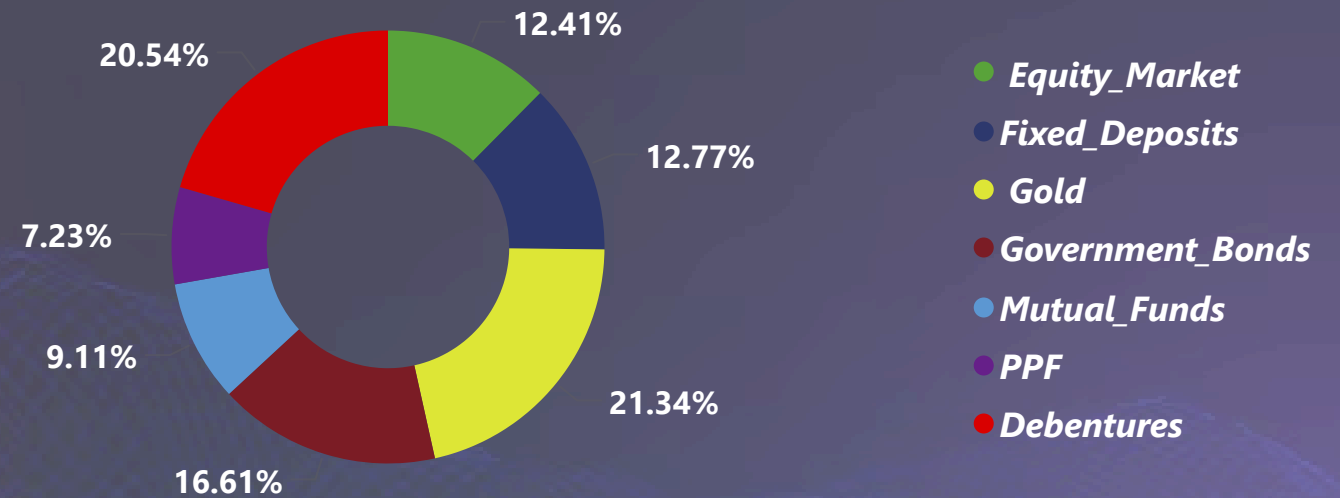


## Data exploration and summary

**28**  
*Average of age*

### Percentage of individuals with various investments



### common saving Objective

*Capital Appreciation*



*Growth*

11

*Income*

3

0

5

10

15

20

25

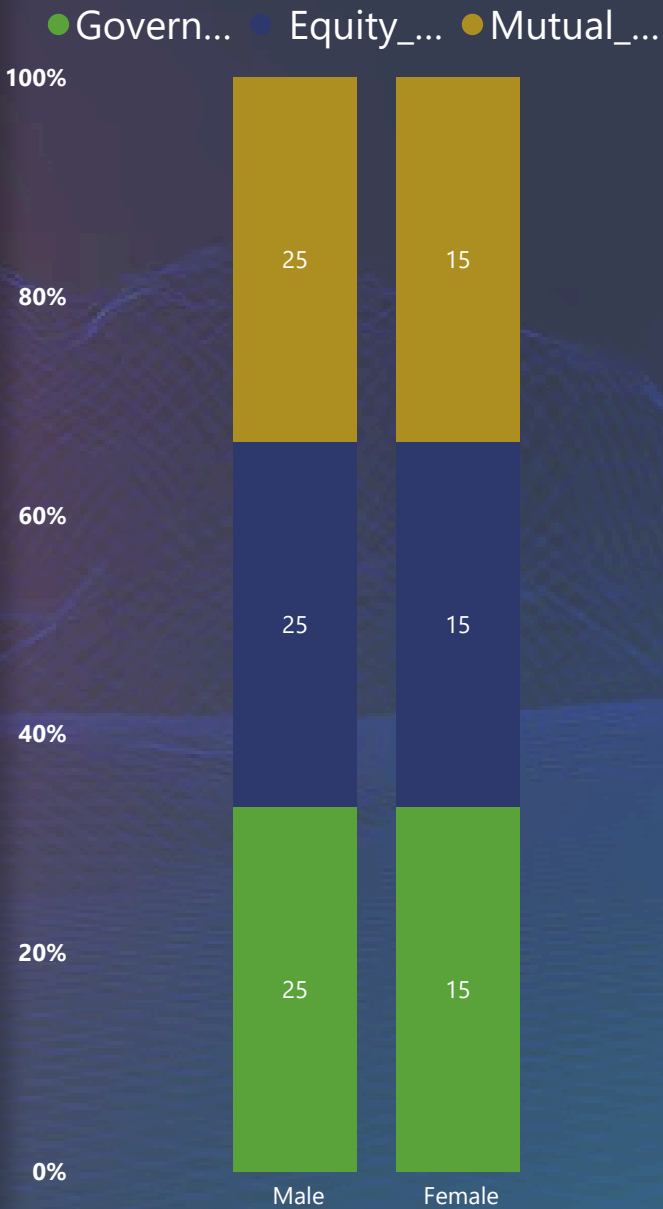
30

# Gender based analysis

comparision of investments by gender



Count of investments by gender



Males have a significantly higher investment in Government Bonds (121) compared to females (65). The investment by males is almost double that of females in this category.

Equity Market:  
Males have a higher investment in the Equity Market (89) than females (50). The difference is notable, with males investing nearly 40% more than females.

Mutual Funds:  
The investment in Mutual Funds is closer between the genders, but males still invest more (61) compared to females (41). The gap here is smaller than in the other categories but still significant.

Overall Insights:  
While males tend to invest more in terms of amount across all categories, the count of investments (number of instances) is balanced between genders. This suggests that males might be making larger individual investments compared to females.

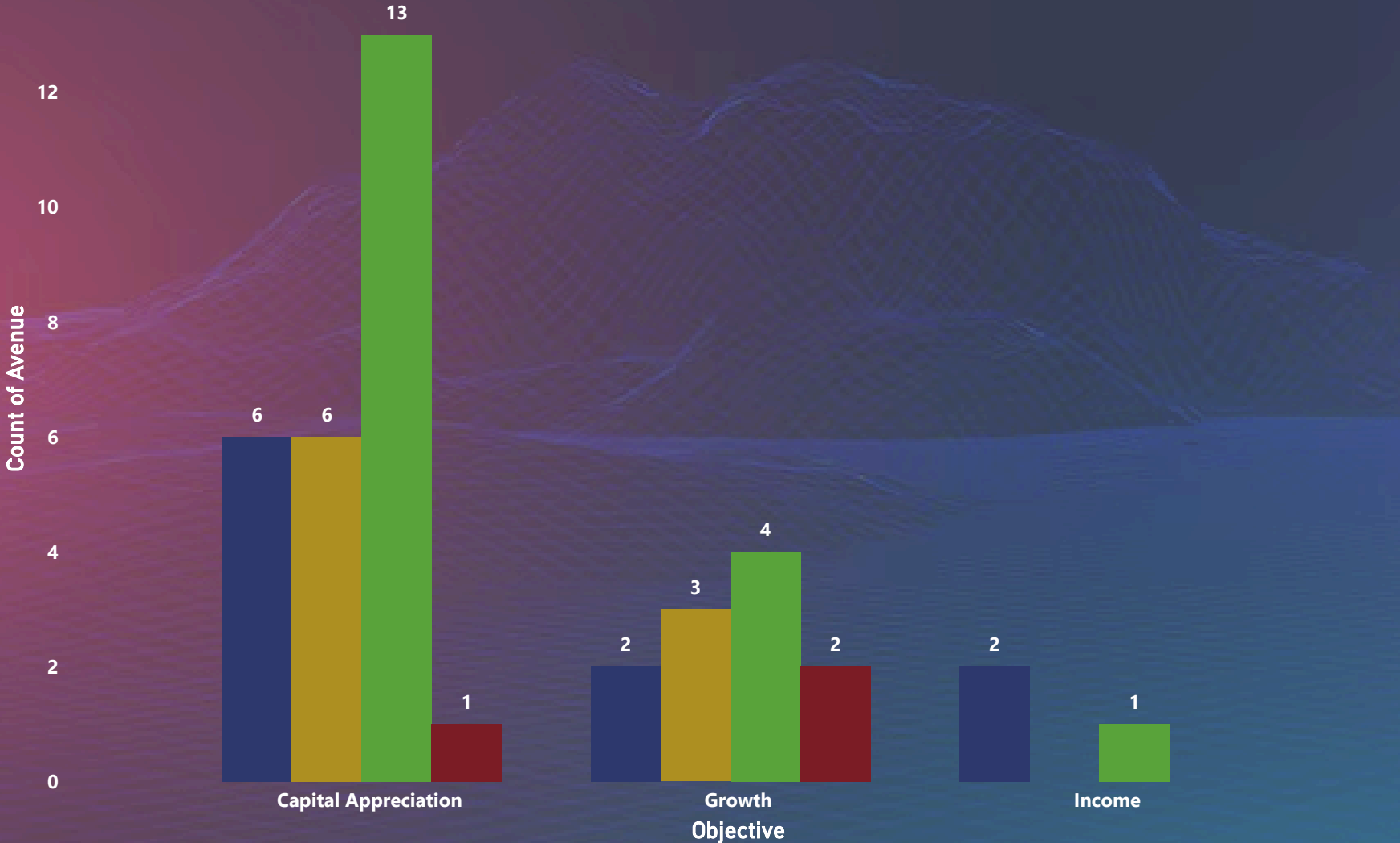
Gender-Based Investment Preferences:  
Males show a strong preference for Government Bonds and Equity Markets in terms of the amount invested, while females invest less in these categories but still participate at a similar rate (in terms of the count of investments).

Mutual Funds:  
This analysis highlights the differences in investment behaviors between males and females, showing a tendency for males to invest larger amounts, particularly in Government Bonds and the Equity Market. However, both genders seem equally represented in terms of the number of investments made across all categories.

# Objective Analysis

## saving objectives & investment choices comparision

**Avenue** ● Equity ● Fixed Deposits ● Mutual Fund ● Public Provident Fund



### Capital Appreciation

**26**  
Number of Avenue

### Growth

**11**  
Number of Avenue

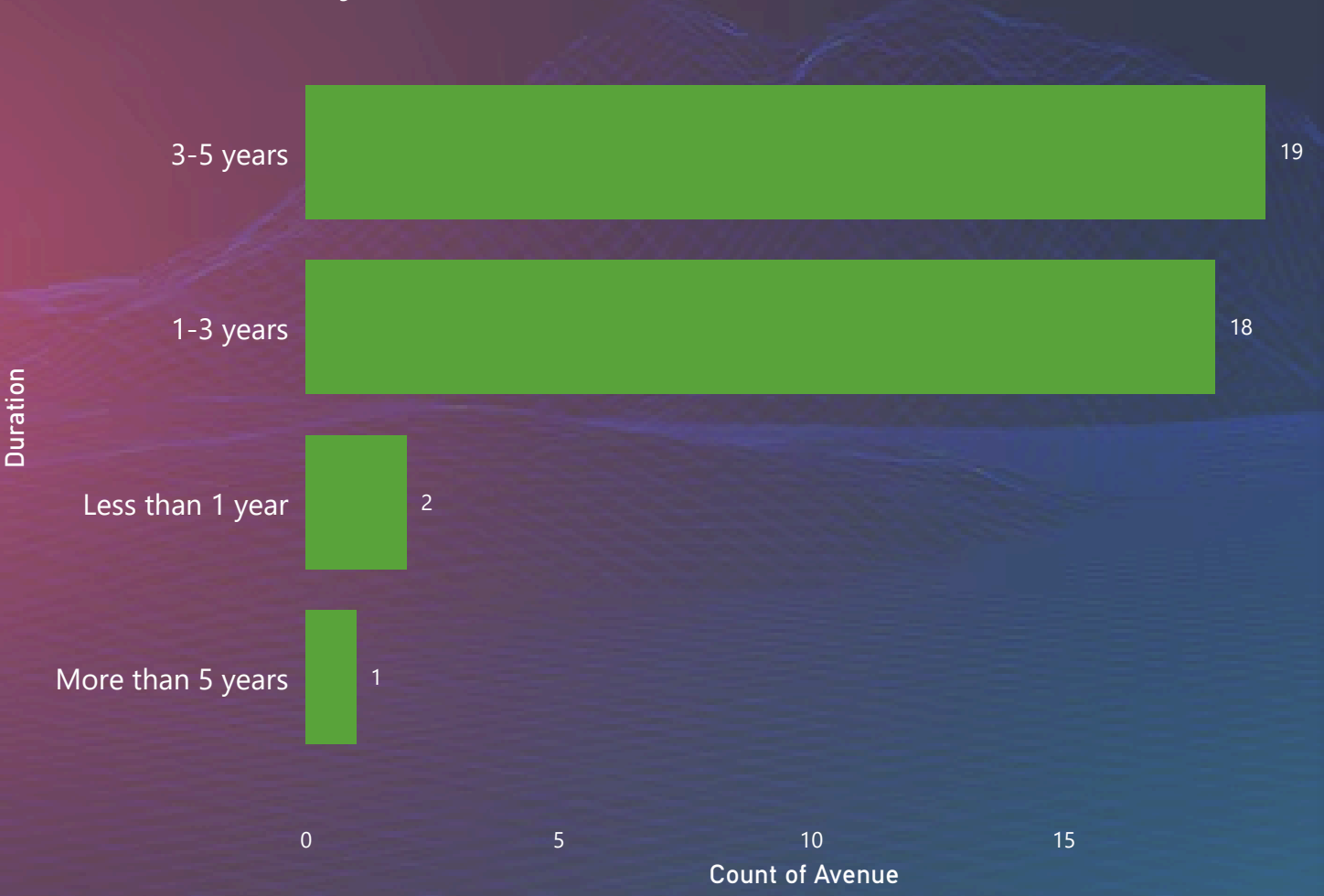
### Income

**3**  
Number of Avenue

# Investment duration & frequency

Avenue			
Equity	Fixed Deposits	Mutual Fund	Public Provident Fund

Investment Avenue by Duration



Investment Avenue by frequency

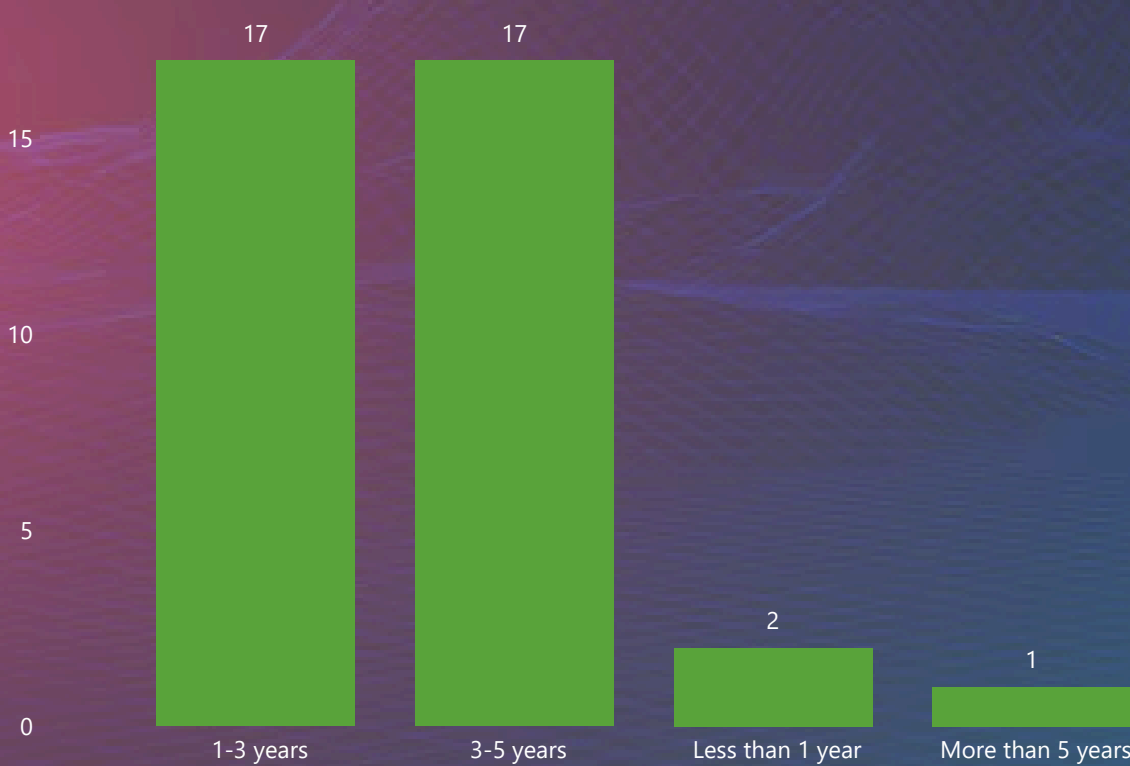


Reason\_Mutual

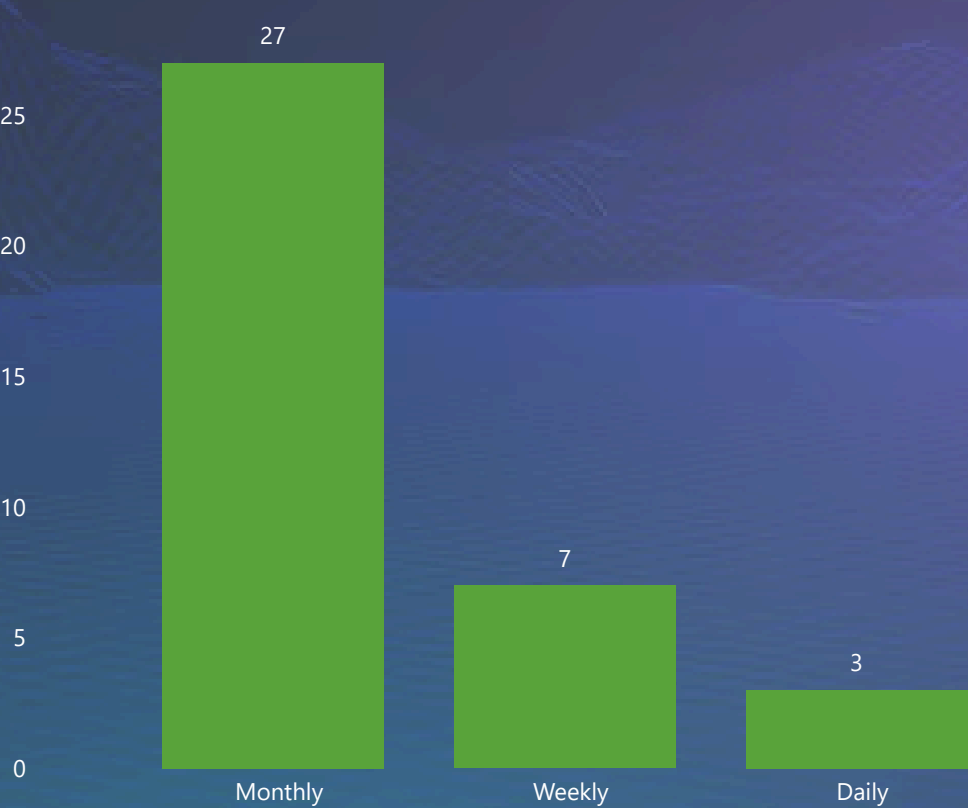
Select all	Fund Diversification
Better Returns	Tax Benefits

37

Count of Reason\_Mutual by Duration



Count of Reason\_Mutual by Invest\_Monitor



# Source of information

Financial Consultants

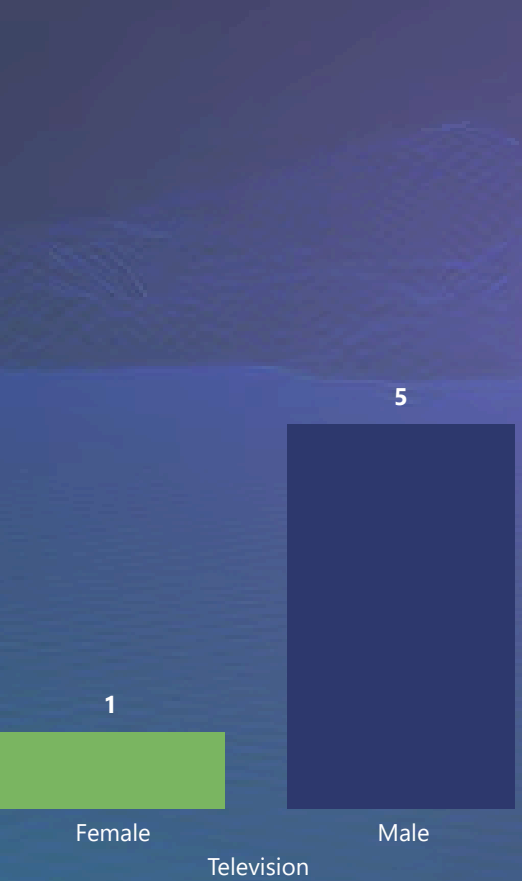
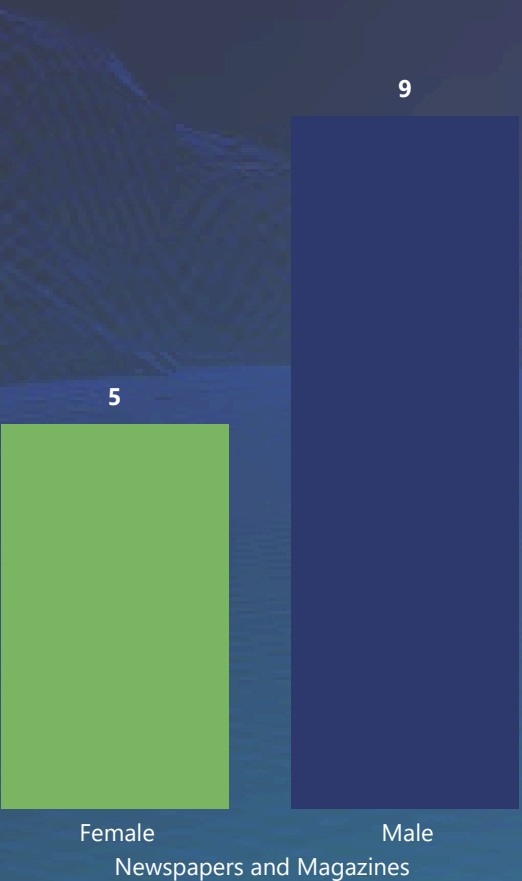
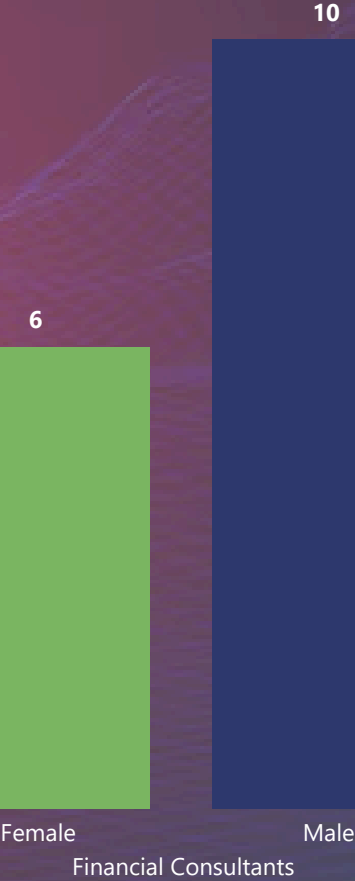
Internet

Newspapers and Magazines

Television

Count of Avenue by Source and gender

Count of Avenue



Investment Analysis Dashboard

Female

Male

Equity

Fixed Deposits

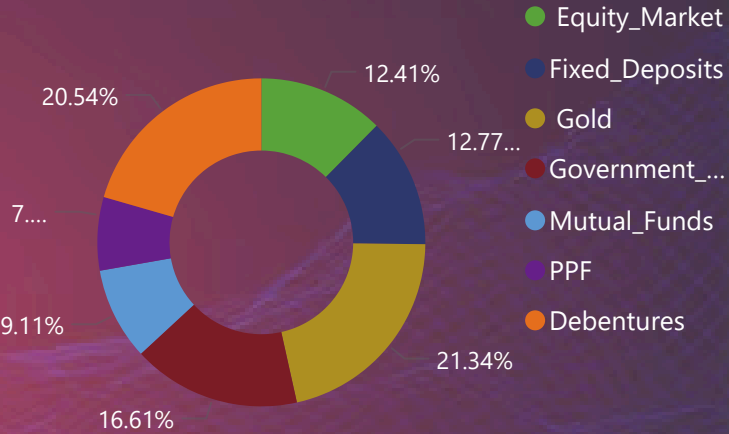
Mutual Fund

Public Provident ...

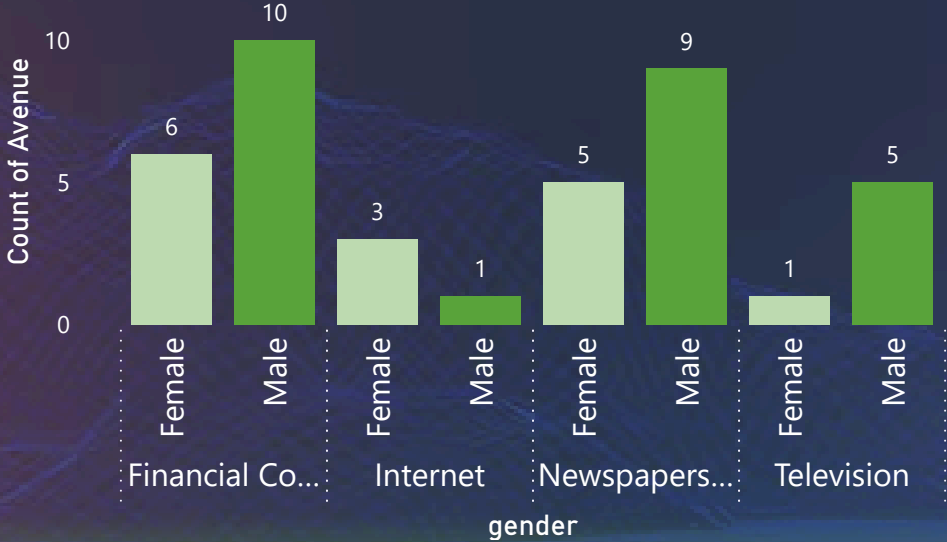
28

Average of age

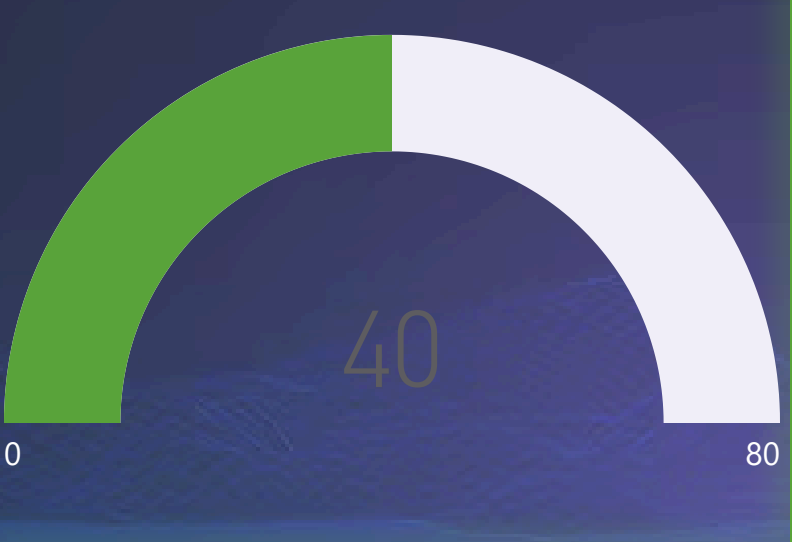
Percentage of indivisuals with various investments



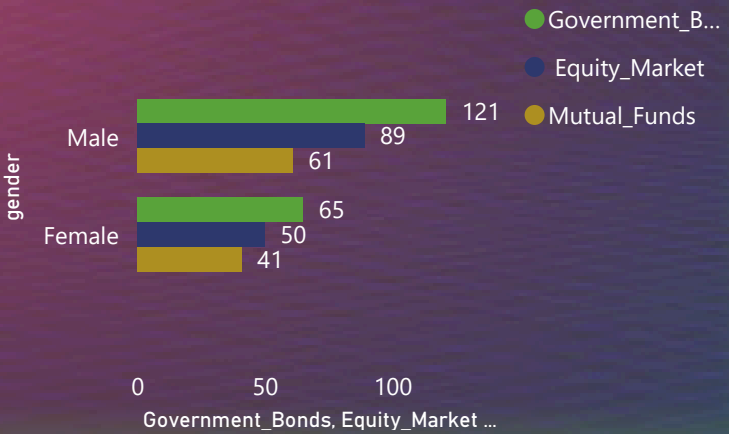
Count of Avenue by Source and gender



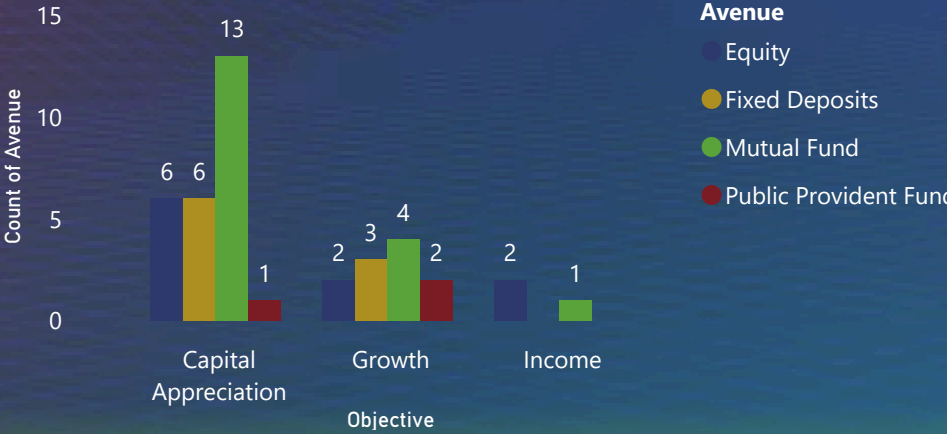
Count Of Avenue



comparision of investments by gender



saving objectives & investment choices comparision



Investment Avenue by frequency

