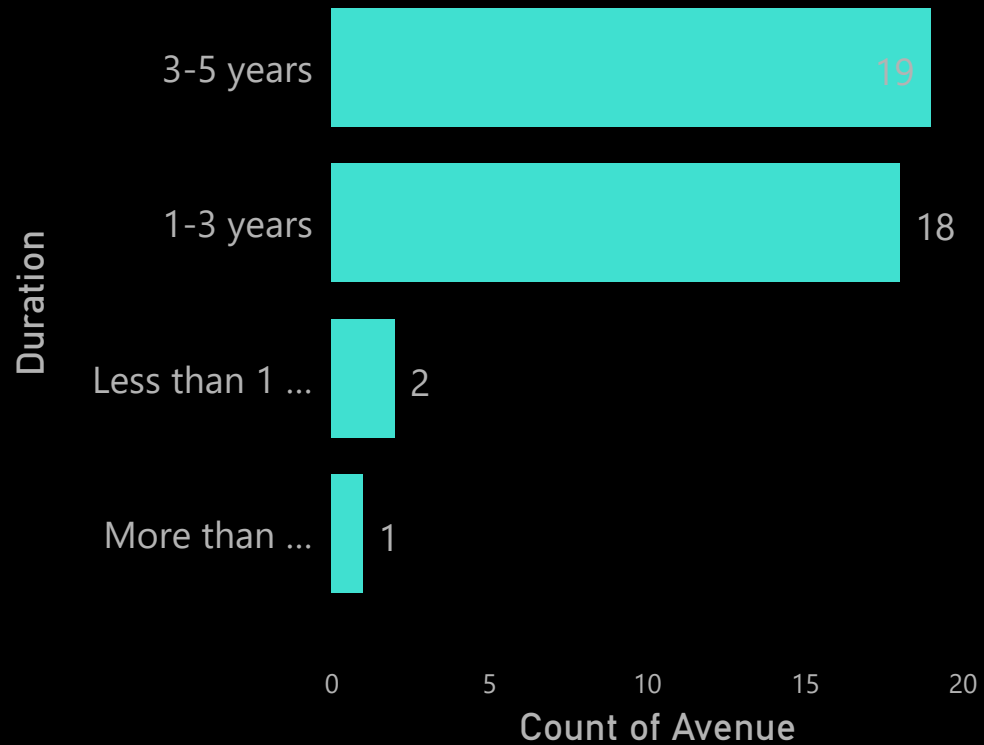
Fixed Deposits

9

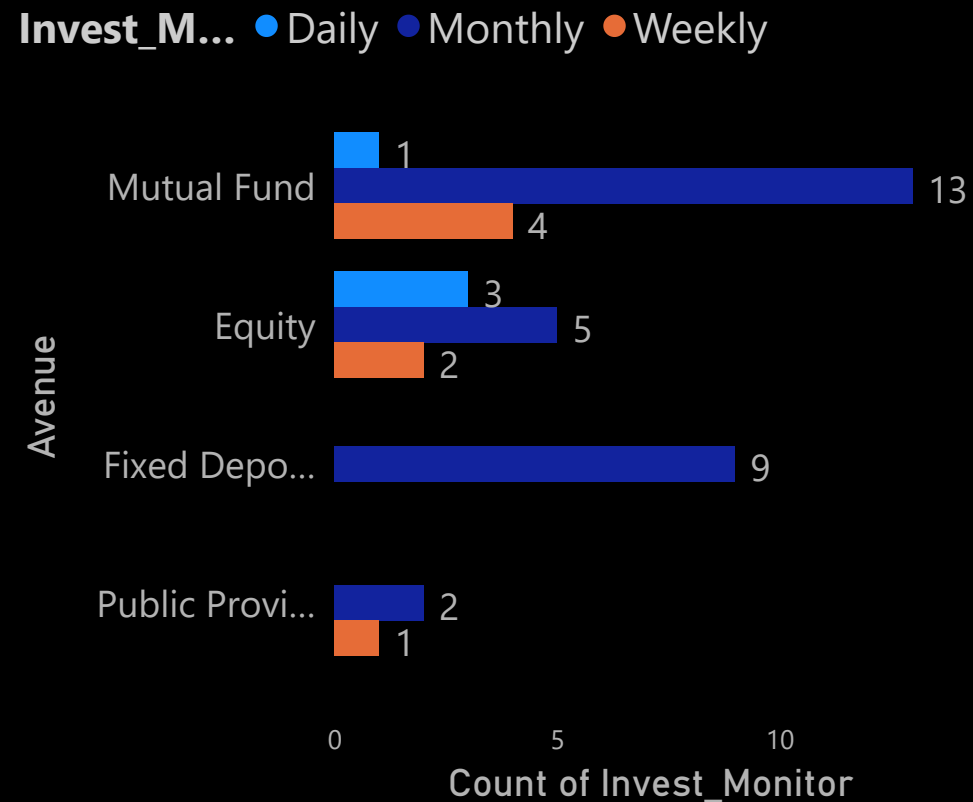
Public Provident Fund

3

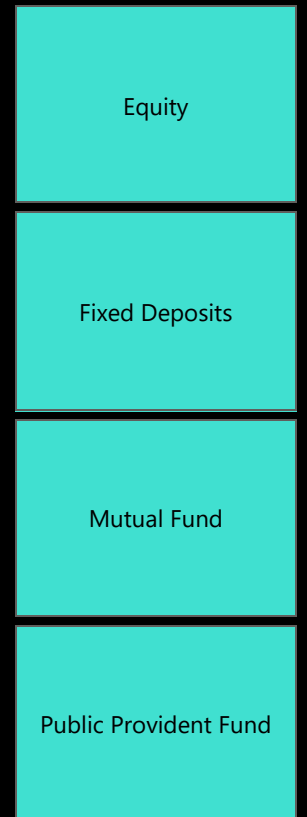
Avenue by Duration



Avenue by Invest\_Monitor

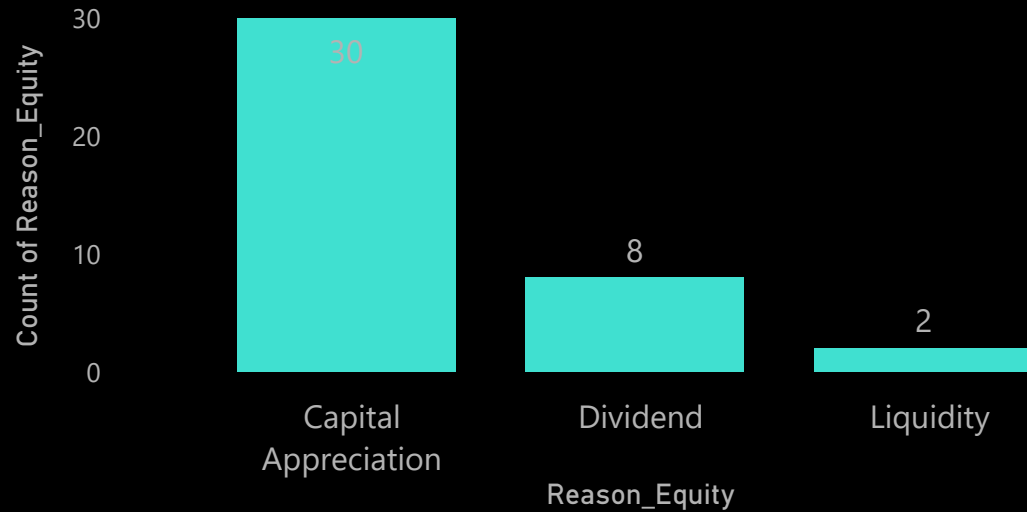


Avenue



# Reasons for Investment

## Reasons for Investment in Equity



## Reasons for Investment in Mutual Funds



## Reasons for Investment in Bonds

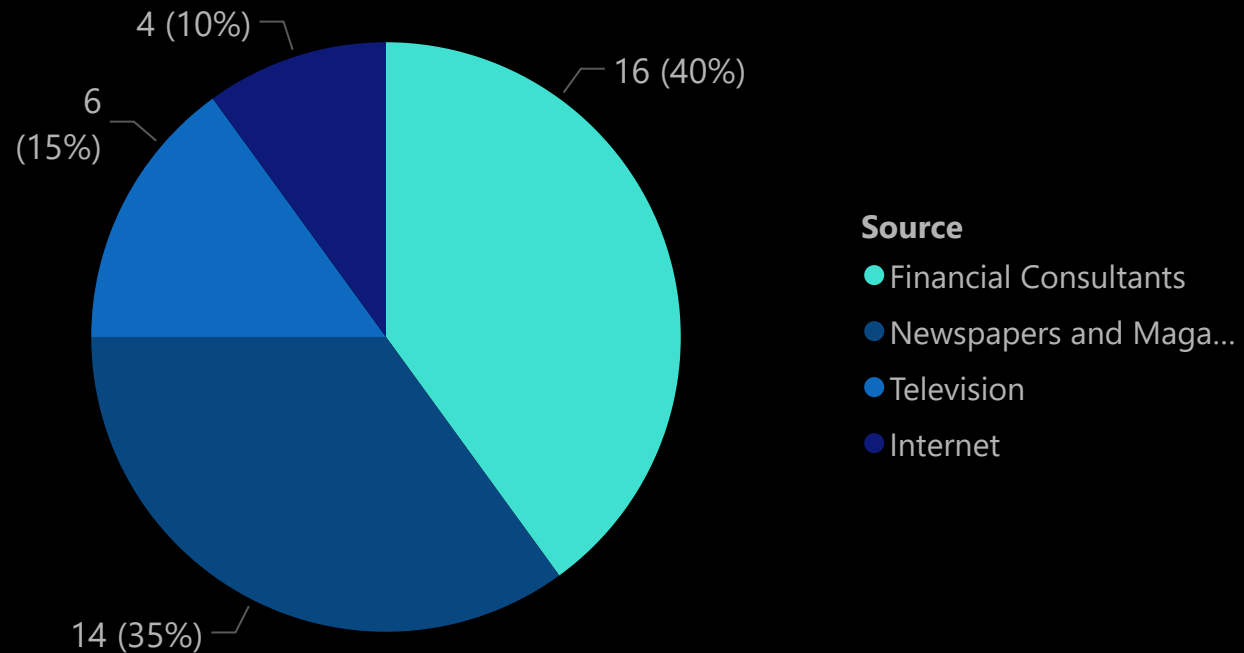


## Reasons for Investment in FD



# Source of Information

## Sources used by Individuals for Gathering Investment Information



### Source

Financial  
Consultants

Newspapers  
and Magazines

Internet

Television

# Dashboard

Average Age

27.80

Count of Gender

40

Avenue

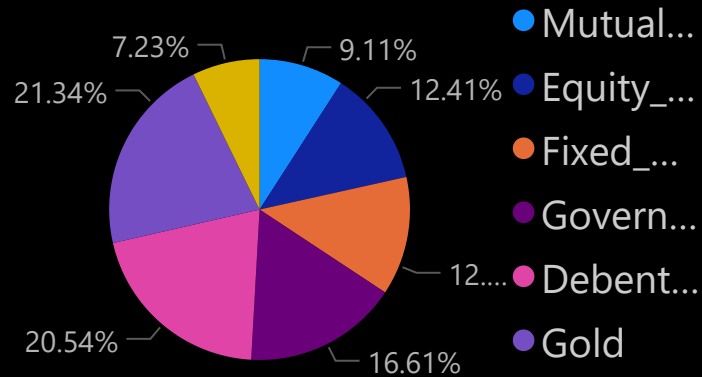
Equity

Fixed  
Deposits

Mutual  
Fund

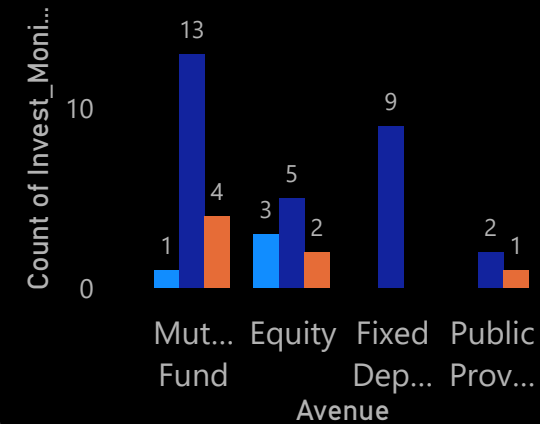
Public  
Provident  
Fund

## Percentage of Individuals with Various Investments

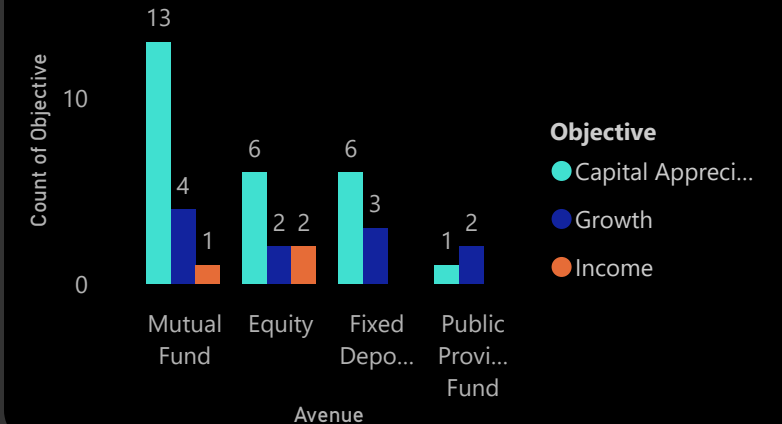


## Avenue by Invest\_Monitor

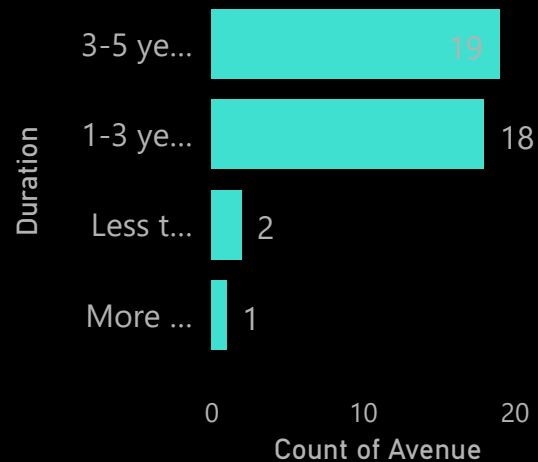
Inves... ● Daily ● Monthly ● Weekly



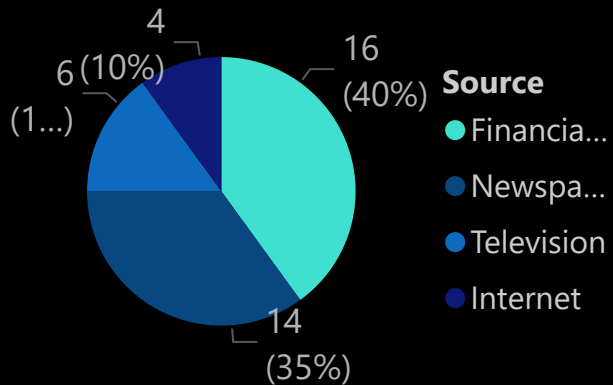
## Avenue by Objective



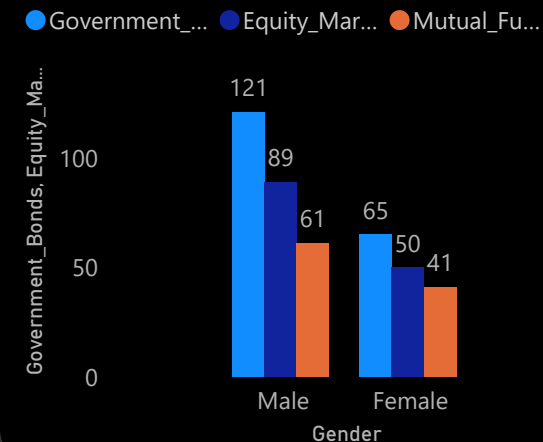
## Avenue by Duration



## Sources used by Individuals for Gathering Investment Information



## Investment based on Gender



## Count of Gender by Saving Objectives

