

INVESTMENT PREFERENCE VISUALIZATION

Savings Objectives

All

Total_No_of_Investors

40

Sum of Mutual_Funds

₦102.00

Total Gold Invested

239

Sum of Fixed_Deposits

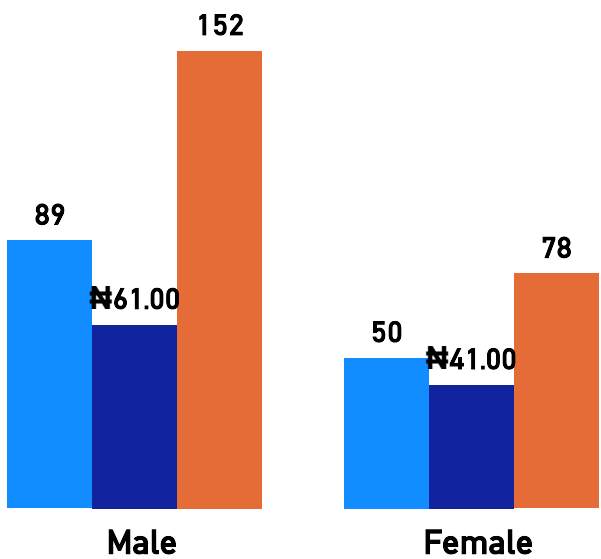
₦143

Age Group

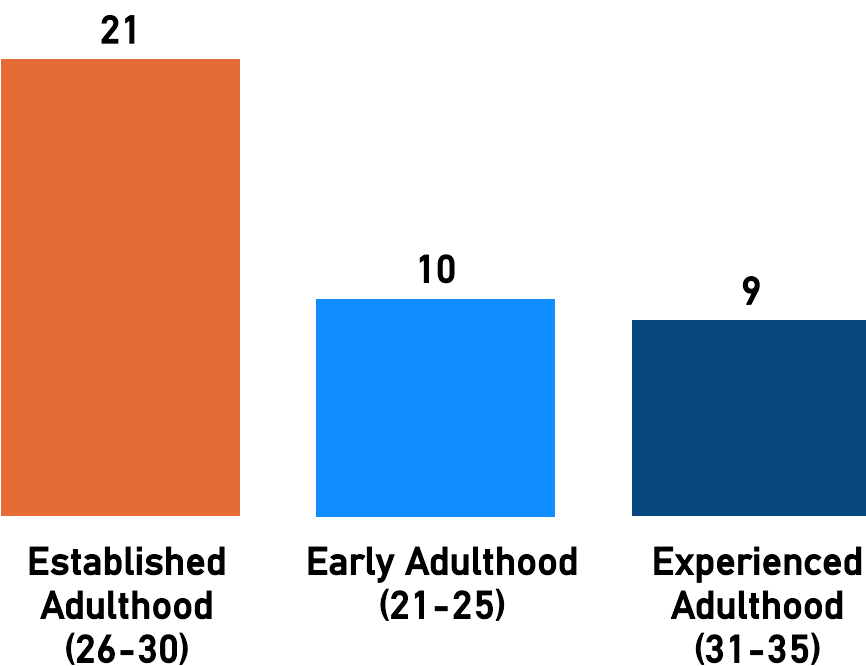
All

Sum of Mutual Funds, Equity Market and Debentures by Gender

Sum of Equity_Market Sum of Mutual_Funds Sum of Debentures

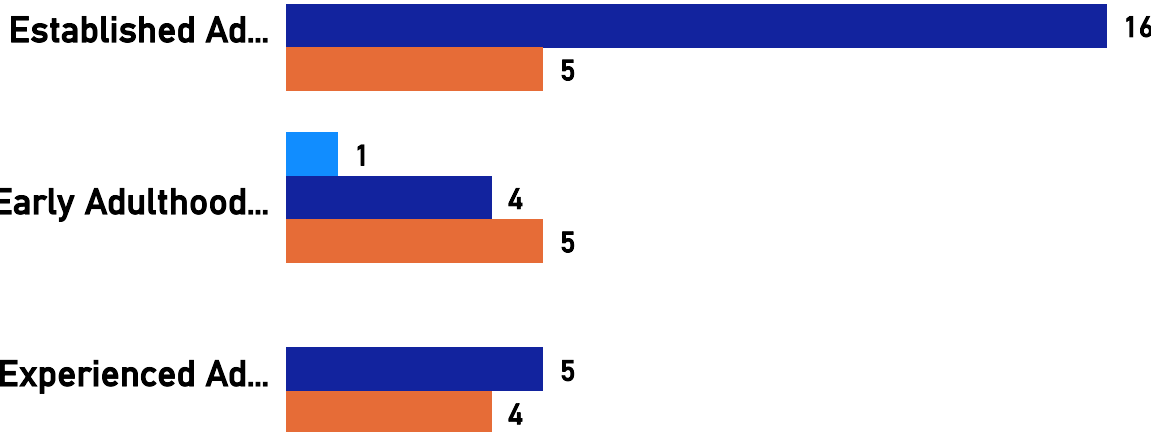


Investment Preference of Individuals by Age Group



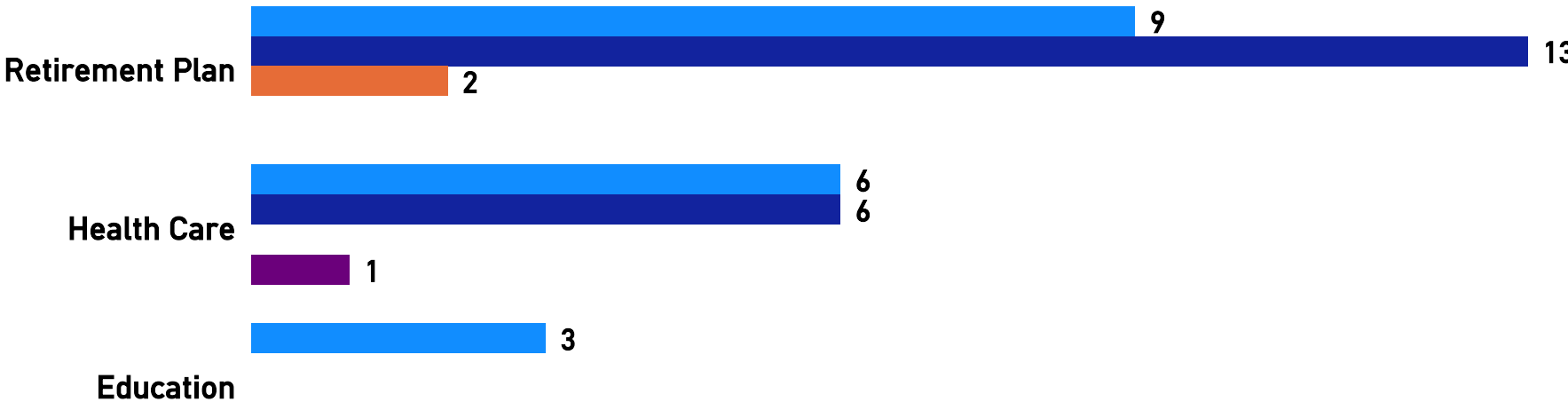
Factors Influencing Investment Across Age Group

Factor Locking Period Returns Risk



Primary Savings Objectives Based on Investment Duration

Duration 1-3 years 3-5 years Less than 1 year More than 5 years



Reasons For Investing in Mutual Funds by Expected Return Percentage

Reason_Mutual Better Returns Fund Diversification Tax Benefits

