

# Investor Behaviour Analysis

Total Investor

**40**

Average Investor Age

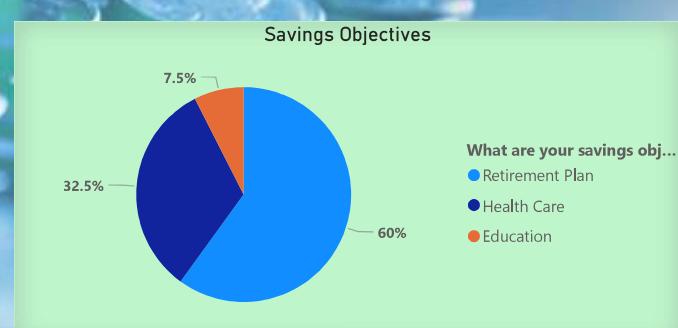
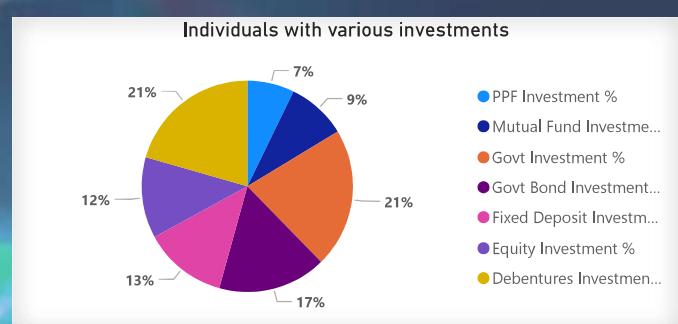
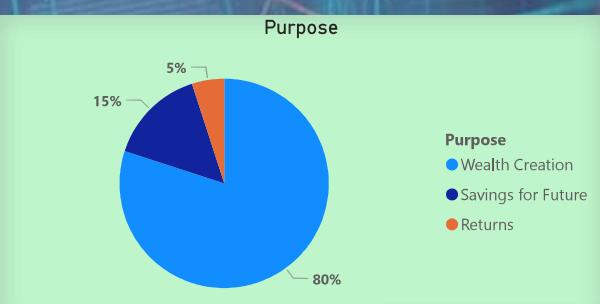
**28**

Max Investor Age

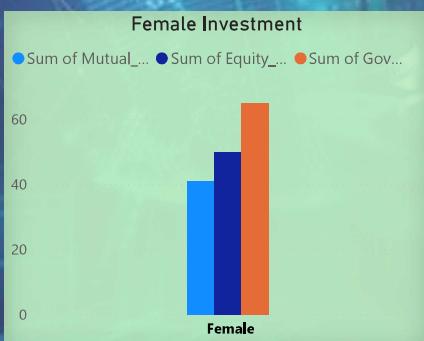
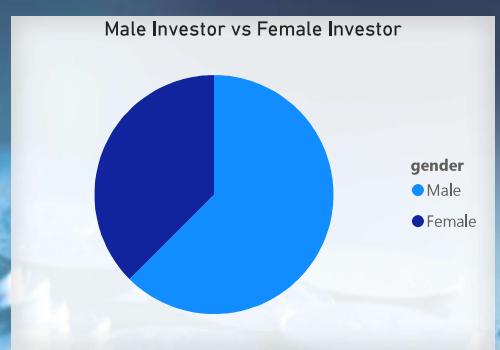
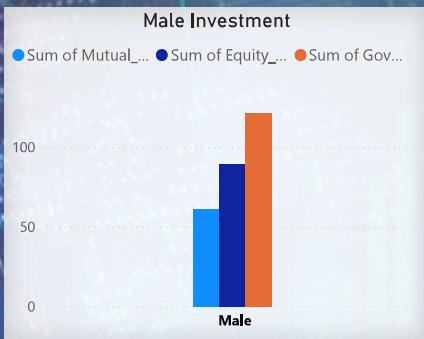
**35**

Min Investor Age

**21**



# Gender Based Analysis



# Objective Analysis

## Gender

Female	Male
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## Avenues

- Equity
- Fixed Deposits
- Mutual Fund
- Public Provident Fund

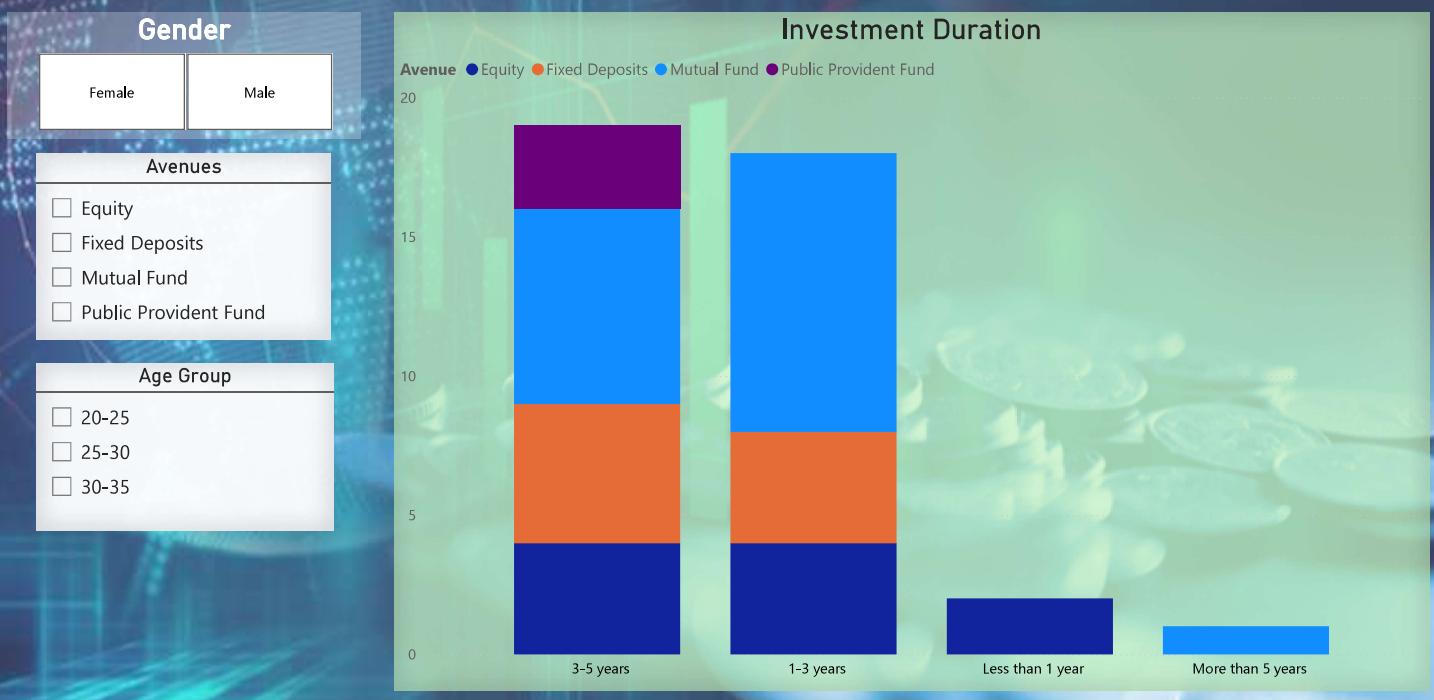
## Age Group

- 20-25
- 25-30
- 30-35

## Investment Objective



# Investment Duration And Frequency



# Reason For Investment

## Gender

Female	Male
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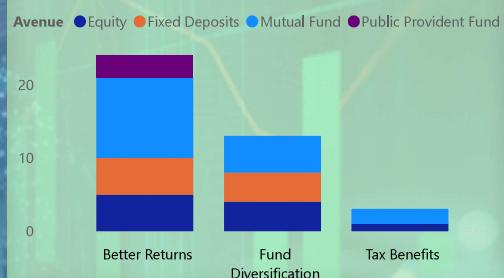
## Avenues

- Equity
- Fixed Deposits
- Mutual Fund
- Public Provident Fund

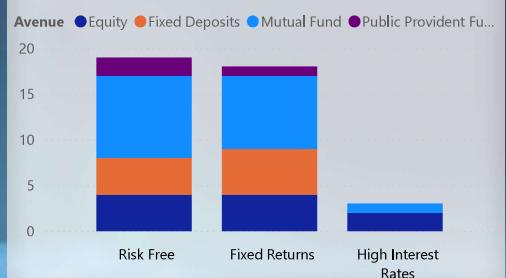
## Age Group

- 20-25
- 25-30
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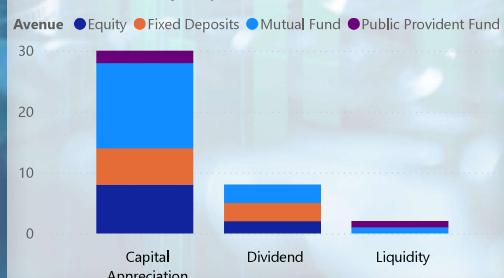
## Mutual Investment



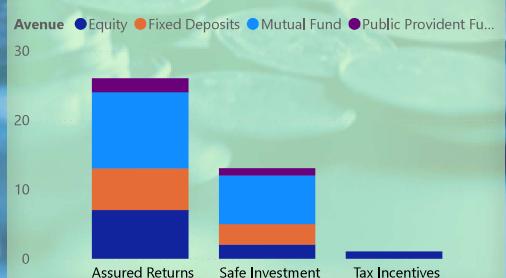
## FD Investment



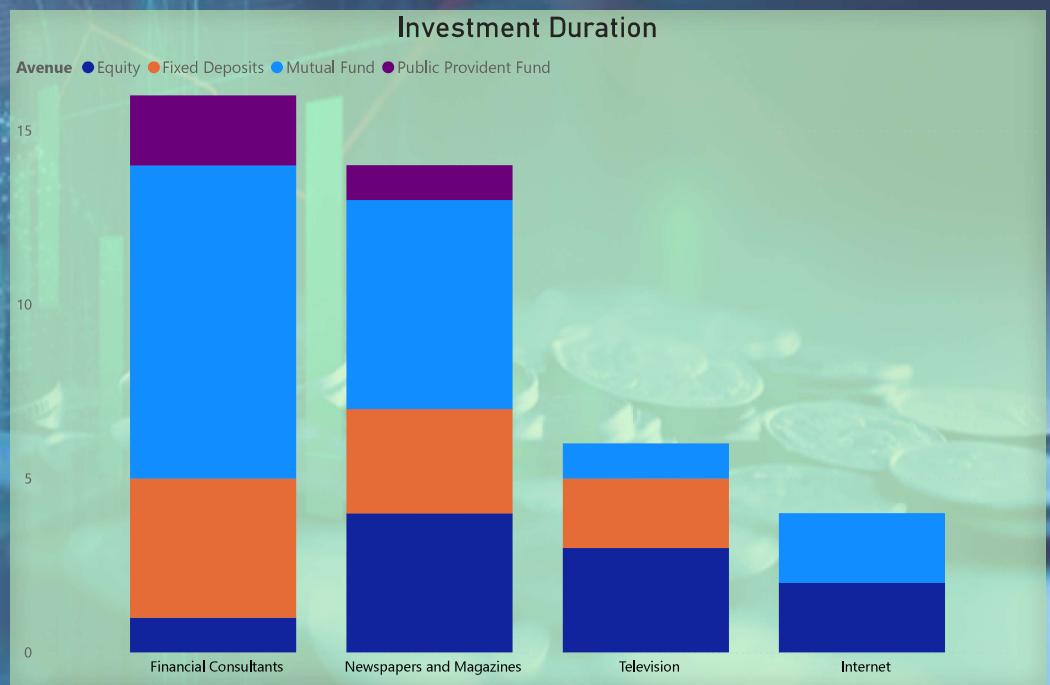
## Equity Investment



## Bonds Investment



# Source of Information



## Executive Insights

- 1 The investor base is **young and growth-oriented**, with an average age of 28 years and most investors between 21–35 years.
- 2 **Wealth creation is the primary purpose of investment**, chosen by nearly 80% of investors, indicating a long-term financial mindset.
- 3 Investors show a **strong preference for capital appreciation**, with very limited focus on income-based investments.
- 4 Portfolios are **well diversified across Equity, Mutual Funds, Fixed Deposits, Bonds, and PPF**, reducing dependency on any single instrument.
- 5 **Male investors dominate participation**, but female investors demonstrate stable and security-focused investment behaviour.
- 6 Most investments are held for **medium-term durations (1–5 years)**, showing balanced risk and return expectations.
- 7 Different investment instruments are chosen for **distinct financial goals**, proving that investor decisions are objective-driven.
- 8 **Professional and traditional sources** like financial consultants and newspapers play a larger role than digital media in influencing investors.