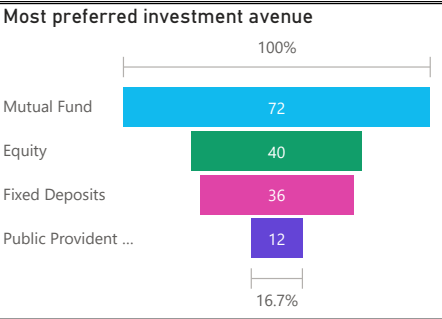
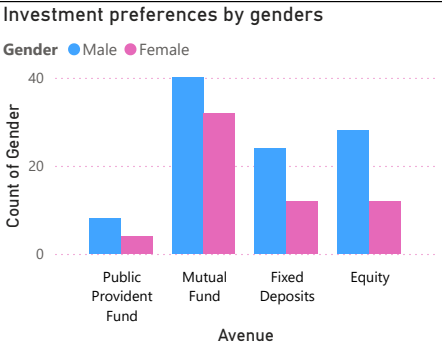
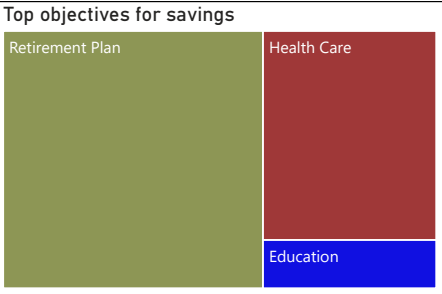


# Finance Report



### Sources of investment by investment avenue

Source	No	Yes	Total
Financial Consultants		64	64
Internet	12	4	16
Newspapers and Magazines		56	56
Television		24	24
Total	12	148	160



Avenue

Equity

Fixed Deposits

Mutual Fund

Public Provident Fund

Gender

Female

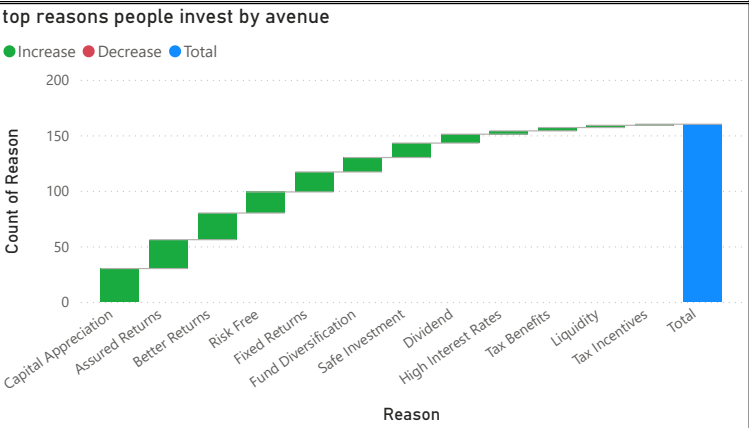
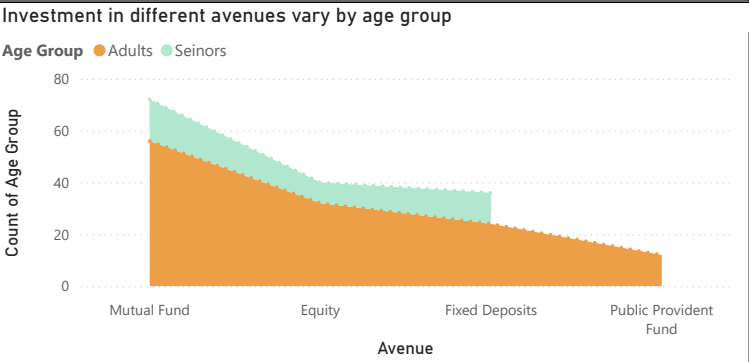
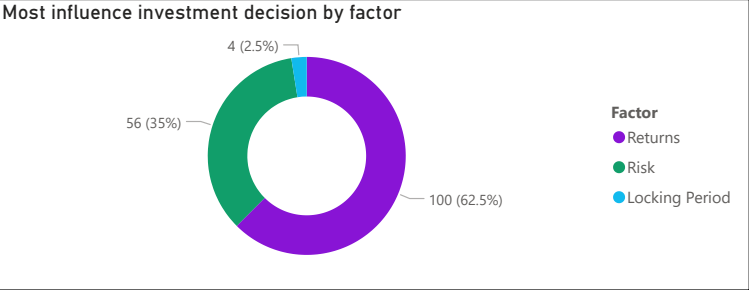
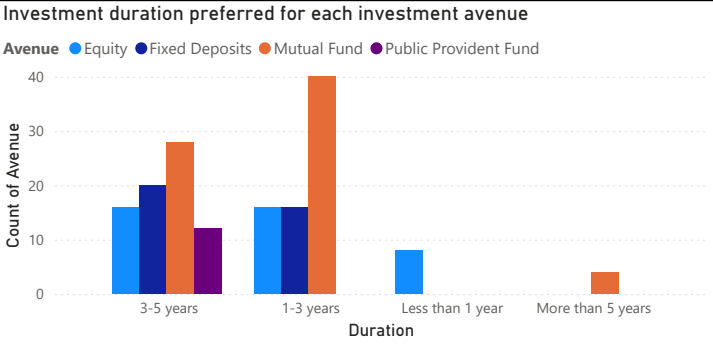
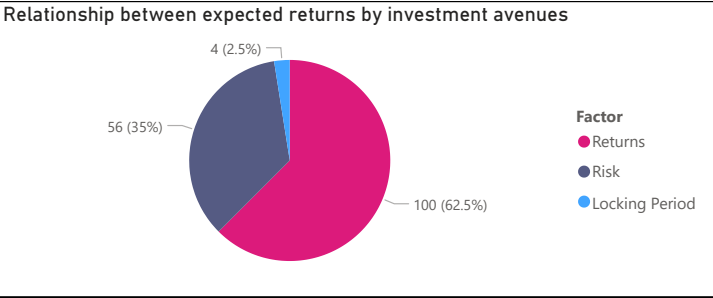
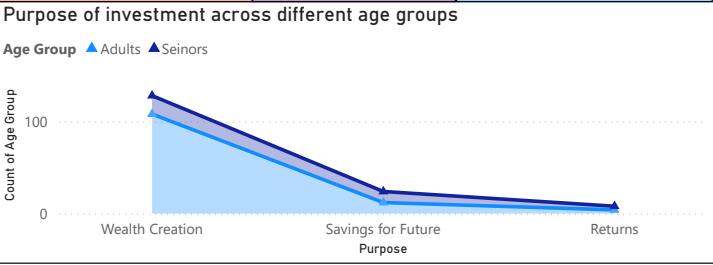
Male

Invest\_Monitor

Daily

Monthly

Weekly



**What is the distribution of investment preferences across genders (e.g., Mutual Funds, Equity Market, Gold, etc.)?**

**How does investment in different avenues vary by age group?**

**Which investment avenue is most preferred overall?**

**What are the top objectives for savings among the respondents?**

**Which factors influence investment decisions the most (from the 'Factor' column)?**

**How does the purpose of investment vary across different age groups?**

**What is the relationship between expected returns and chosen investment avenues?**

**What are the top reasons people invest in Equity, Mutual Funds, Bonds, and Fixed Deposits?**

**What is the average investment duration preferred for each investment avenue?**

**How do sources of investment (from 'Source' column) influence the choice of investment avenue?**

**1.Mutual Funds Emerge as the Most Preferred Investment Avenue**

**2>Returns Are the Leading Factor Influencing Investment Decisions**

**3.Adults Prioritize Wealth Creation While Seniors Focus on Safety**