Investment Analysis: Data Exploration & Summary:
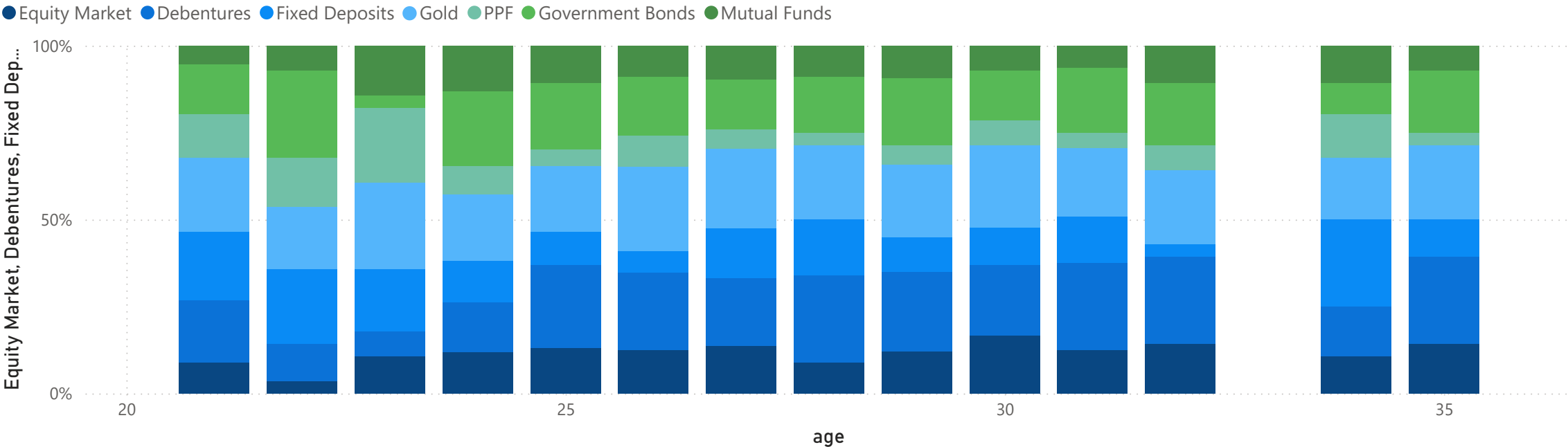
Average Age
27.80

Percentage of Individuals by Savings Objective

0.075 (7.5%)

0.325 (32.5%)

0.6 (60%)

Savings Objective
- Retirement Plan
- Health Care
- Education

Investment Preferences Across Age Groups (%)

- Equity Market ● Debentures ● Fixed Deposits ● Gold ● PPF ● Government Bonds ● Mutual Funds

Equity Market, Debentures, Fixed Dep... (y-axis)

100%

50%

0%

20   25   30   35

age
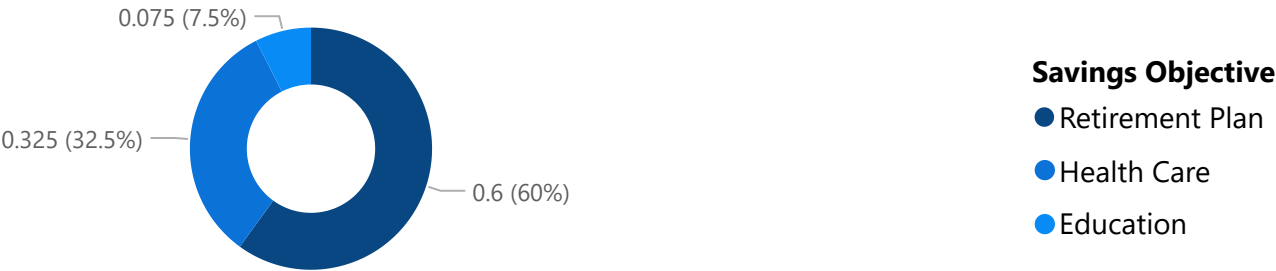
Gender-Based Investment Analysis

Total Female

15

Total Male

25

Gender Distribution of Investors (%)

15 (37.5%)

25 (62.5%)

● Total Female
● Total Male
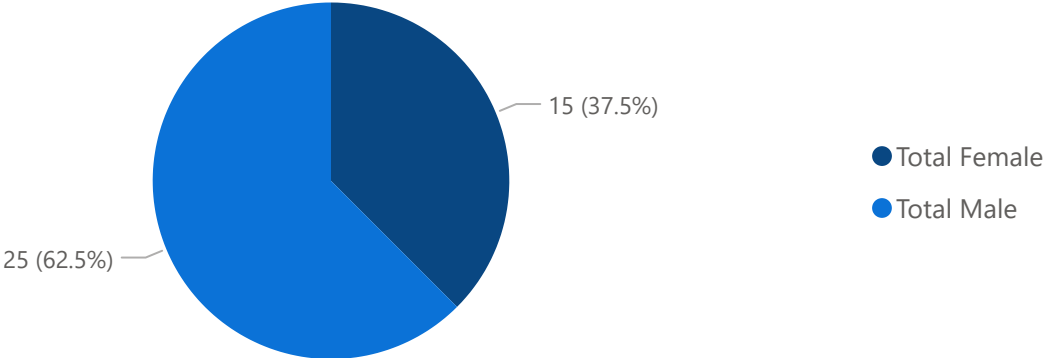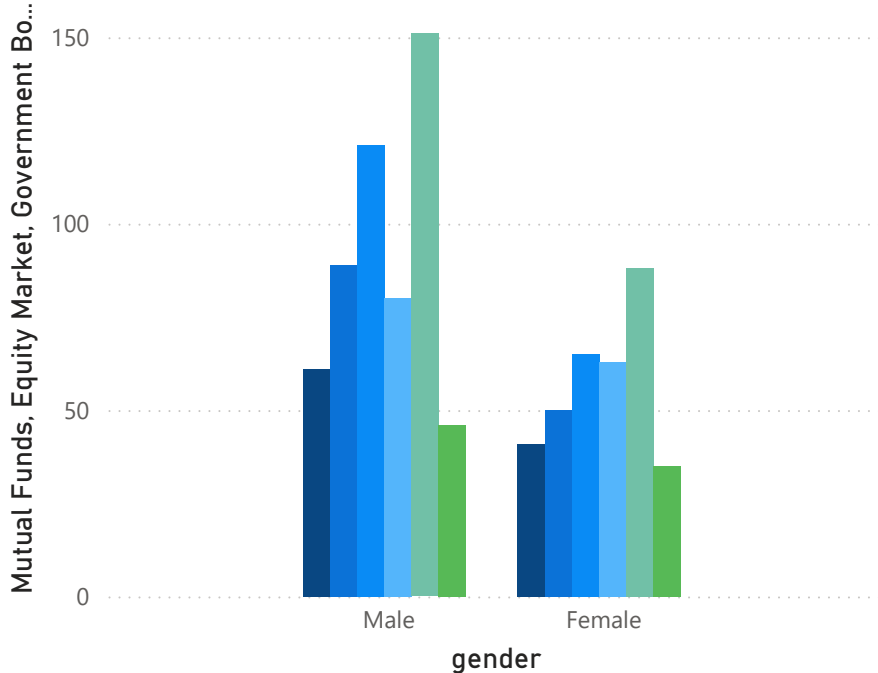
Number of Male vs. Female Investors in Each Investment Type

● Mutual Funds ● Equity Mar... ● Govern... ● Fixed De... ● Gold ● PPF

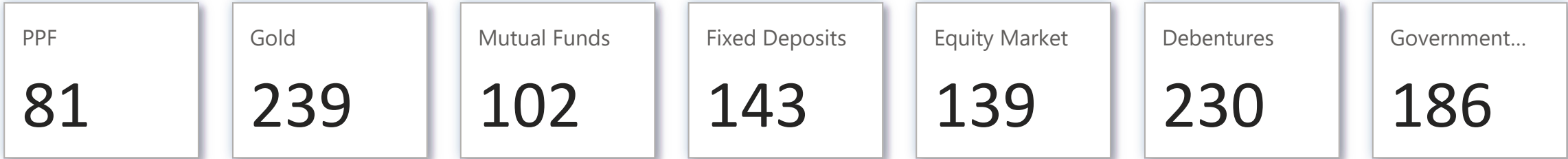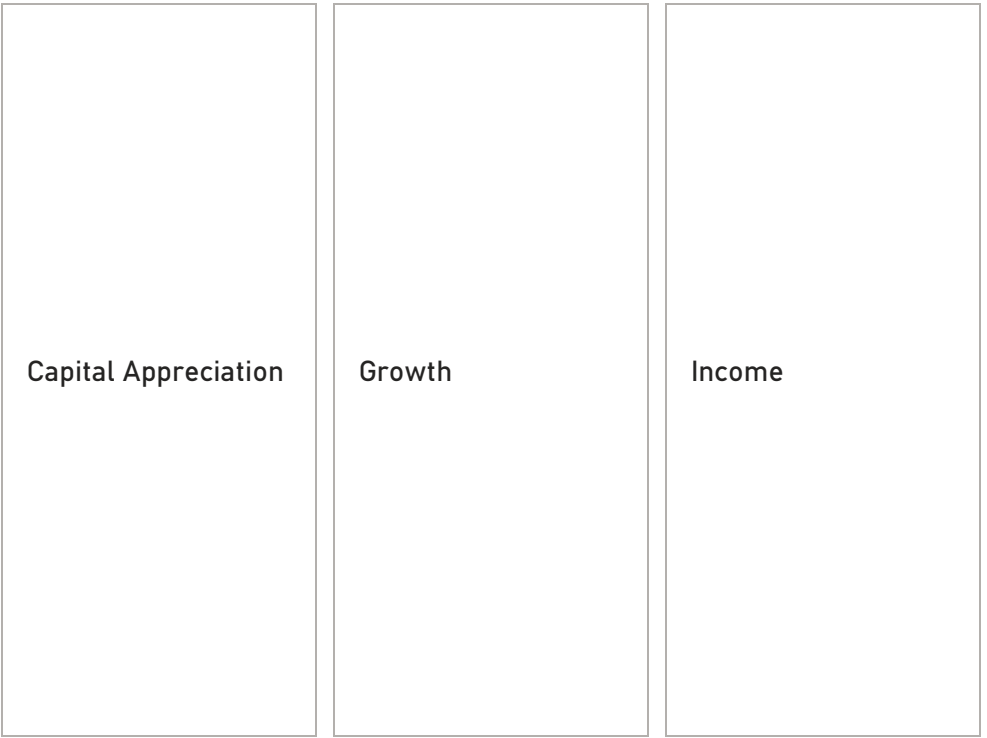## Age-Based Investment Preferences by Gender

35	34	32
31	30	29
28	27	26

Investment Choices Based on Savings Objectives

total count of each investment type

PPF	Gold	Mutual Funds	Fixed Deposits	Equity Market	Debentures	Government...
81	239	102	143	139	230	186

Choose Investment Objective

Capital Appreciation

Growth

Income

Percentage of Each Investment Type within a Savings Objective

● PPF % ● Mutual Funds % ● Government Bon... ● Gold % ● Fixed Deposit % ● Equity % ● Debentures %

Y-axis: PPF %, Mutual Funds %, Government Bonds ... (100%, 50%, 0%)

X-axis (Objective): Growth, Capital Appreciation, Income
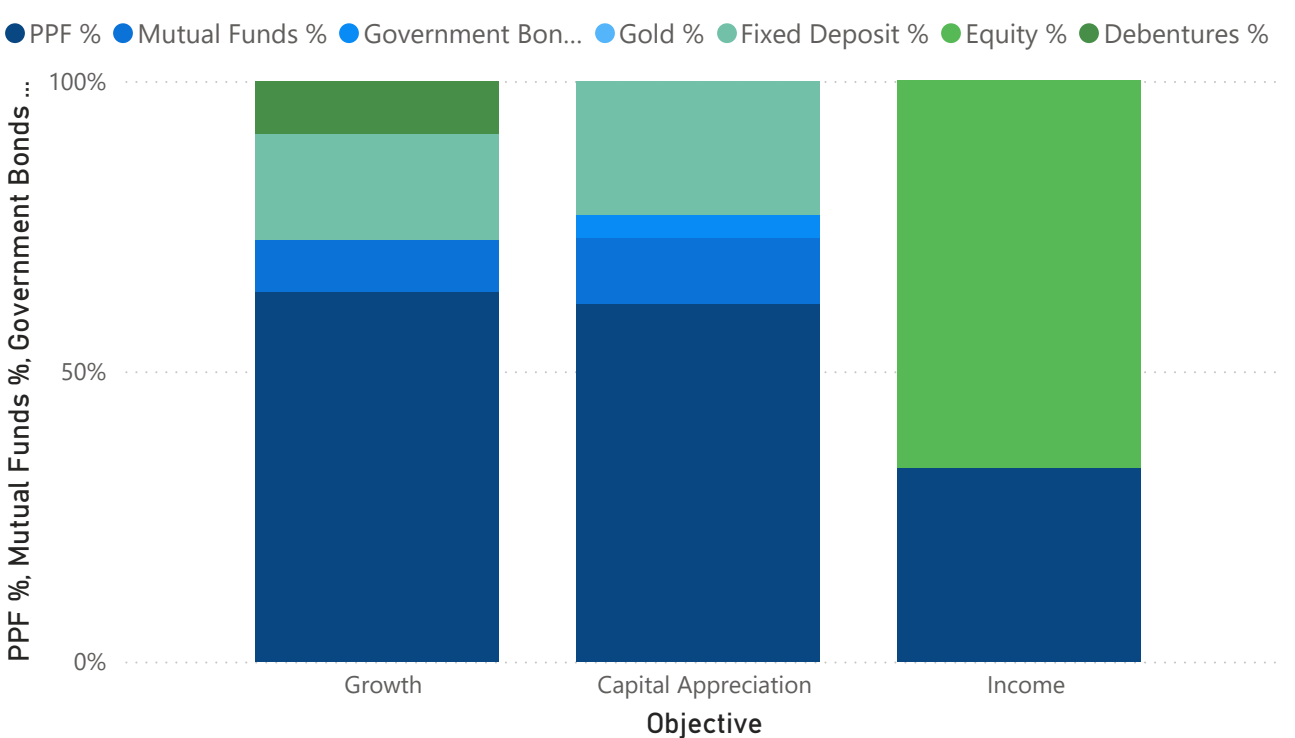
Investment Duration & Monitoring Analysis

Total Investors

40

Total Investments Across Different Durations

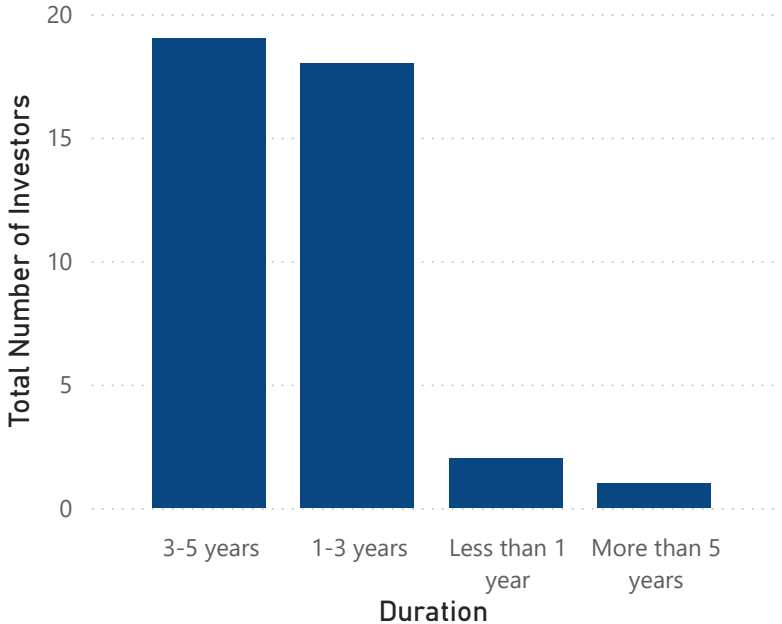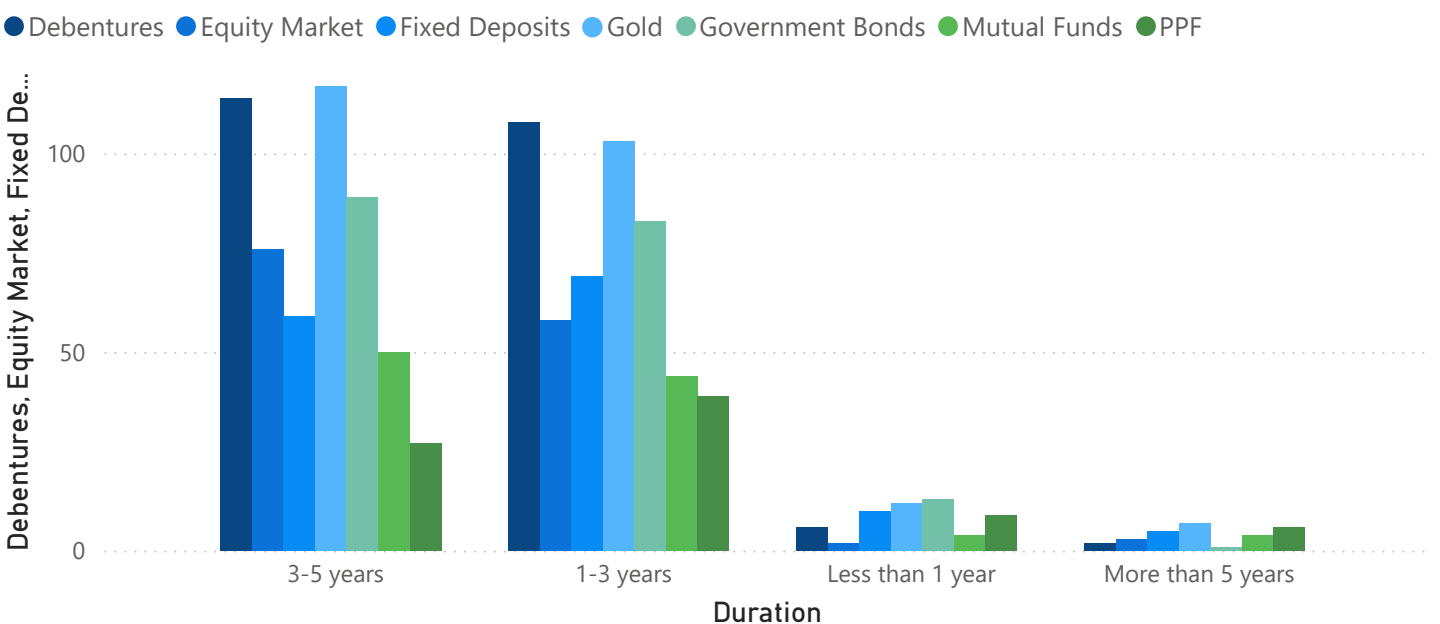| More than 5 years	Less than 1 year
3-5 years	1-3 years

Investment Monitoring Frequency
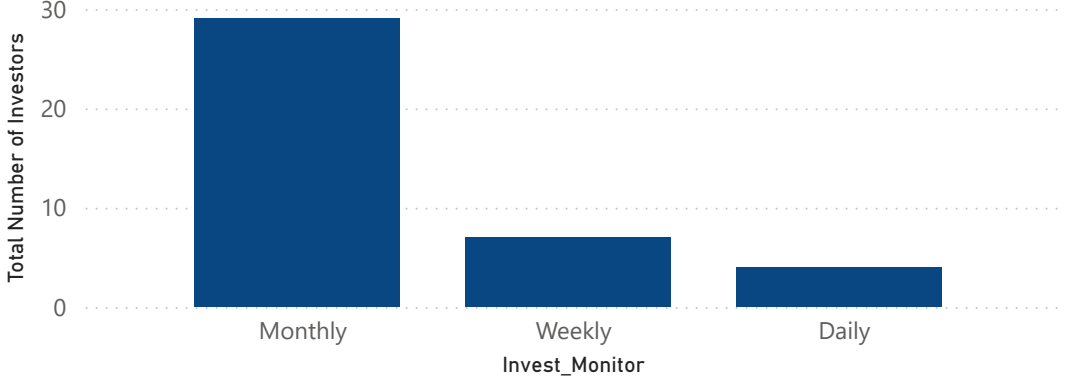
Number of Investors Across Investment Durations
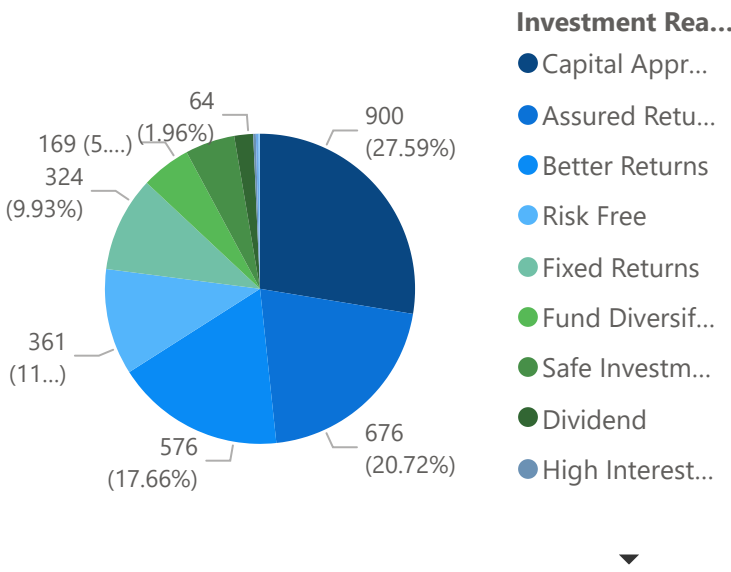
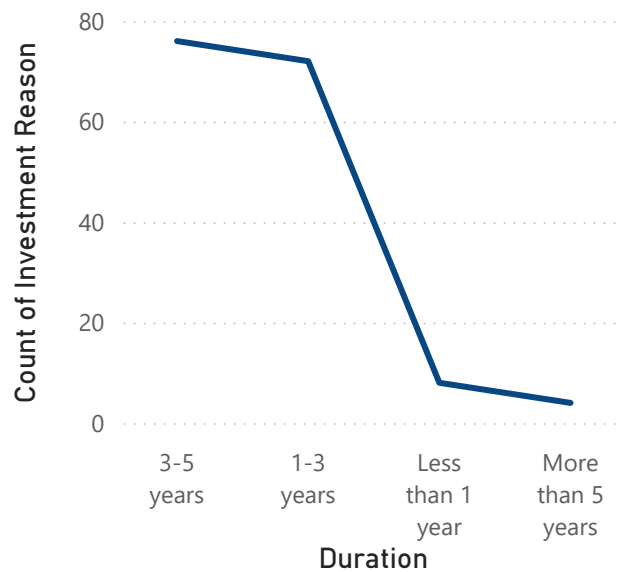

Total Investments Across Different Durations

● Debentures ● Equity Market ● Fixed Deposits ● Gold ● Government Bonds ● Mutual Funds ● PPF

Analyzing Reasons for Investment

Total Investment Reasons Count by Category

Capital Appreciation | Better Returns | Risk Free
Assured Returns | Fixed Returns | Safe In...
Fund Diversificati... | Divi...

Percentage Distribution of Investment Reasons

Investment Rea...
- Capital Appr...
- Assured Retu...
- Better Returns
- Risk Free
- Fixed Returns
- Fund Diversif...
- Safe Investm...
- Dividend
- High Interest...

900 (27.59%)
676 (20.72%)
576 (17.66%)
361 (11...)
324 (9.93%)
169 (5....)
64 (1.96%)
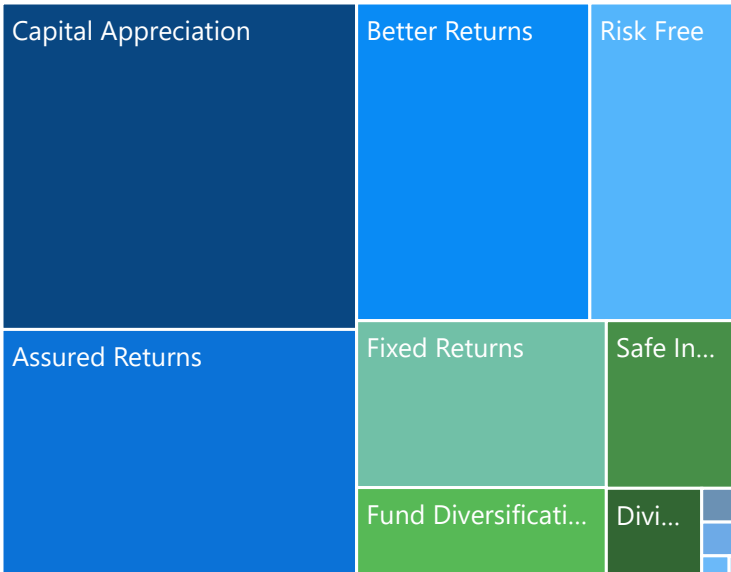
Count of Investment Reason by Duration

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

Investment Reasons Count by Type and Category

Investment Rea... ● Assured Returns ● Better Ret... ● Capital A...

Investment Type: Reason_Equi..., Reason_Bon..., Reason_Mut..., Reason_FD

Distribution of Investment Reasons

Investment Reasons:
- Capital Appreciation
- Assured Returns
- Better Returns
- Risk Free
- Fixed Returns
- Fund Diversification
- Safe Investment
- Dividend
- High Interest Rates

Total_Reasons_Count: 0, 500, 1000
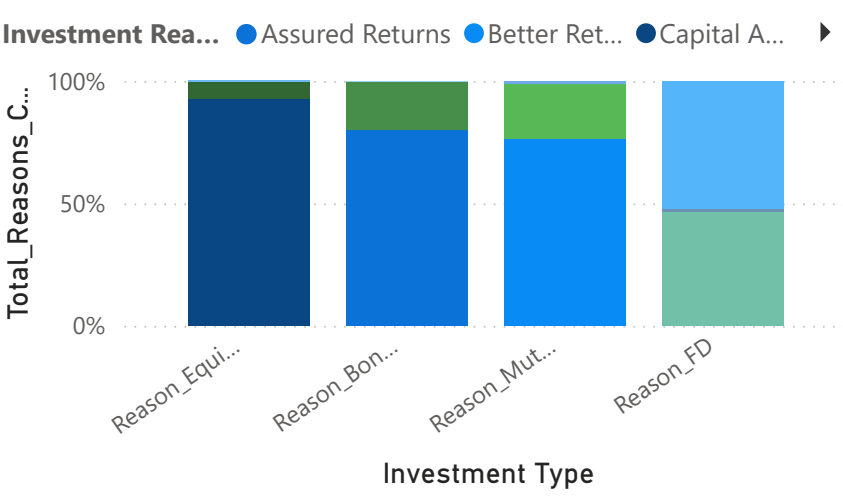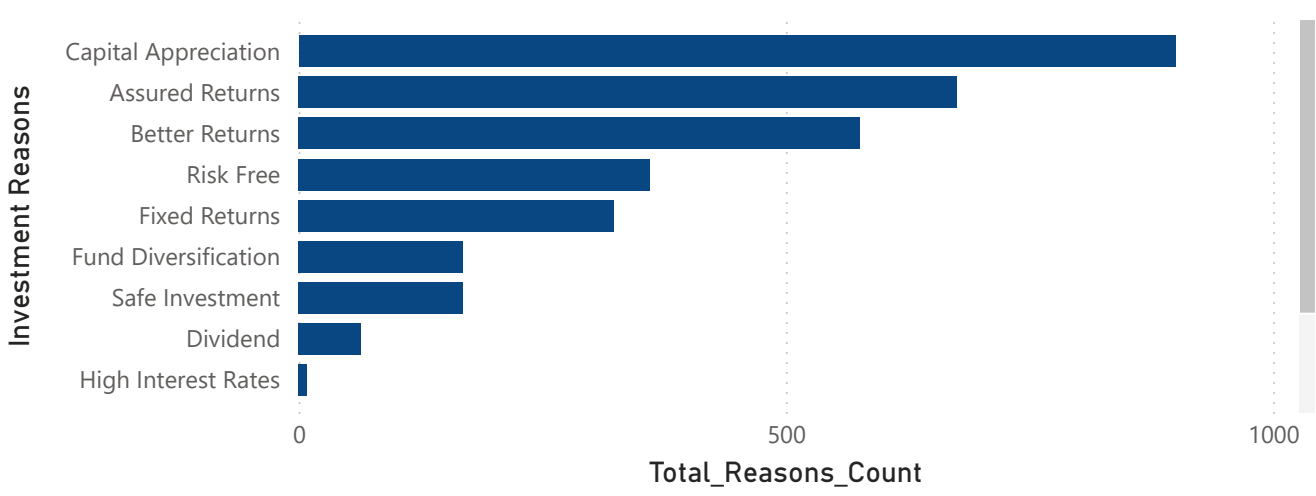
Analyzing Where Investors Get Their Insights

Total Sources

40

Gender

Female | Male

Count of Each Source

Total Sources

Source Percentage

Total Sources by Age

Complete Investment Overview and Insights
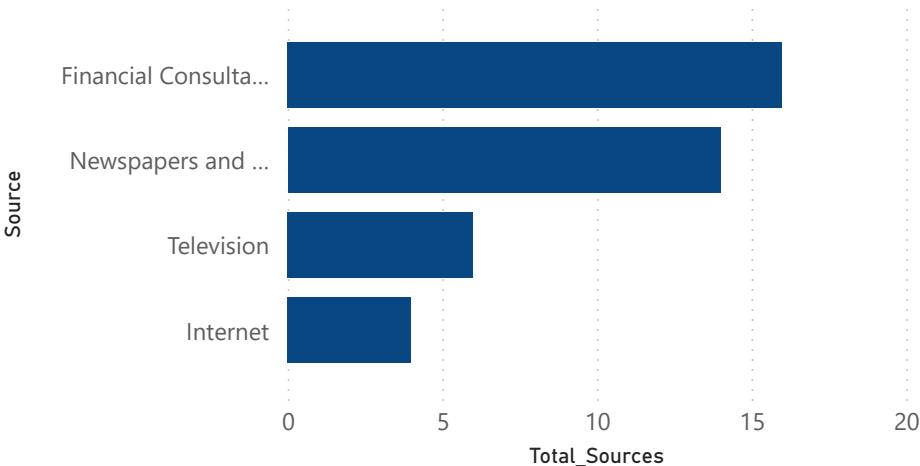
Average Age
27.80

Total Male
25

Total Female
15

Gender
Female | Male

Choose Investment Objective
Capital Appreciation

Growth

Income

Investment Preferences Across Age Groups (%)

● Equity Market ● Debentures ● Fixed Deposits ● Gold ● PPF ▶

y-axis: Equity Market, Debentur... (100%, 50%, 0%)
x-axis: age (20, 25, 30, 35, 40)

Total Investment Reasons Count by Category

- Capital Appreciation
- Assured Returns
- Better Returns
- Risk Free
- Fixed Returns
- Fun...
- Safe...

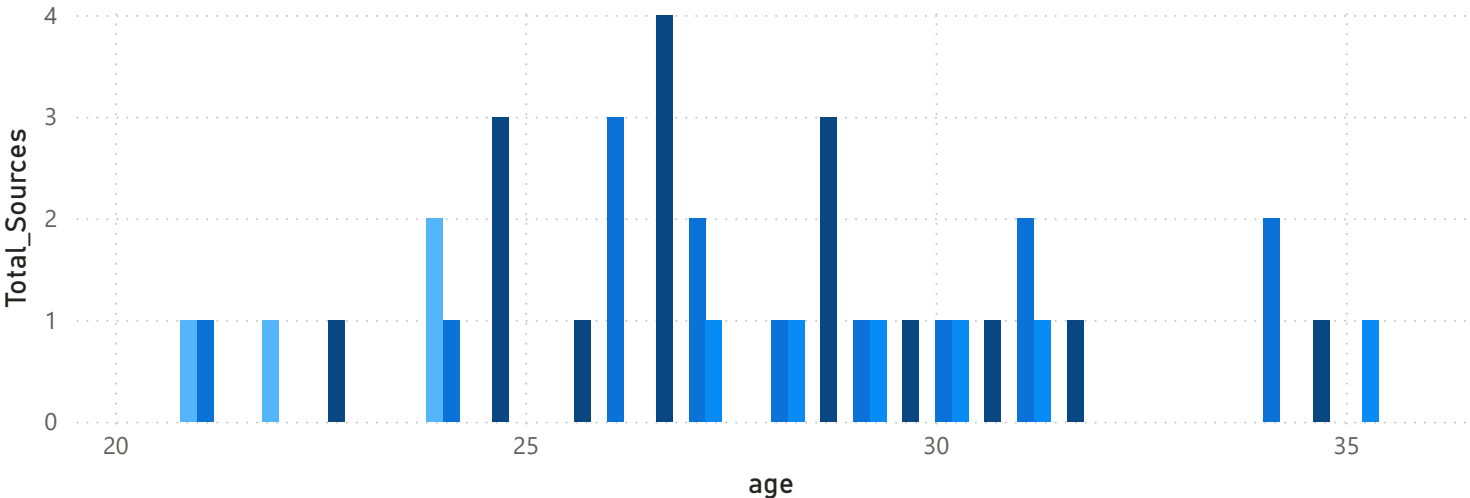## Count of Each Source

y-axis: Source — Financial Cons..., Newspapers a..., Television, Internet
x-axis: Total_Sources (0, 10, 20)

Total Investments Across Different Durations

● Debentures ● Equity Market ● Fixed Deposits ● Gold ● Government Bo... ● Mutual Funds ● PPF

y-axis: Debentures, Equity Mar... (100, 0)
x-axis: Duration — 3-5 years, 1-3 years, Less than 1 year, More than 5 years

Percentage Distribution of Investment Reasons

- 64 (1.96%)
- 169 (5.18%)
- 324 (9.93%)
- 361 (11.07%)
- 576 (17.66%)
- 676 (20.72%)
- 900 (27.59%)

Investment Reason
- ● Capital Appreciation
- ● Assured Returns
- ● Better Returns
- ● Risk Free
- ● Fixed Returns
- ● Fund Diversification

Number of Male vs. Female Investors in Each Investment Type

● Mutual Funds ● Equity Market ● Government Bonds ● Fixed Deposits ● Gold ● PPF

y-axis: Mutual Funds,... (200, 100, 0)
x-axis: Male, Female