



Investor Behaviour Analysis

Overview

Gender View

Objective

Duration & Frequency

Reason

Source

Insights

Total Investor

40

Average Investor Age

28

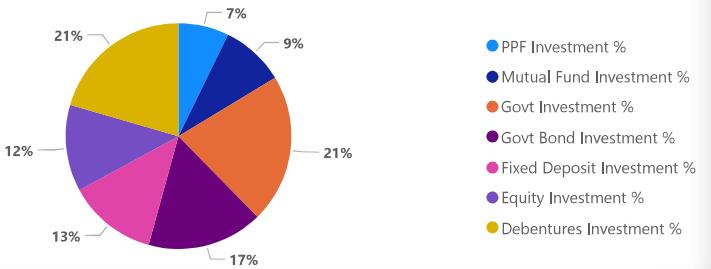
Min Investor Age

21

Max Investor Age

35

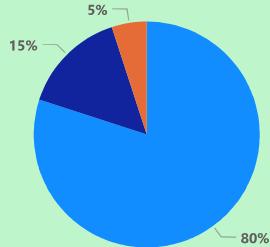
Individuals with various investments



Purpose

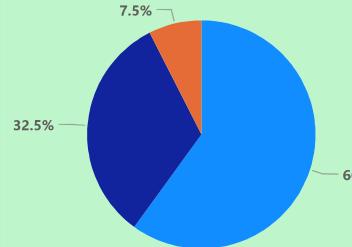
Purpose

- Wealth Creation
- Savings for Future
- Returns



Savings Objectives

- What are your savings objectives?
- Retirement Plan
 - Health Care
 - Education





Overview

Gender View

Objective

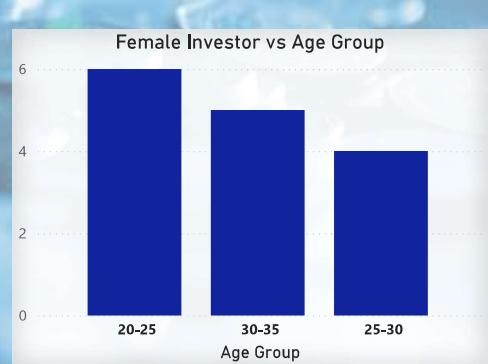
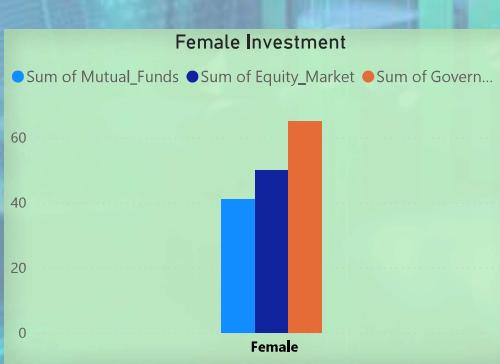
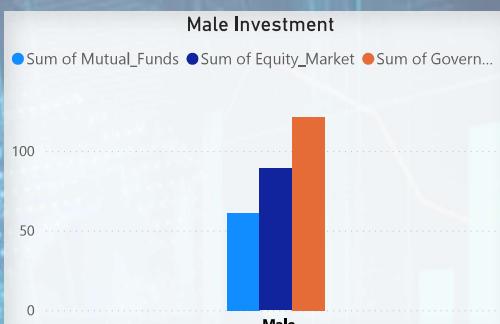
Duration & Frequency

Reason

Source

Insights

Gender Based Analysis





Objective Analysis

Overview

Gender View

Objective

Duration & Frequency

Reason

Source

Insights

Gender

Female	Male
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Avenues

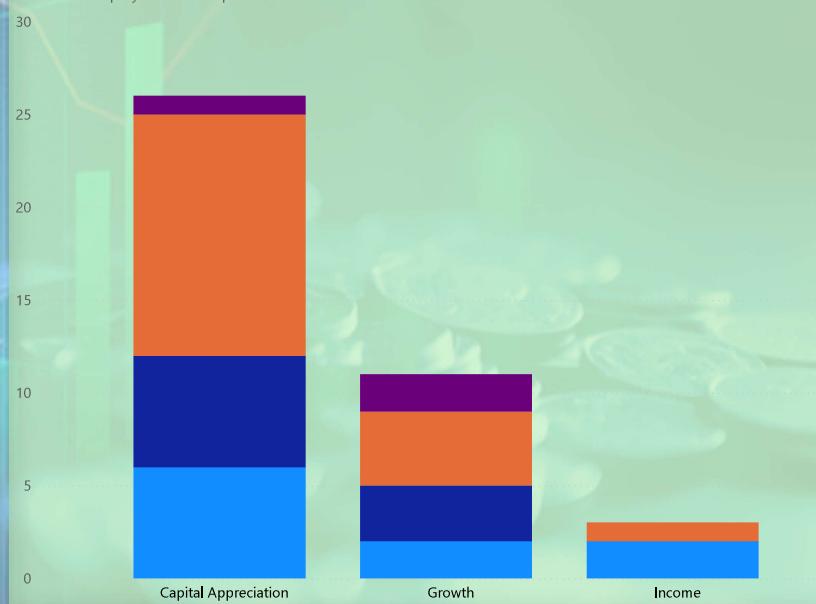
- Equity
- Fixed Deposits
- Mutual Fund
- Public Provident Fund

Age Group

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

Investment Objective

Avenue ● Equity ● Fixed Deposits ● Mutual Fund ● Public Provident Fund





Overview

Gender View

Objective

Duration & Frequency

Reason

Source

Insights

Investment Duration And Frequency

Gender

Female	Male
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Avenues

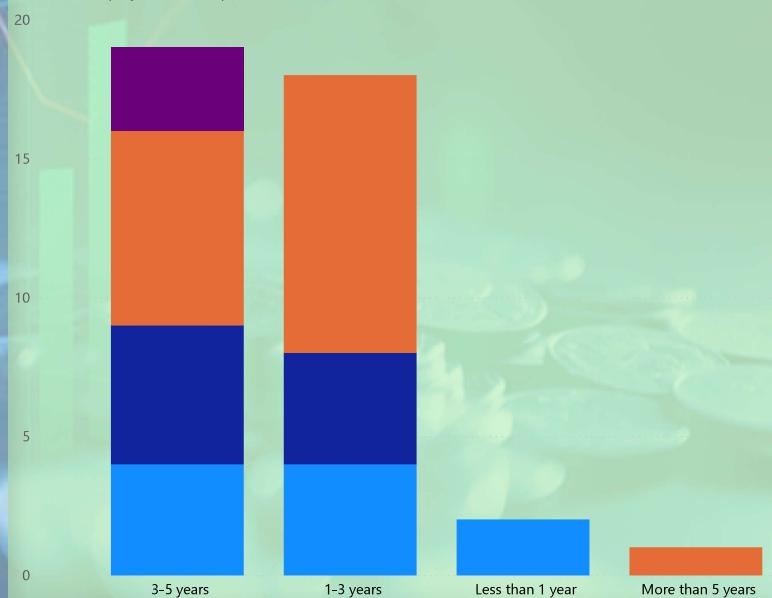
- Equity
- Fixed Deposits
- Mutual Fund
- Public Provident Fund

Age Group

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

Investment Duration

Avenue ● Equity ● Fixed Deposits ● Mutual Fund ● Public Provident Fund





Overview

Gender View

Objective

Duration & Frequency

Reason

Source

Insights

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
- 30-35

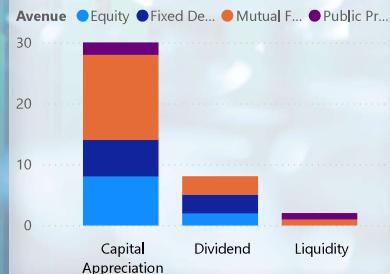
Mutual Investment



FD Investment



Equity Investment



Bonds Investment





Overview

Gender View

Objective

Duration & Frequency

Reason

Source

Insights

Source of Information

Gender

Female Male

Avenues

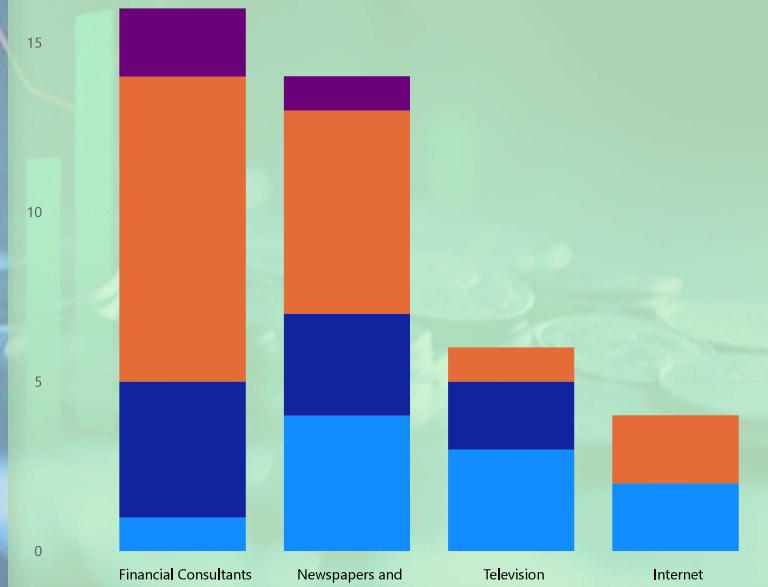
- Equity
- Fixed Deposits
- Mutual Fund
- Public Provident Fund

Age Group

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

Investment Duration

Avenue ● Equity ● Fixed Deposits ● Mutual Fund ● Public Provident Fund





Executive Insights

Overview

Gender View

Objective

Duration & Frequency

Reason

Source

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.