



## About the Dataset

The dataset includes responses from individuals about their investment preferences, the reasons behind their choices, and their investment behaviors. The columns cover demographic information, specific investment amounts, influencing factors, and sources of information.

Column Name	Description
gender	Gender of the respondent (e.g., Male, Female)
age	Age of the respondent
Investment_Avenues	Indicates if the respondent invests in the specified avenue (e.g., Yes, No)
Mutual_Funds	Amount invested in Mutual Funds
Equity_Market	Amount invested in Equity Market
Debentures	Amount invested in Debentures
Government_Bonds	Amount invested in Government Bonds
Fixed_Deposits	Amount invested in Fixed Deposits
PPF	Amount invested in Public Provident Fund
Gold	Amount invested in Gold
Stock_Market	Indicates if the respondent invests in the Stock Market (e.g., Yes, No)
Factor	Primary factor influencing investment decisions (e.g., Returns, Risk, Locking Period)
Objective	Main objective for investing (e.g., Capital Appreciation, Income, Growth)
Purpose	Purpose of investments (e.g., Wealth Creation, Savings for Future)
Duration	Investment duration (e.g., Less than 1 year, 1-3 years, 3-5 years, More than 5 years)
Invest_Monitor	Frequency of monitoring investments (e.g., Daily, Weekly, Monthly)
Expect	Expected returns from investments (e.g., 10%-20%, 20%-30%, 30%-40%)
Avenue	Preferred avenue for investments (e.g., Mutual Fund, Equity, Fixed Deposits)
What are your savings objectives?	Primary savings objectives (e.g., Retirement Plan, Health Care, Education)
Reason_Equity	Reason for investing in Equity (e.g., Capital Appreciation, Dividend, Liquidity)
Reason_Mutual	Reason for investing in Mutual Funds (e.g., Better Returns, Fund Diversification)
Reason_Bonds	Reason for investing in Bonds (e.g., Safe Investment, Assured Returns)
Reason_FD	Reason for investing in Fixed Deposits (e.g., Fixed Returns, Risk Free)
Source	Source of investment information (e.g., Newspapers and Magazines, Financial Consultants, Television, Internet)

What to Look for:

1. Analyze the preferred investment avenues (Mutual Funds, Equity Market, Debentures, etc.) by gender.
2. How many individuals gave their investment preferences based on the respective Age Distribution. Hint: Group the Age into the following: 21 – 25 (Early Adulthood), 26 – 30 (Established Adulthood) and 31 – 35 (Experienced Adulthood)
3. Identify the primary factors (e.g., Returns, Risk) influencing investment decisions across different age groups.
4. Show the various primary savings objectives (e.g., Retirement Plan, Health Care) based on different investment durations.
5. Explore the reasons for investing in mutual funds (e.g., Better Returns, Fund Diversification) based on the expected return percentage.
6. You are to generate the relevant KPIs.