INVESTMENTS AND RELATED RISKS
-PROMIT BHAR
-FEB, 2025
-ROLL NO.: 2405744

AGENDA Types of assets people invest in Which assets are more popular Age-wise comparison of asset preferences Heatmaps correlating different assets Using pair-plot to compare data w.r.t. different columns Data training for modelling **Descriptive Statistics**

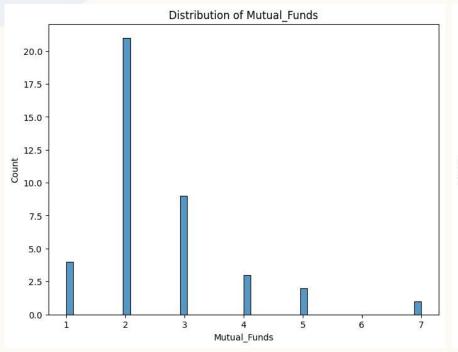
METHODOLOGY

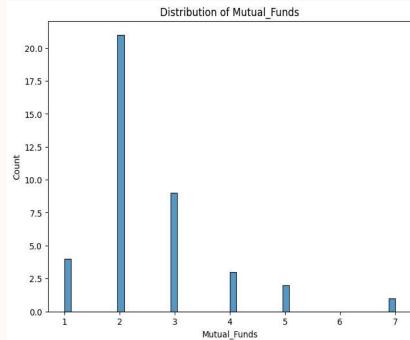
- Data Collection Sources and Understanding
- Data Cleaning
- Data Transformation
- Data Integration
- Data Exploration
- Data Visualization
- Descriptive Statistics

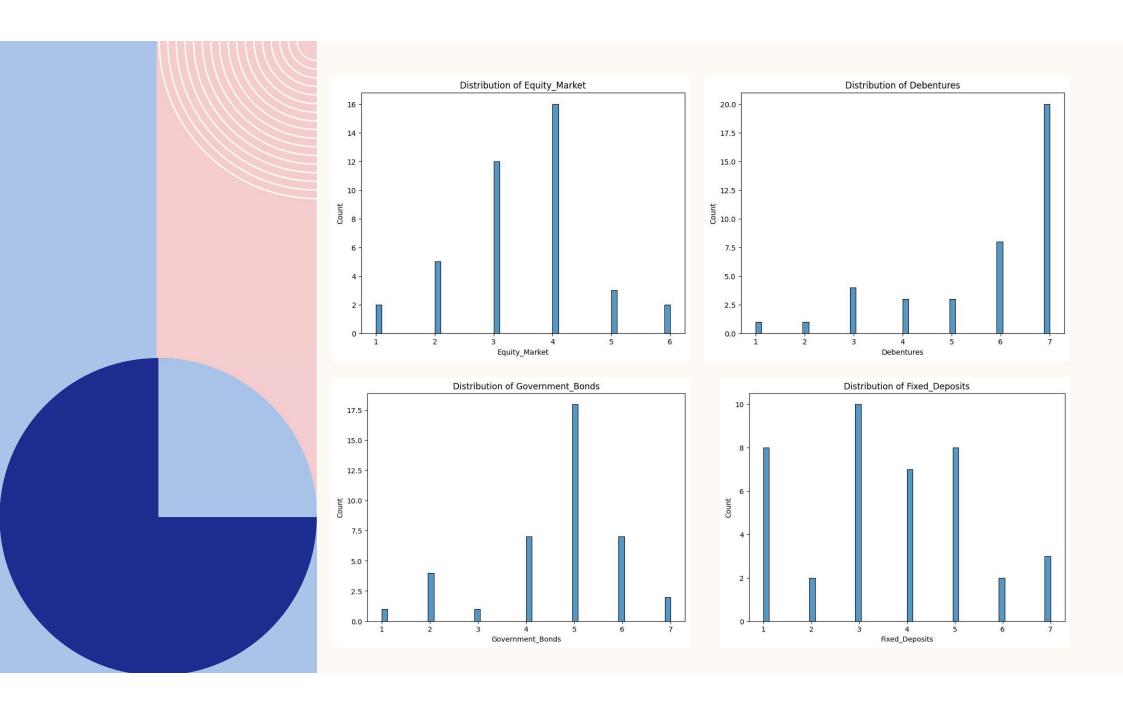


TYPES OF ASSETS PEOPLE INVEST IN

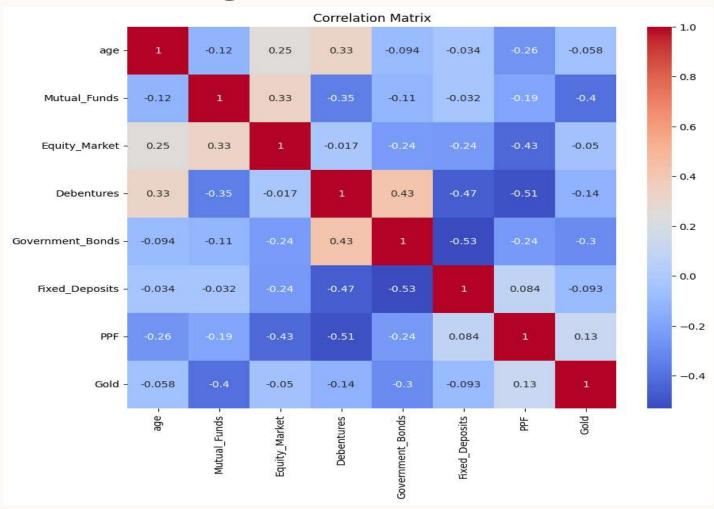
DATA UNDERSTANDING AND COLLECTION





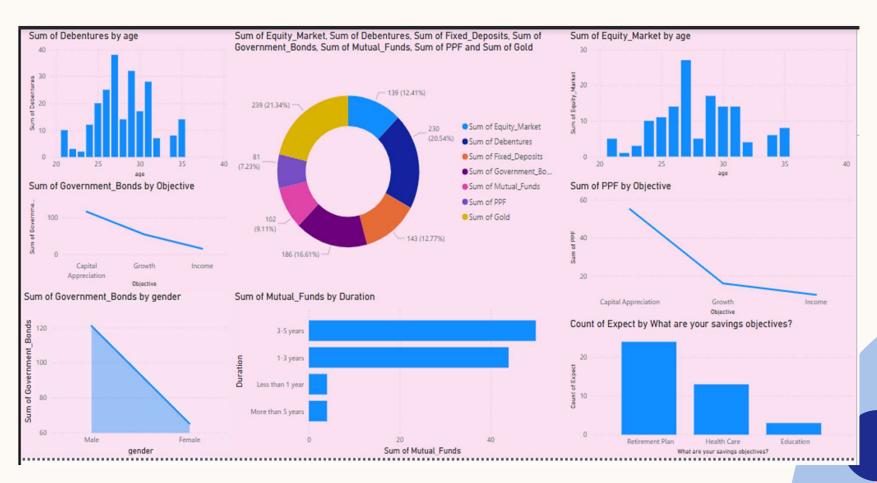


Correlating Various Values

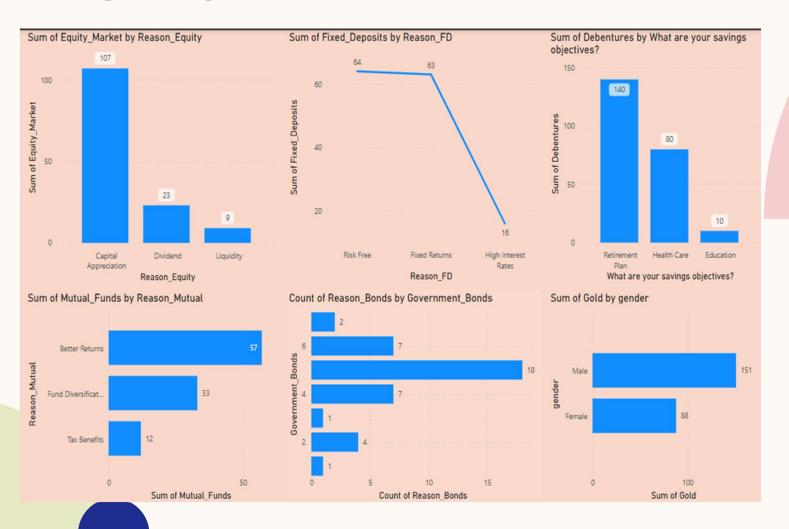


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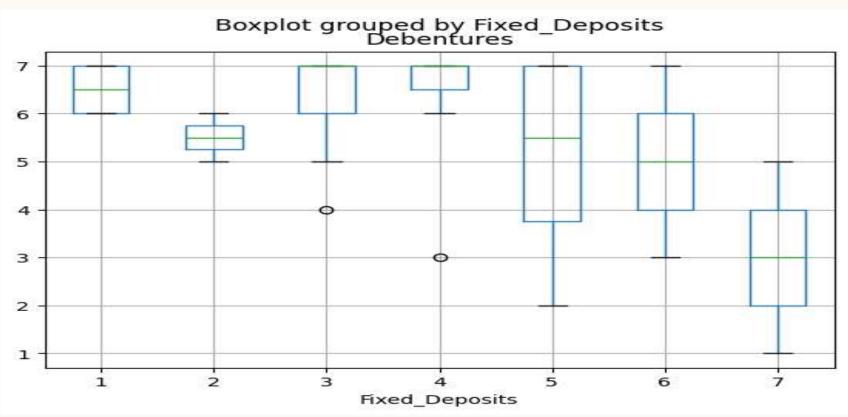
DASHBOARD TAB1

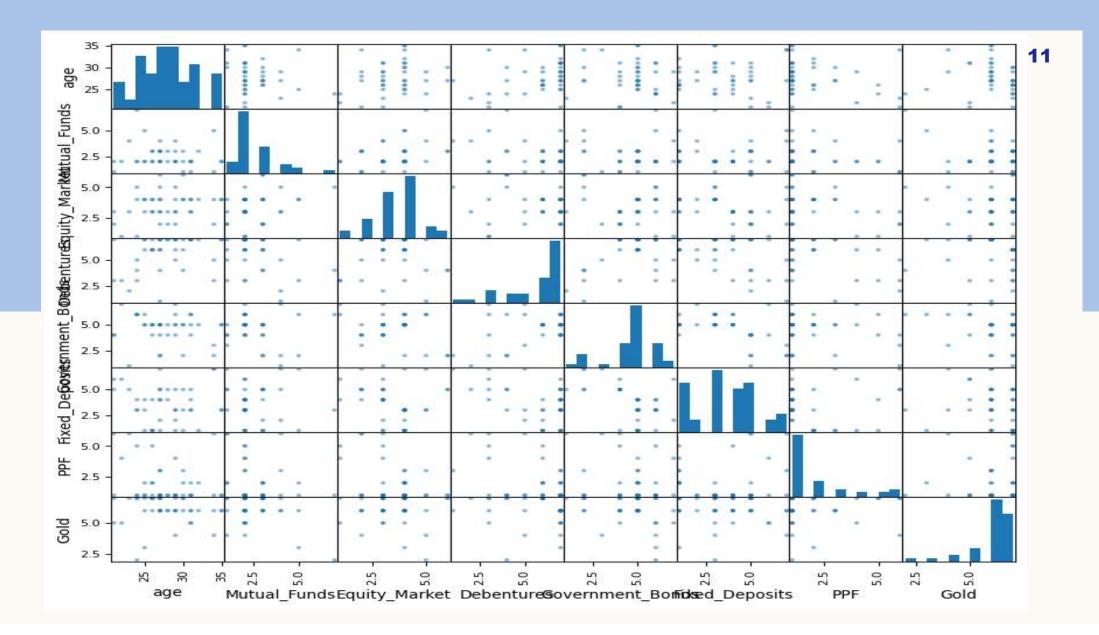


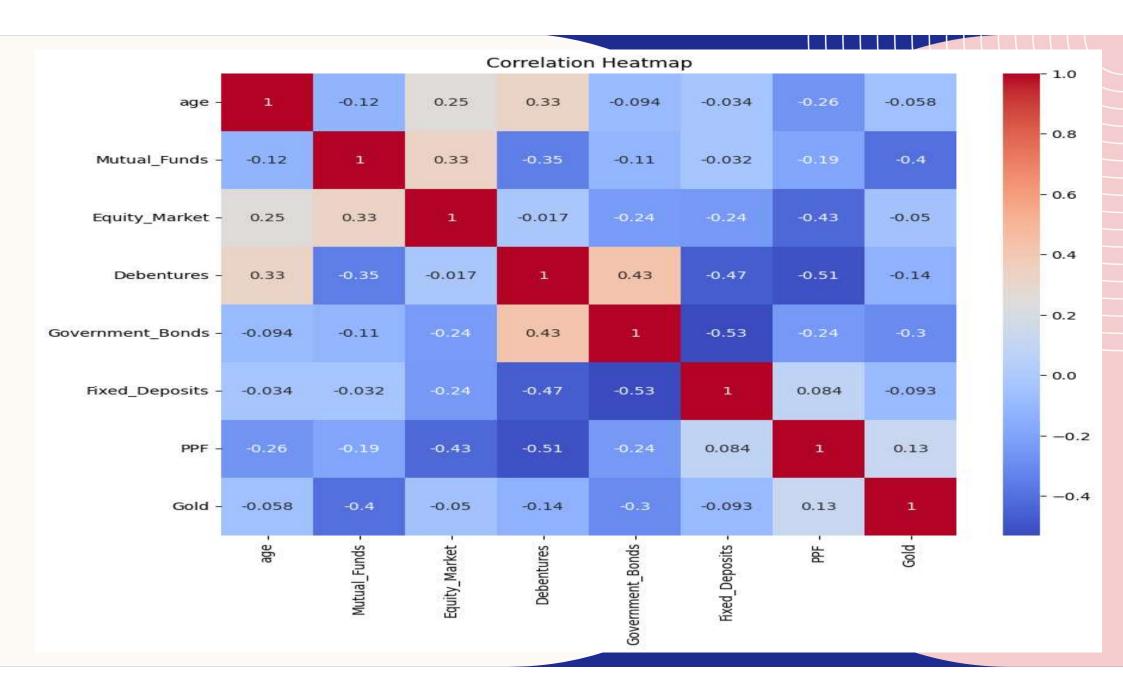
DASHBOARD TAB2



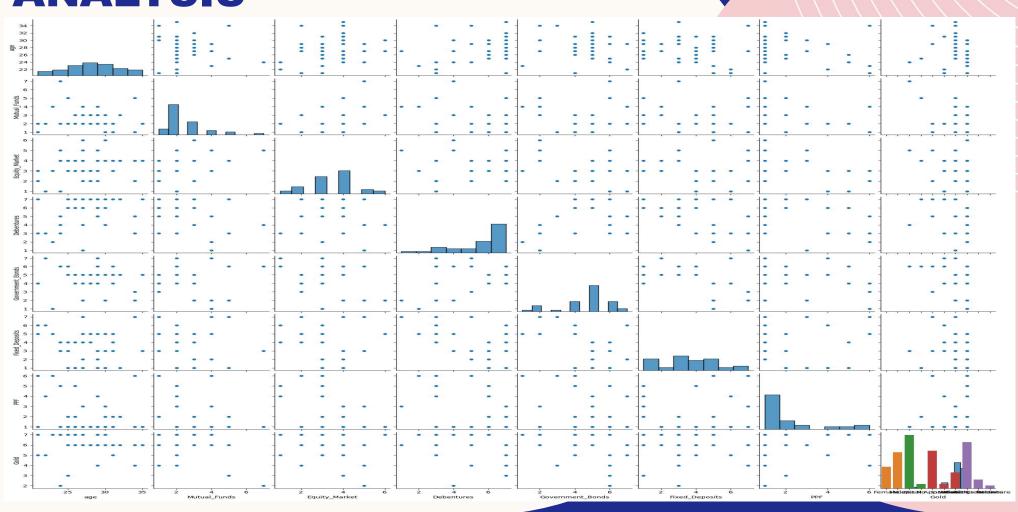
DATA CLEANING AND TRANSFORMATION



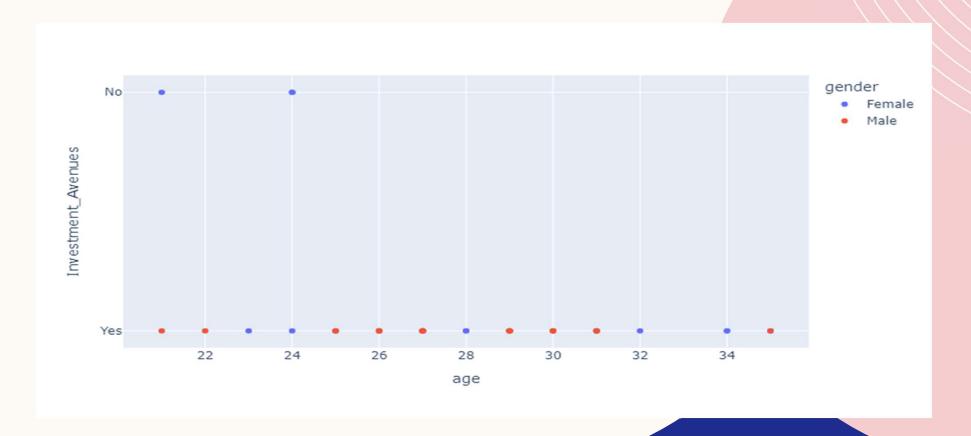




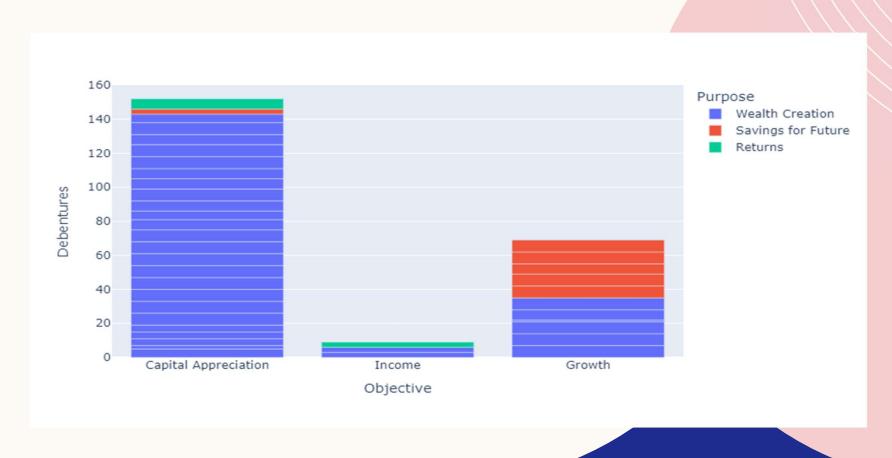
DATA EXPLORATION AND ANALYSIS



COMPARING INVESTMENT-AVENUES BY GENDER AND AGE USING SCATTER-PLOT



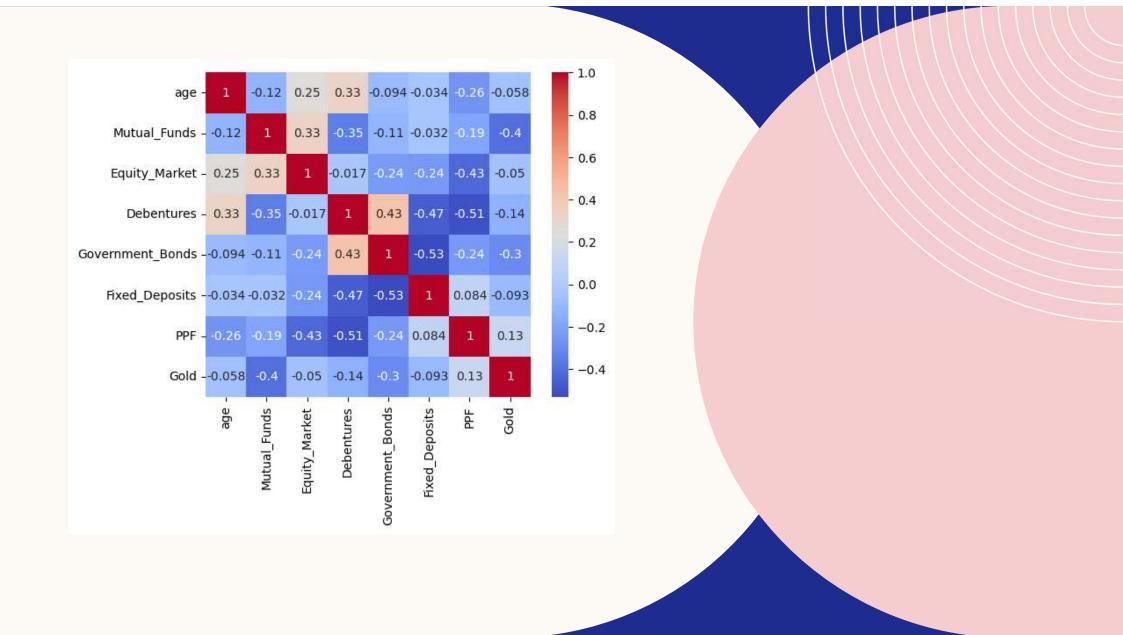
COMPARING RETURNS ALONGSIDE SAVINGS FOR FUTURE



DESCRIPTIVE STATISTICS

Purpose	Objective	
Returns	Capital Appreciation	0.500000
	Income	0.500000
Savings for Future	Growth	0.833333
	Capital Appreciation	0.166667
Wealth Creation	Capital Appreciation	0.750000
	Growth	0.187500
	Income	0.062500
Name: proportion, dtype: float64		

gender Male 25 Female 15 Name: count, dtype: int64 Purpose Wealth Creation 32 Savings for Future 6 Returns 2 Name: count, dtype: int64



CONCLUSION

Based on the analysis of the dataset, it can be concluded that:

- •The dataset consists of a diverse group of individuals with varying investment habits and objectives.
- •There are notable differences in investment habits between males and females, with males being more likely to invest in equity markets and females being more likely to invest in mutual funds.
- •Age and income are significant factors in determining investment habits, with older individuals and those with higher incomes being more likely to invest in various investment avenues.
- •Mutual funds and equity markets are strongly correlated, indicating that individuals who invest in mutual funds are also likely to invest in equity markets.

Overall, the analysis of the dataset provides valuable insights into the investment habits and objectives of individuals, and can be used to inform investment strategies and marketing efforts.

Demographic Insights

- •The dataset consists of a diverse group of individuals, with a relatively even distribution of males and females.
- •The age range of the individuals is quite broad, with a majority of individuals falling within the 25-44 age range.

Investment Insights

- •The majority of individuals in the dataset have invested in various investment avenues, with a significant proportion investing in mutual funds and equity markets.
- •There is a notable difference in investment habits between males and females, with males being more likely to invest in equity markets and females being more likely to invest in mutual funds.

Objective and Purpose

- •The primary objective of investing for most individuals in the dataset is to achieve long-term financial goals, such as retirement or wealth creation.
- •The purpose of investing varies across individuals, with some investing for personal reasons and others investing for business or professional reasons.

Correlation Analysis

- •There is a significant positive correlation between investment avenues and age, indicating that older individuals are more likely to invest in various investment avenues.
- •There is also a significant positive correlation between investment avenues and income, indicating that individuals with higher incomes are more likely to invest in various investment avenues.



- •The heatmap analysis reveals a strong positive correlation between mutual funds and equity markets, indicating that individuals who invest in mutual funds are also likely to invest in equity markets.
- •There is also a moderate positive correlation between mutual funds and fixed deposits, indicating that individuals who invest in mutual funds are also likely to invest in fixed deposits.

THANK YOU