

Task 1 - Data Exploration and Summary

Average Age

28

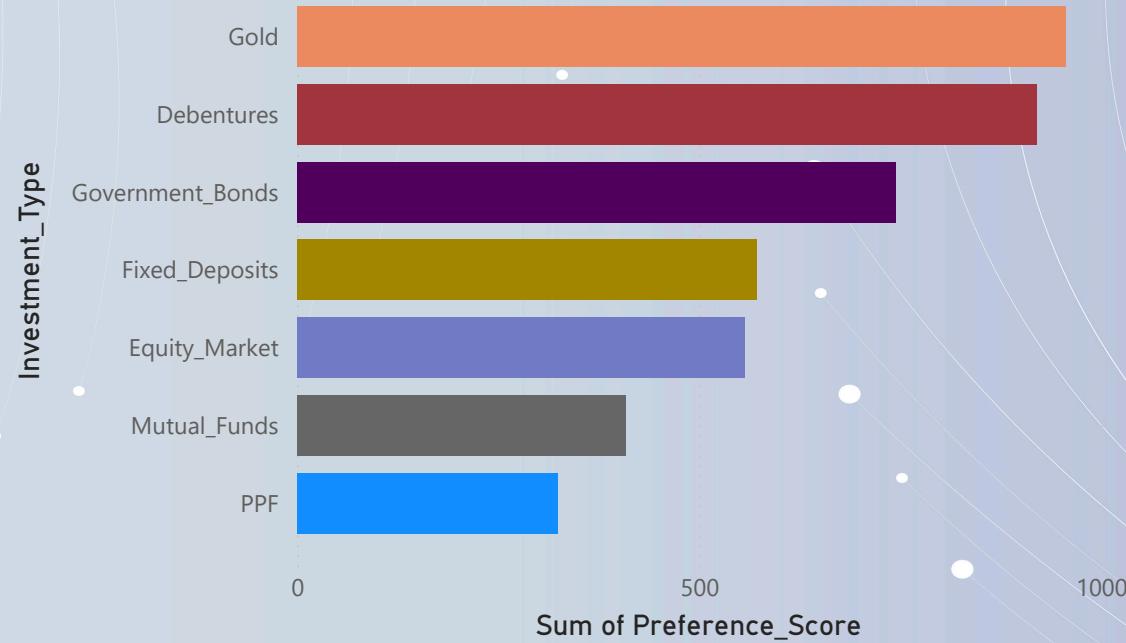
Active Investors

92.50%

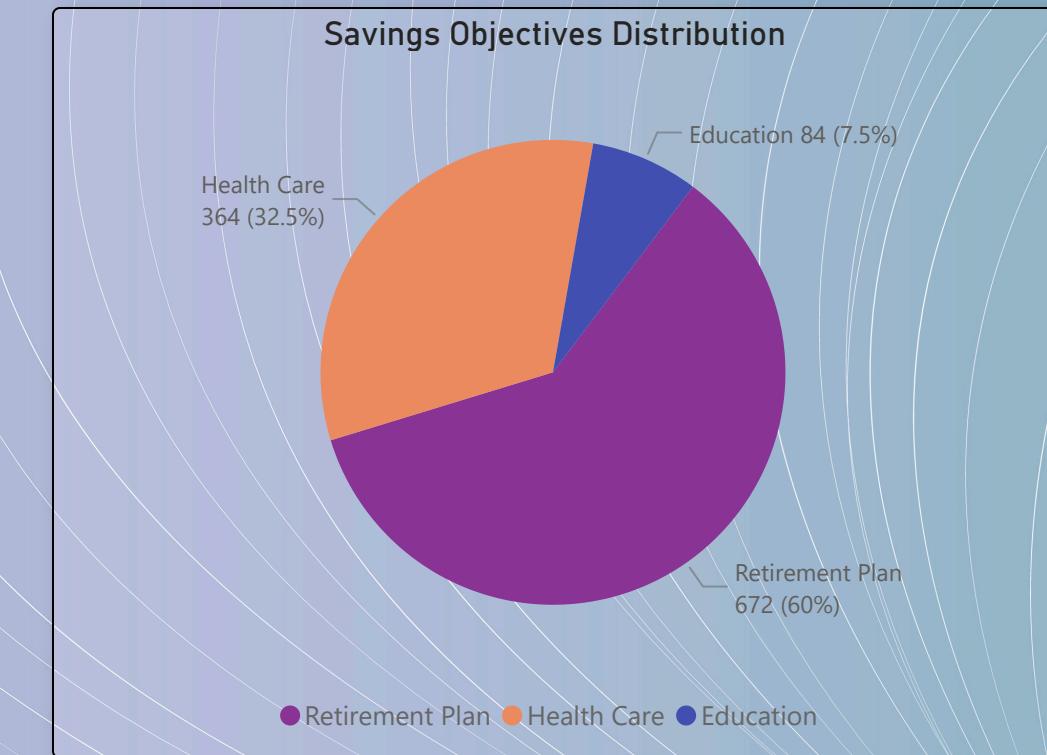
Total Respondents

1120

Investment Type Preferences



Savings Objectives Distribution



Task 2 - Gender-based Analysis

Male Investors

700

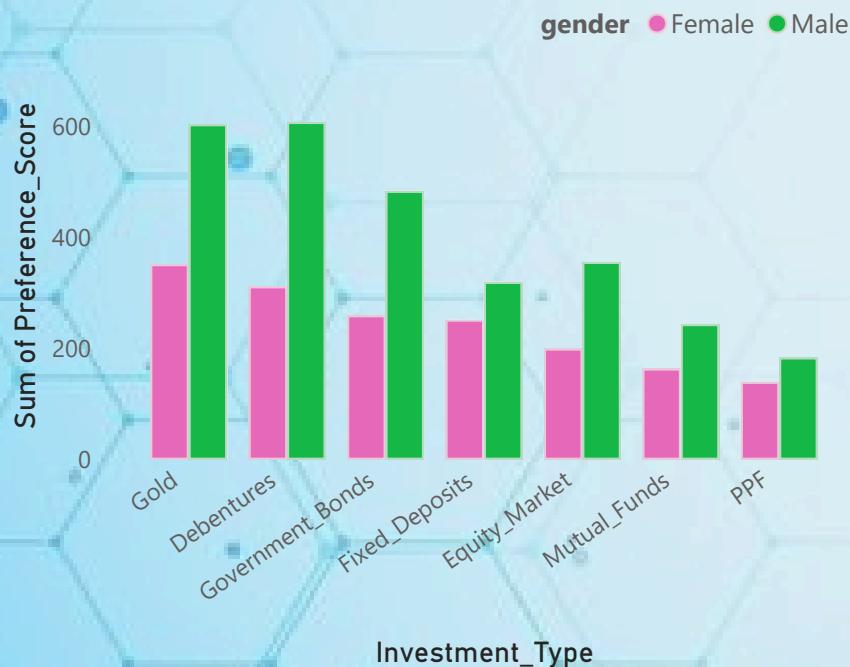
Female Investors

420

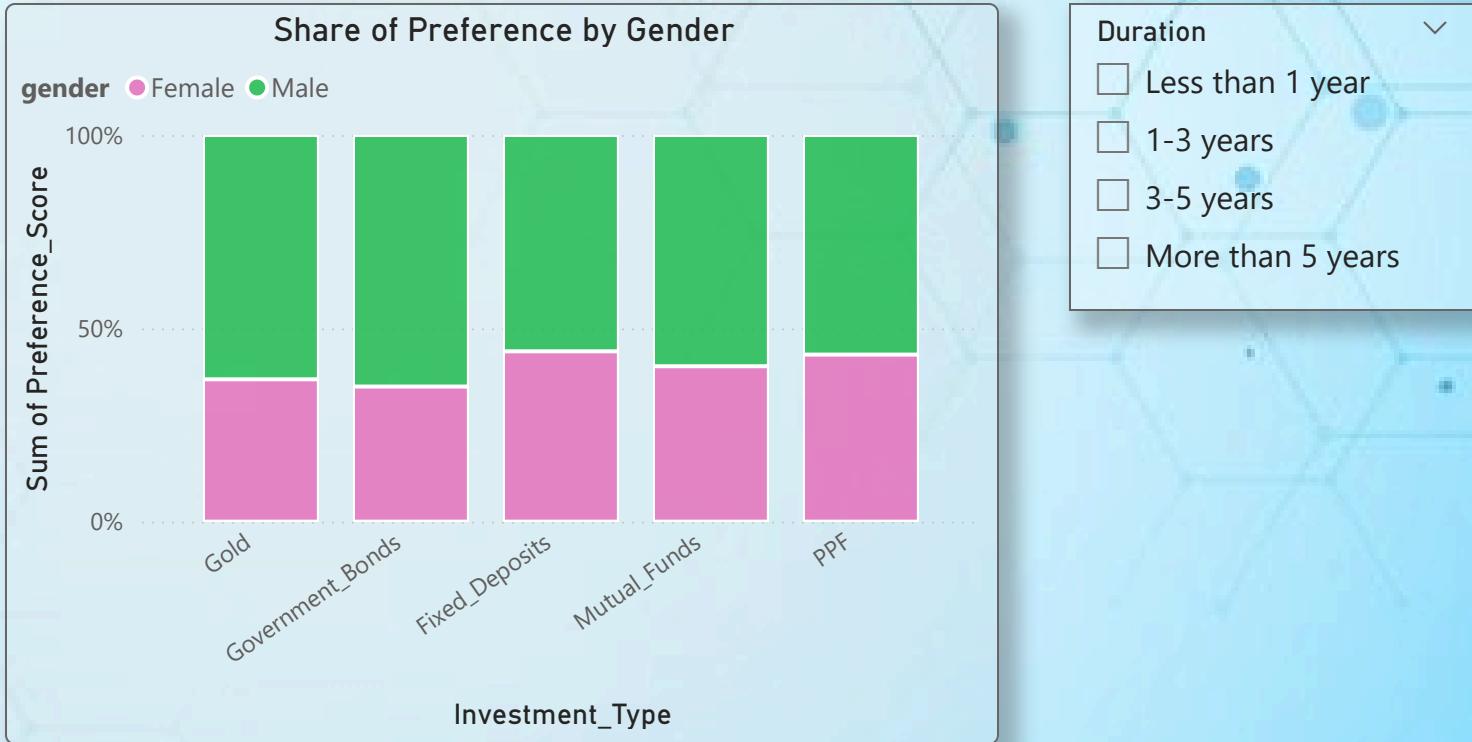
% Difference

25%

Investments by Gender

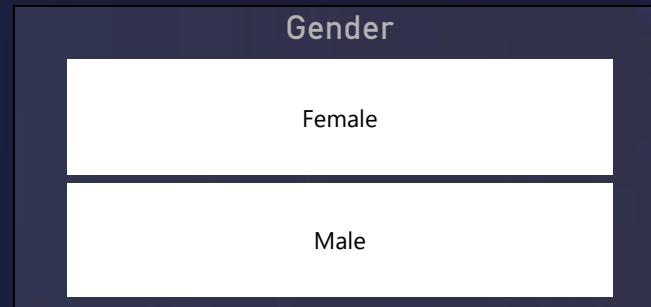


Share of Preference by Gender

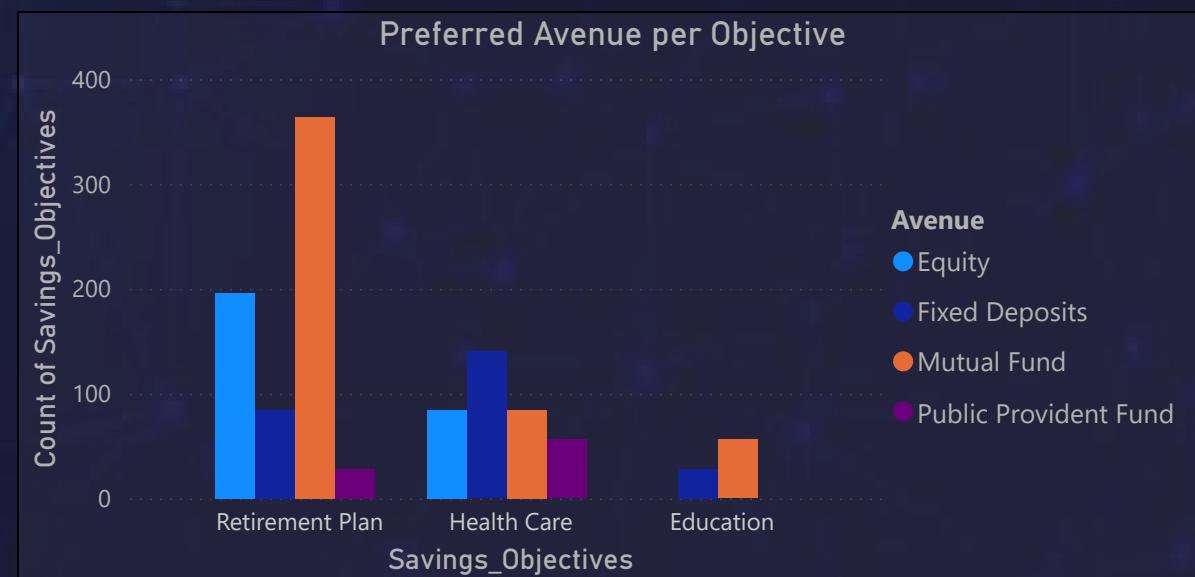
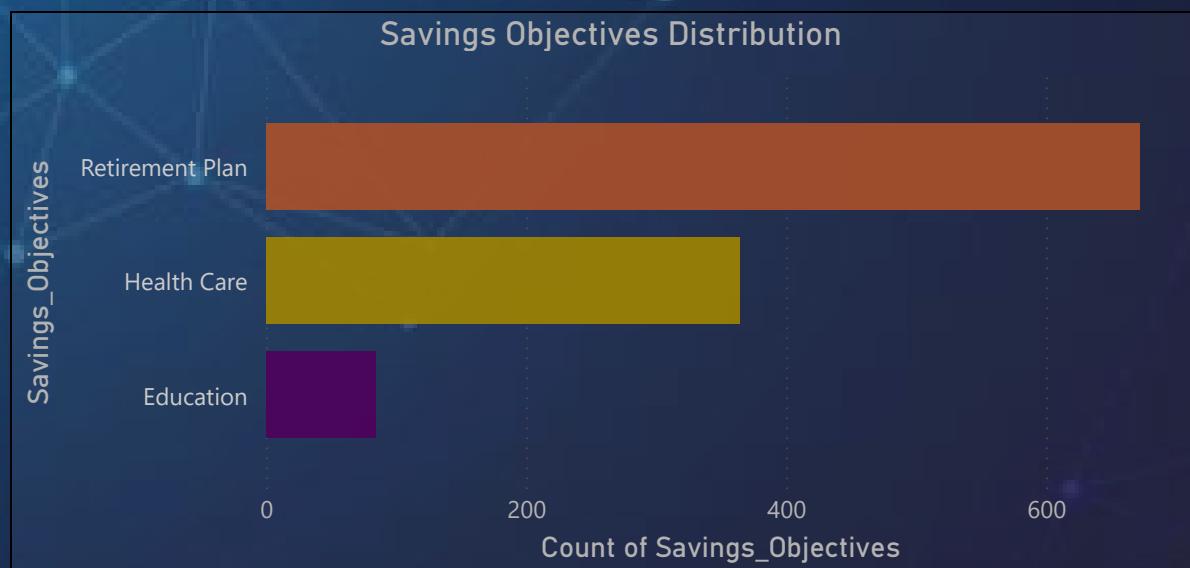


Task 3 - Objective Analysis (Objectives ↔ Avenues)

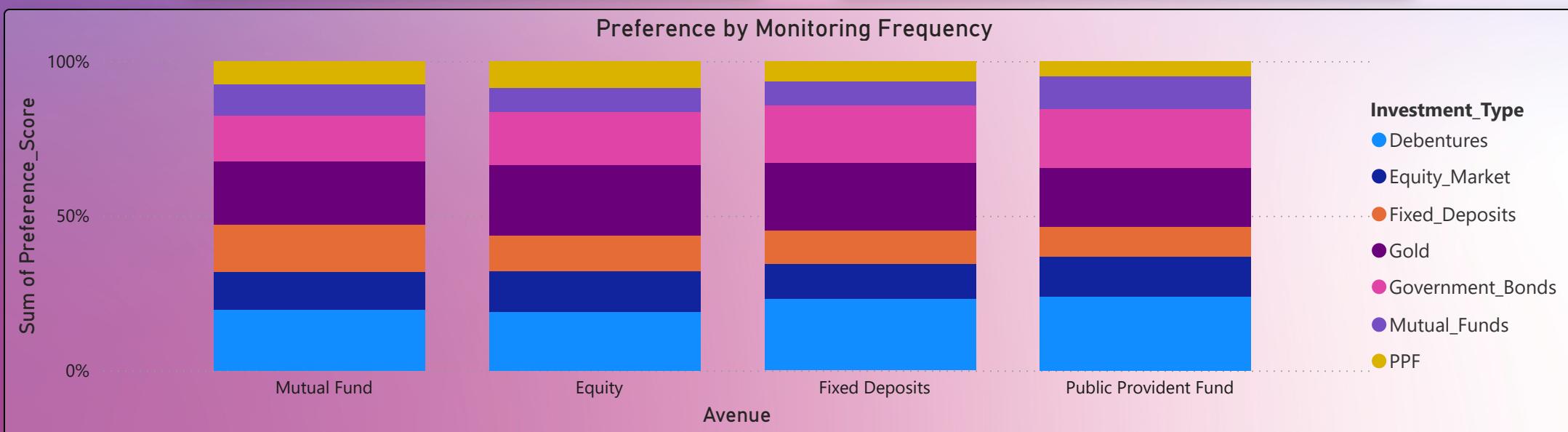
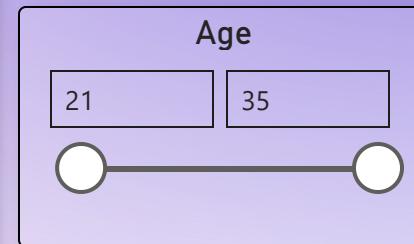
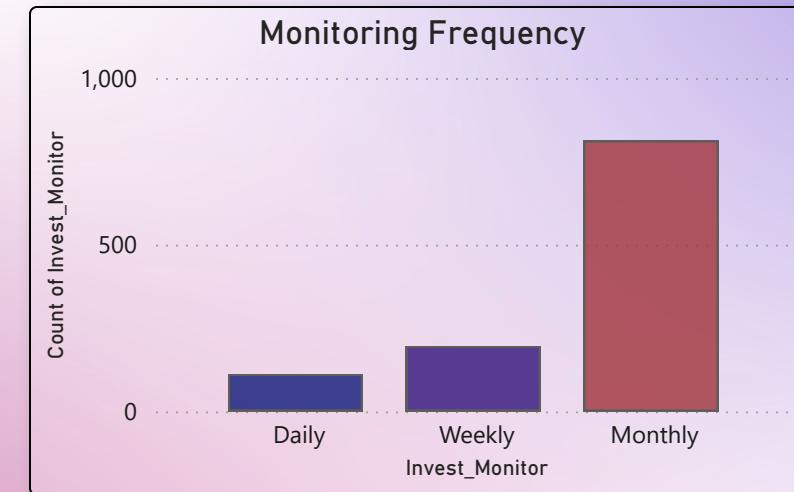
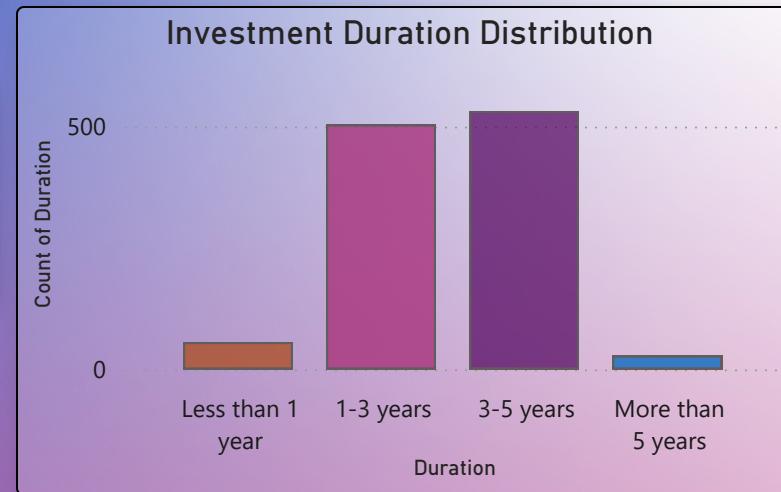
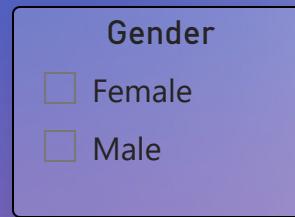
Objectives vs Investment Avenue					
Savings_Objectives	Equity	Fixed Deposits	Mutual Fund	Public Provident Fund	Total
Education	28	56		84	84
Health Care	84	140	84	56	364
Retirement Plan	196	84	364	28	672
Total	280	252	504	84	1120



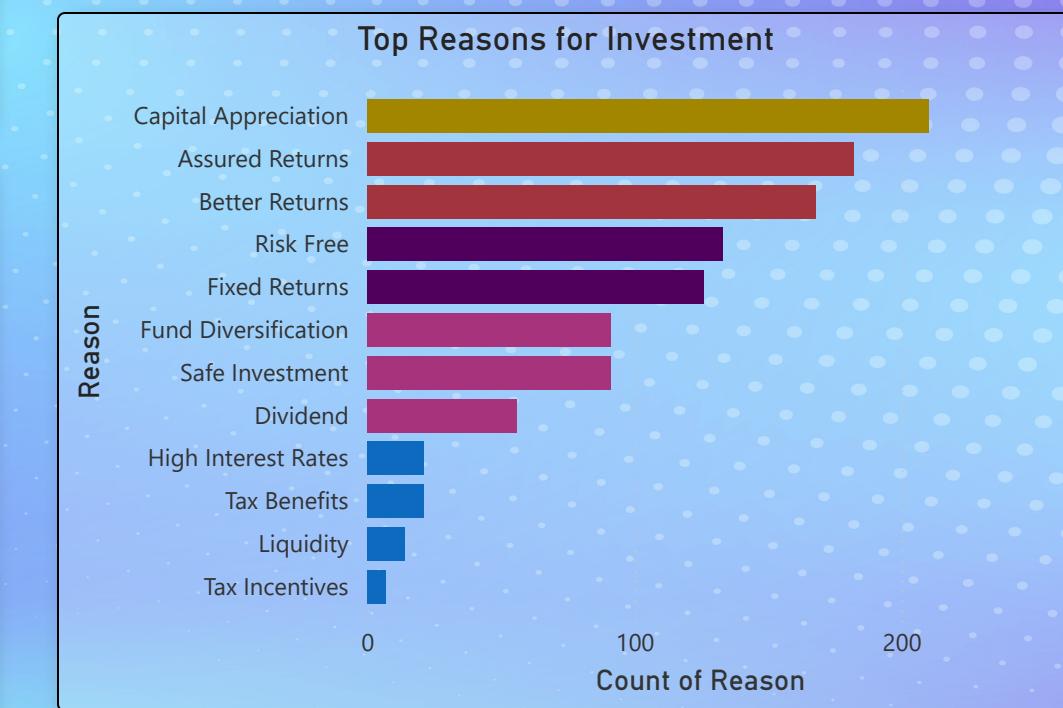
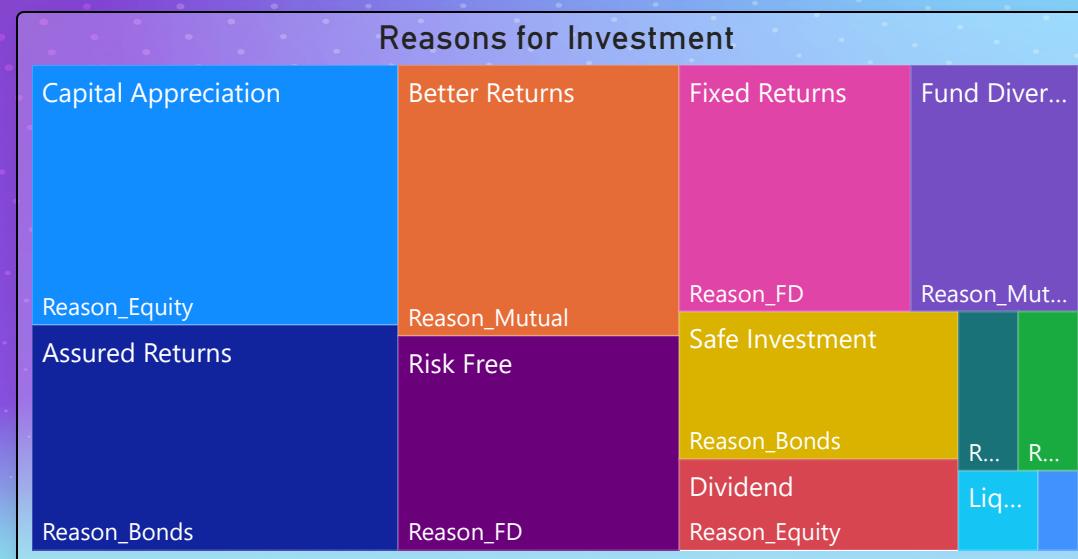
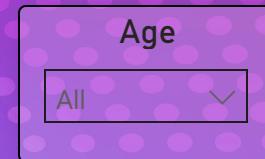
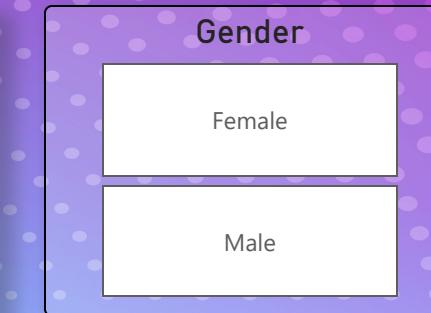
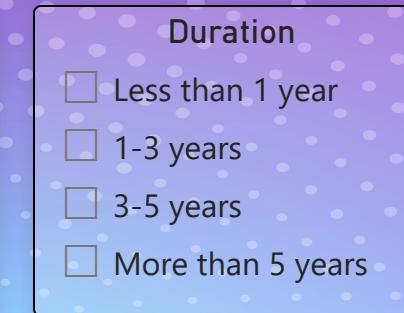
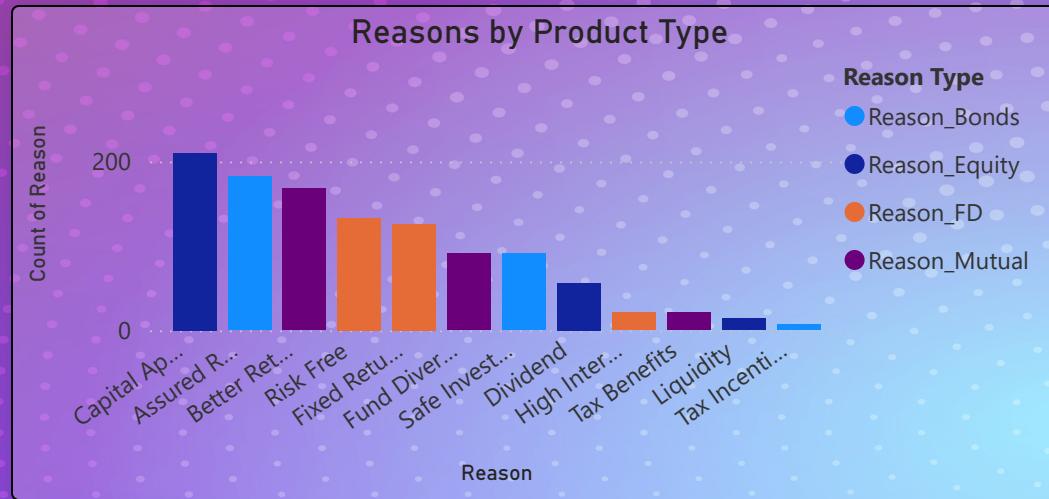
Age



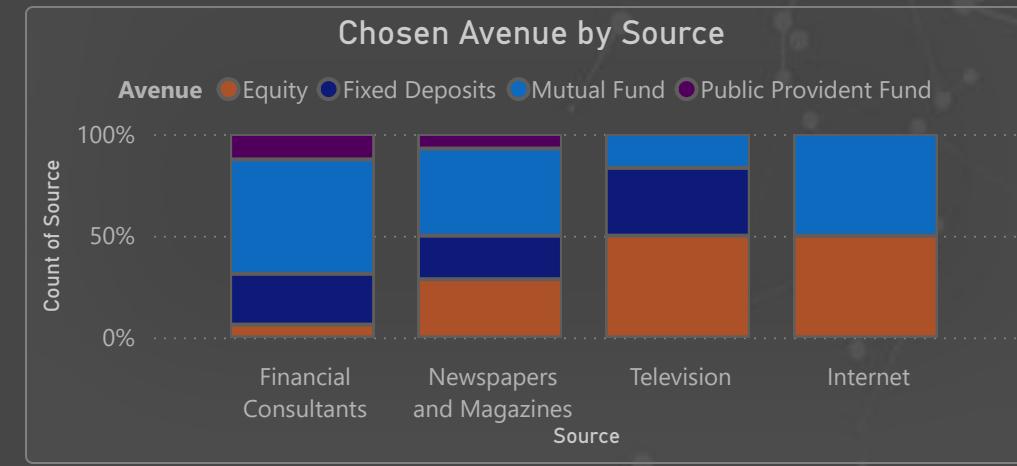
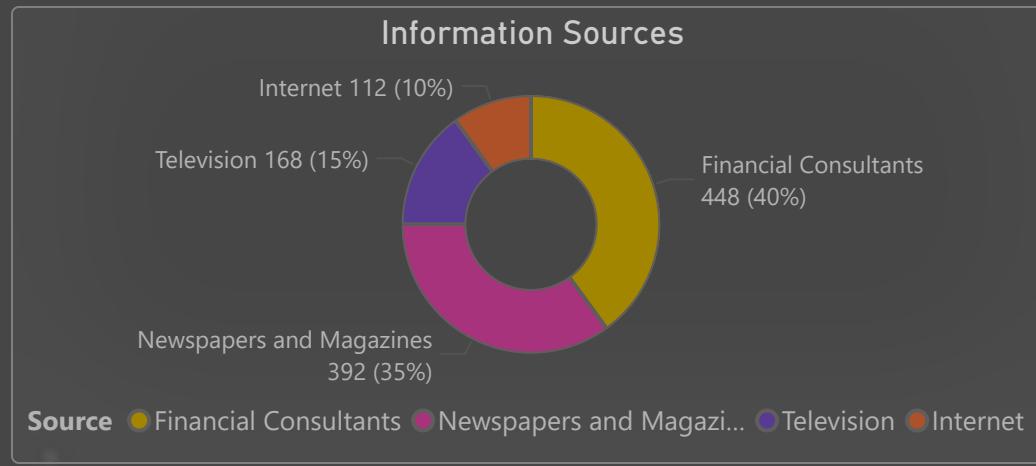
Task 4 - Investment Duration & Monitoring Frequency



Task 5 - Reasons for Investment

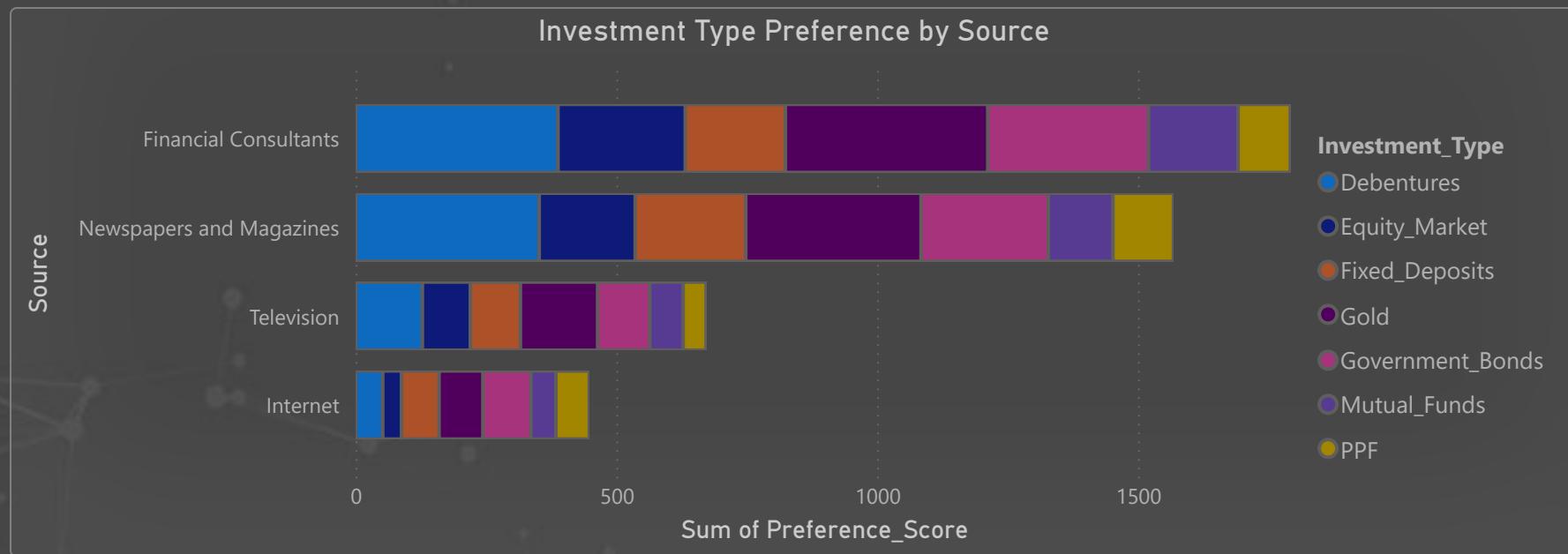


Task 6 - Source of Information



Age

Gender



 Reset Filters

Task 7 - Investor Insights Dashboard (Combine Insights)

Age

Duration

Source

Gender

Average Age
28

Active Investors
93%

Total Respondents
1120

