

Finance Investment Behaviour Analysis Report

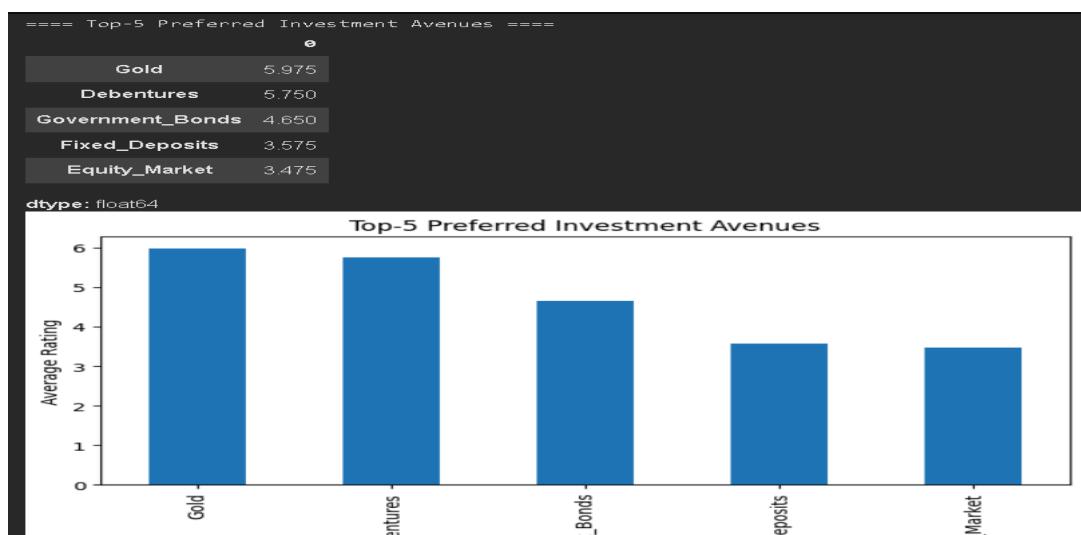
Dataset Overview

This study analyzes the investment preferences of individuals using a dataset containing financial ratings, demographics, reasons for investing, and information sources.

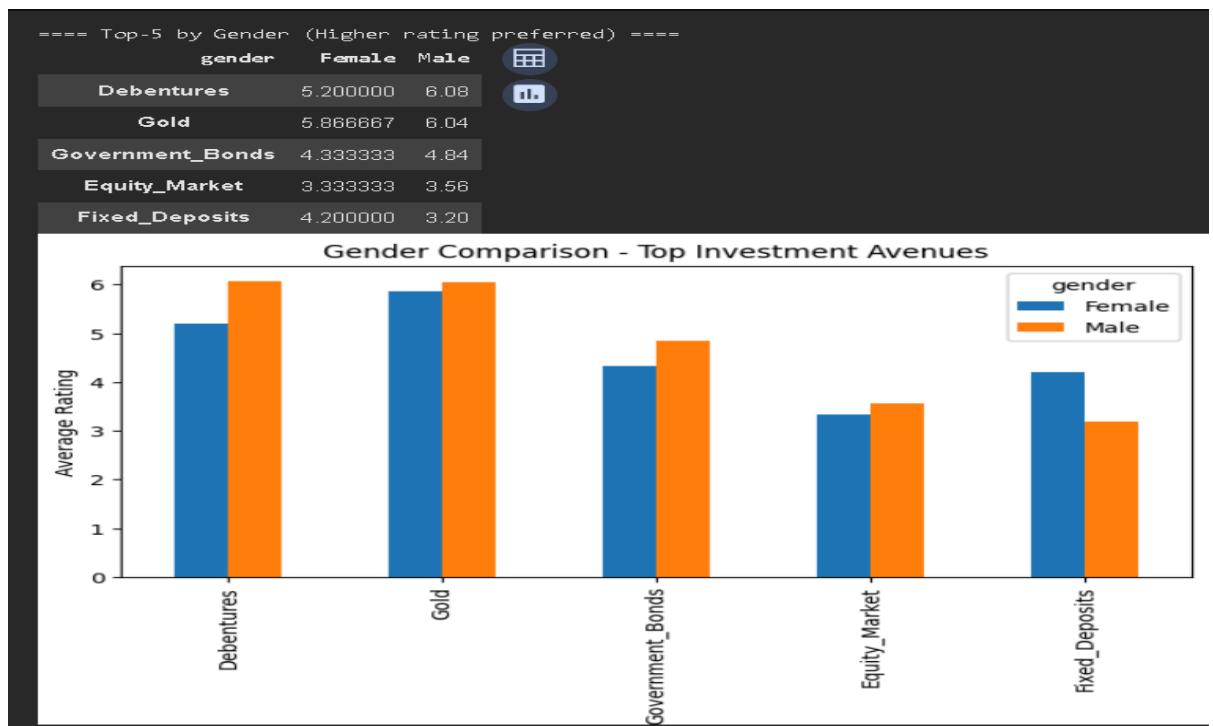
Total Analysis Covered:

- 1 Top Preferred Investment Avenues
- 2 Gender-wise Investment Preferences
- 3 Reasons for Choosing Investments
- 4 Age-wise Mutual Fund Preference
- 5 Risk Category Investment Preference
- 6 Sources of Financial Information

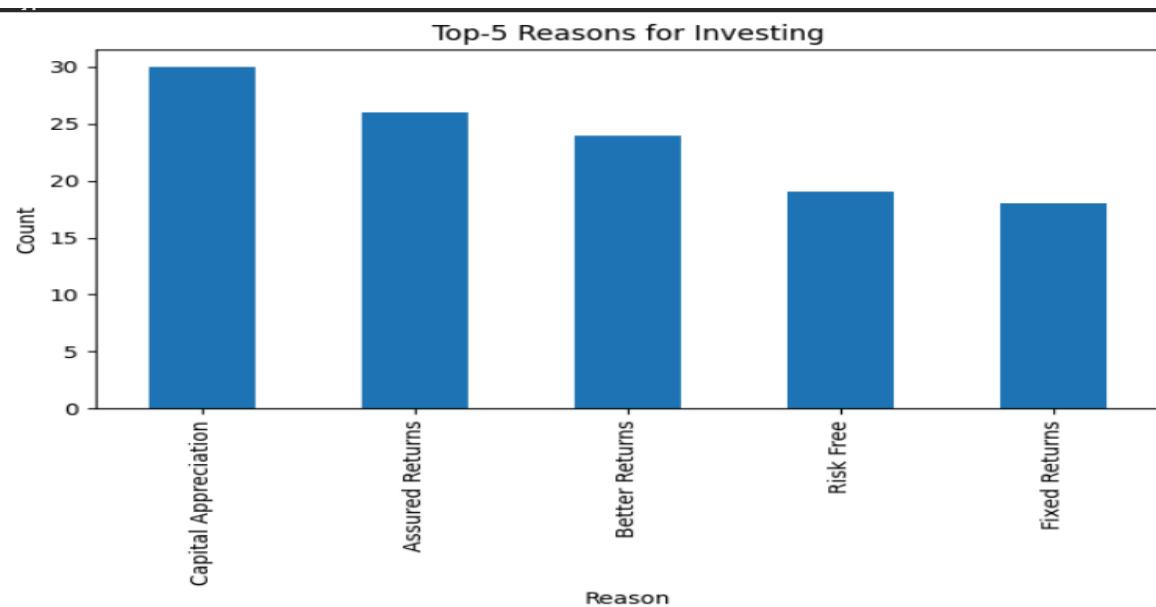
1. Top-5 Preferred Investment Avenues



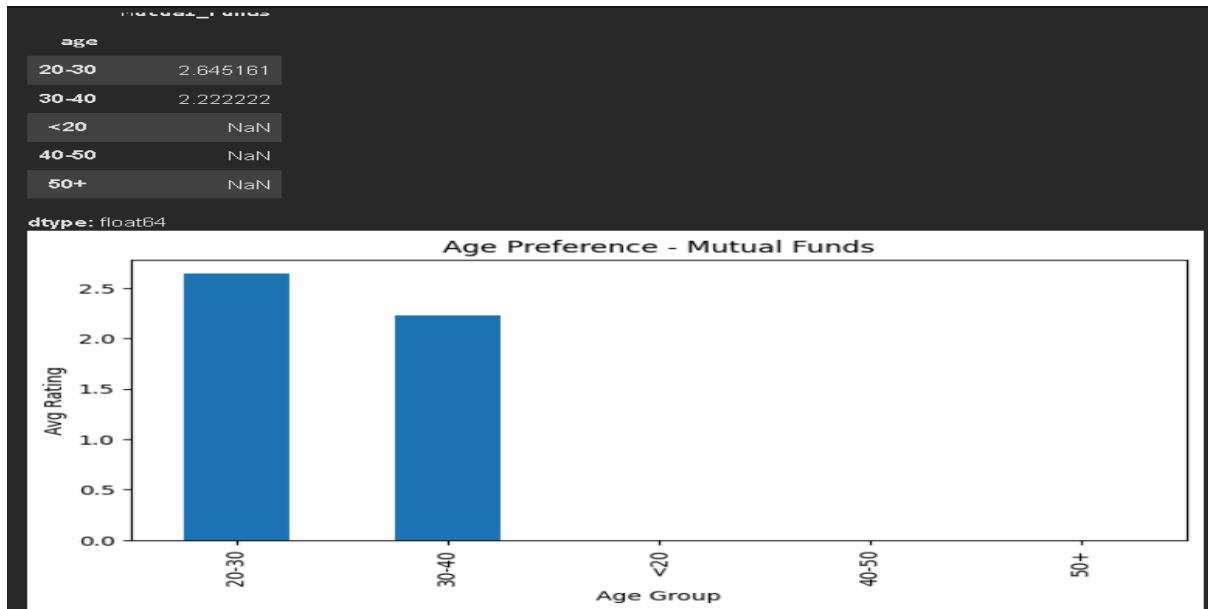
2. Gender-Wise Investment Preference



3. Top-5 Reasons for Investing

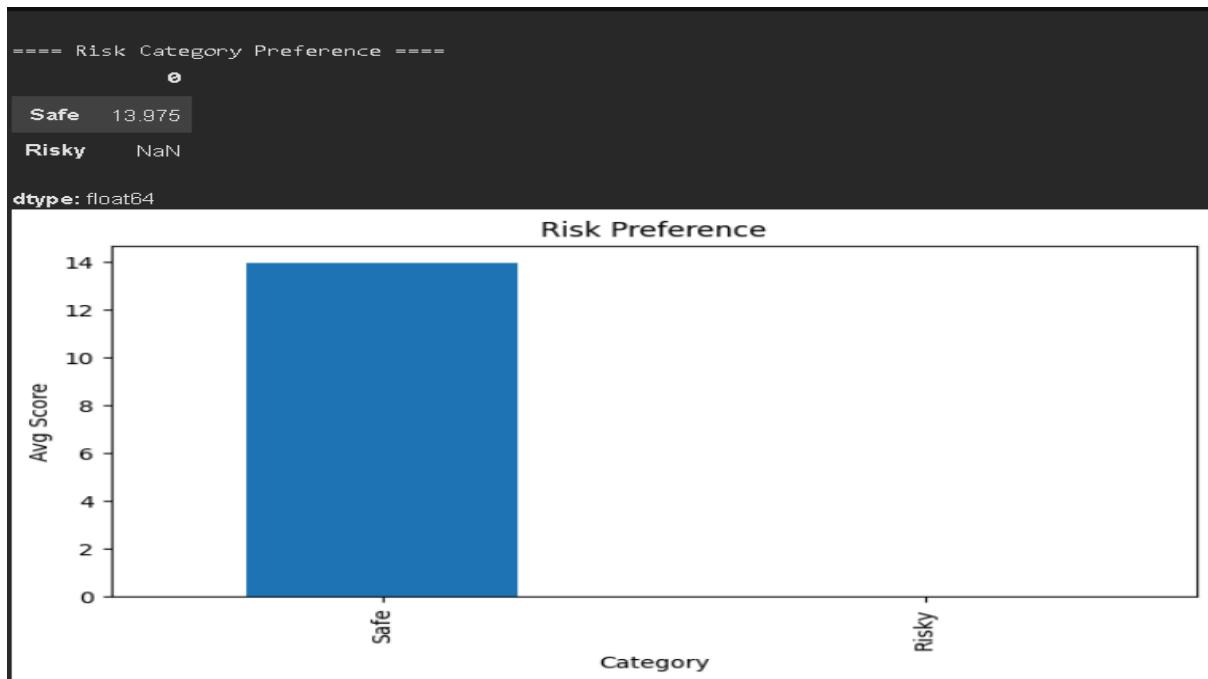


4. Age-Wise Preference for Mutual Funds



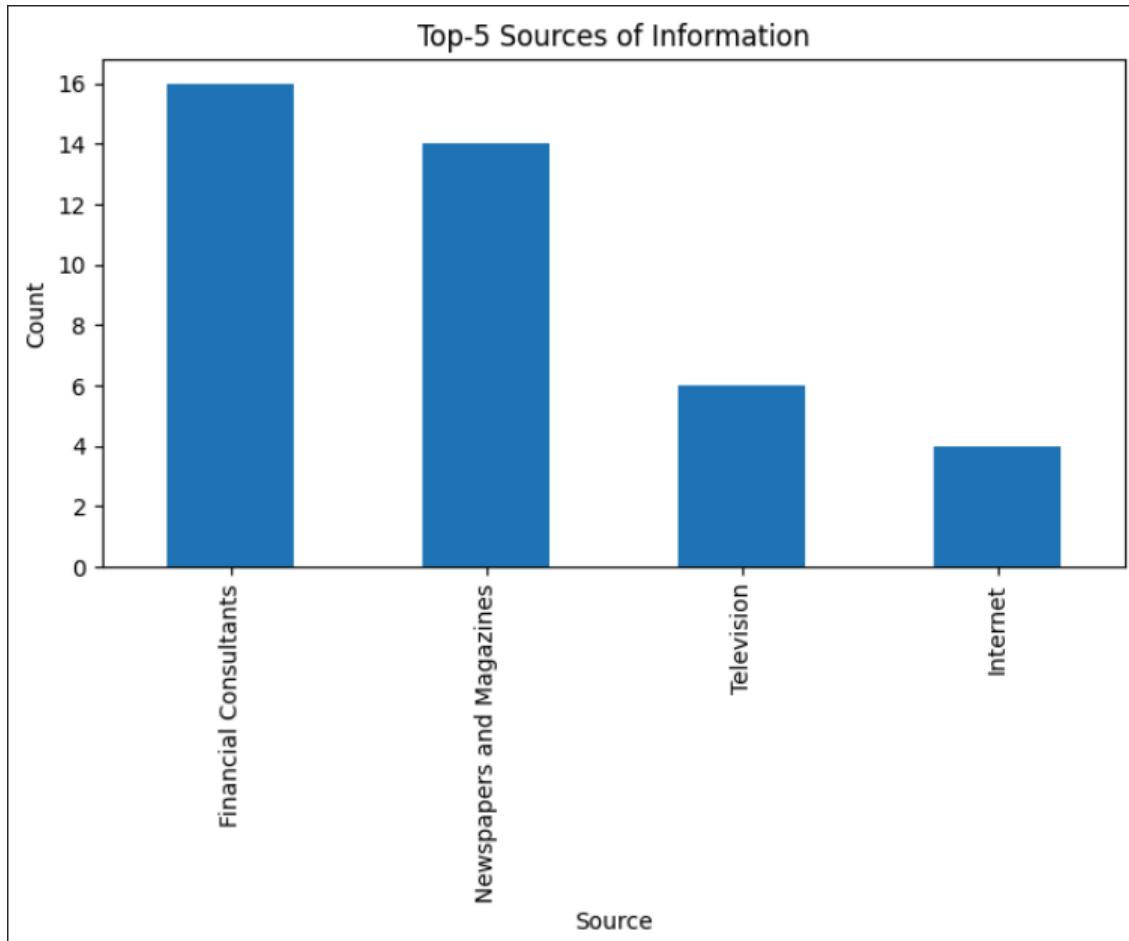
Interpretation: Working professionals in 30–40 age show stronger adoption of market-linked products.

5. Risk Category Preference (Risky vs Safe)



Interpretation: Respondents prefer stability and guaranteed return instead of aggressive wealth growth.

6. Information Sources for Investment Decision



Interpretation : Digital and online platforms are becoming the primary investment guidance medium.

Final Summary & Conclusion

Key Trend	Interpretation
High preference for safe options	People avoid risk
Men are more aggressive investors	Prefer market-linked products
Better returns & safety drive decisions	ROI vs Risk balance
Age 30–40 most active	Stronger financial maturity
Online information dominates	Digital investment adoption

Overall, the dataset shows a conservative investment culture influenced by safety, fixed returns, and trusted information sources.