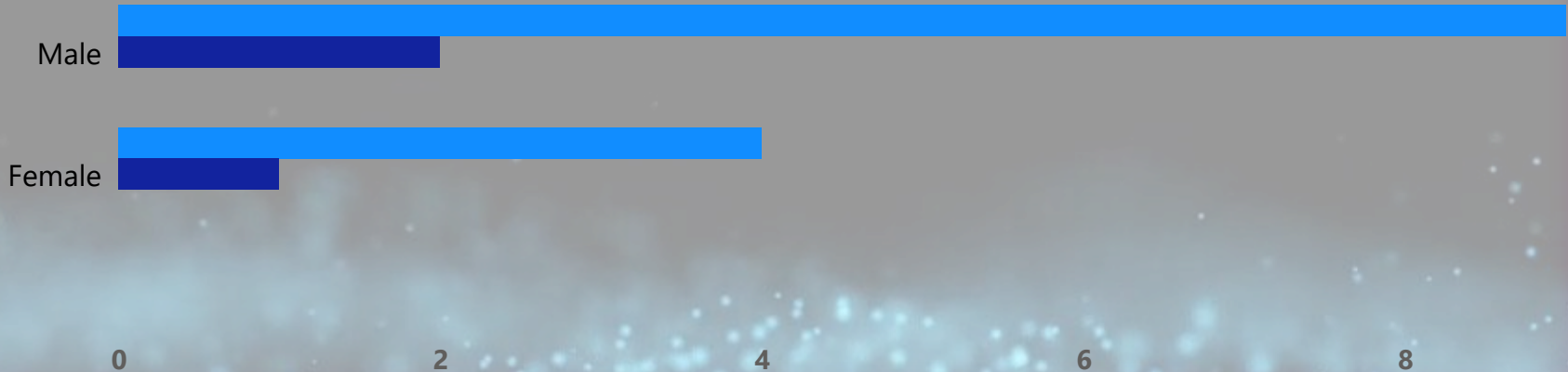


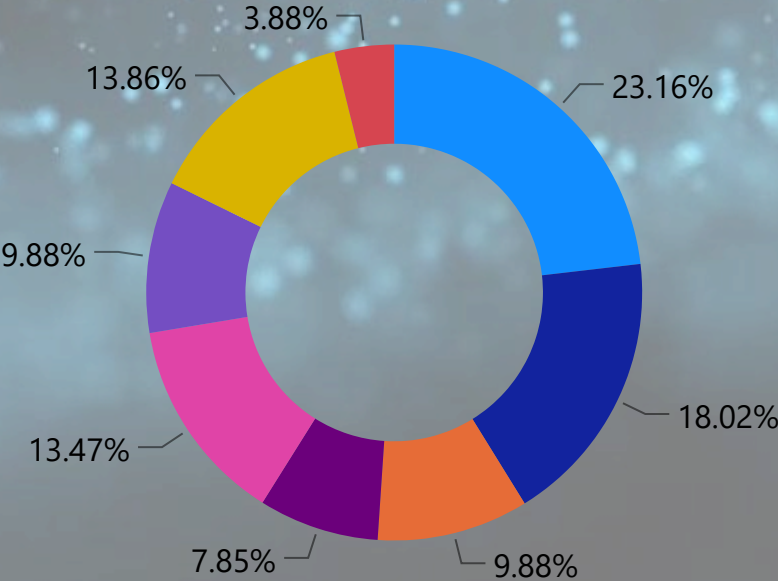
Task 1 Data Exploration and Summary

Average Age
27.80

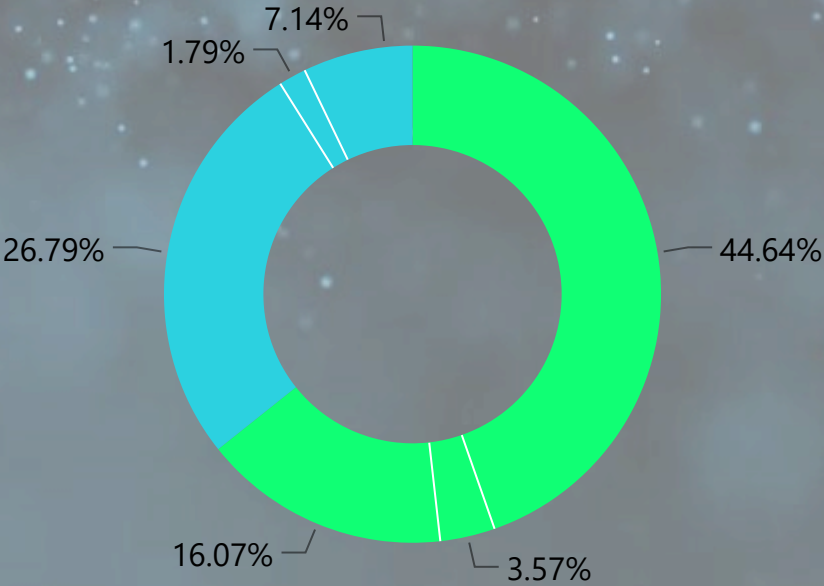
Count of Health Care by Gender Count of Education by Gender Count of Retirement by Gender



Gold Inv... Govern... Mutual ... PPF Inv... Equity_... Debent... Fixed ... Stock ...



gender Male Female

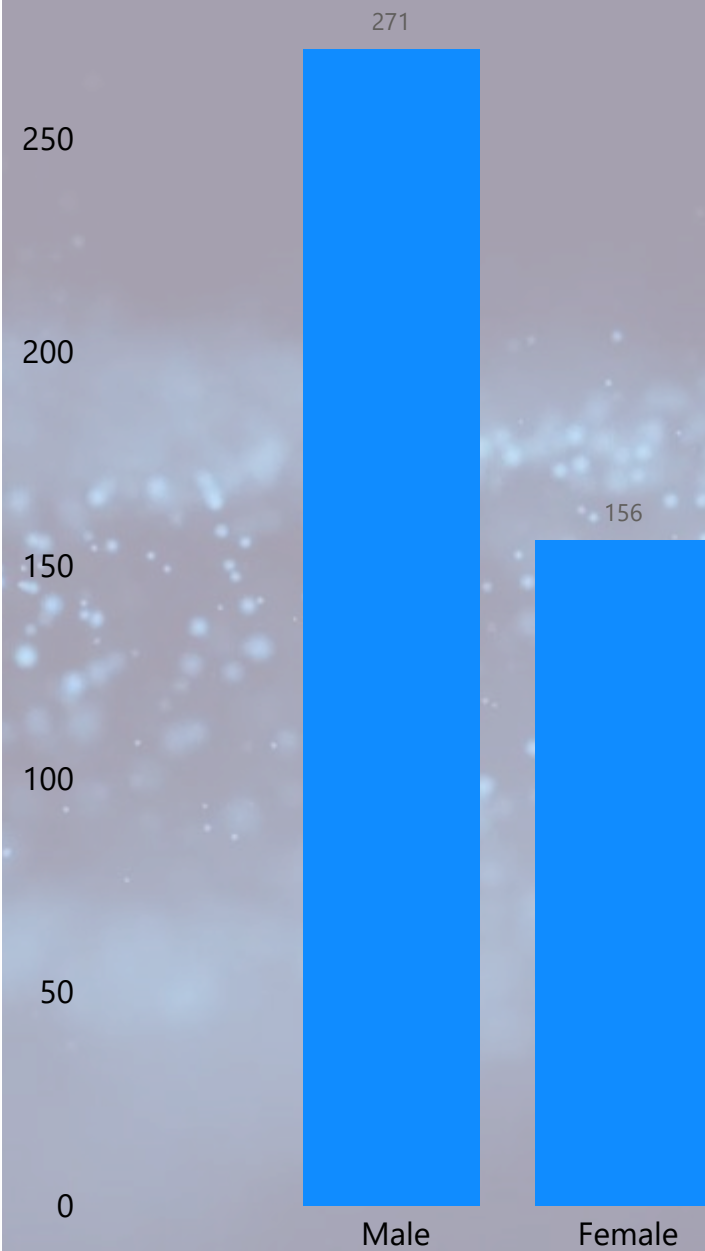


Task 2 Gender Based Analysis

gender

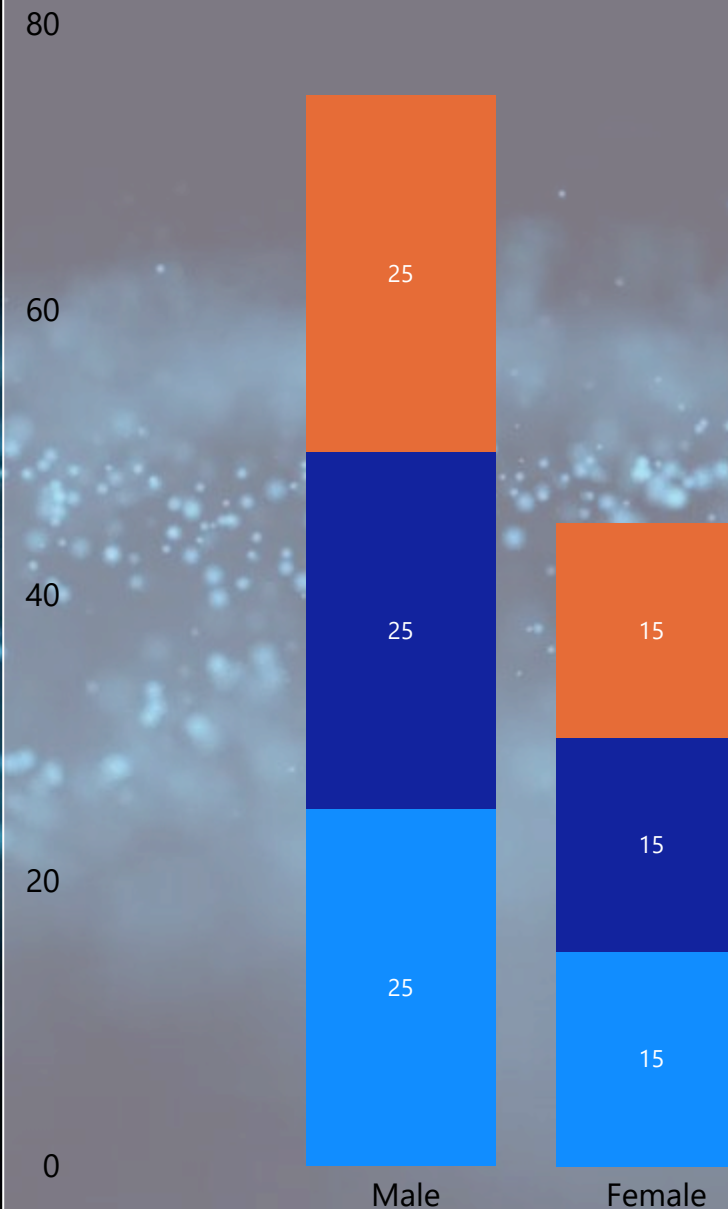
All

Total Investment Amount by Gender



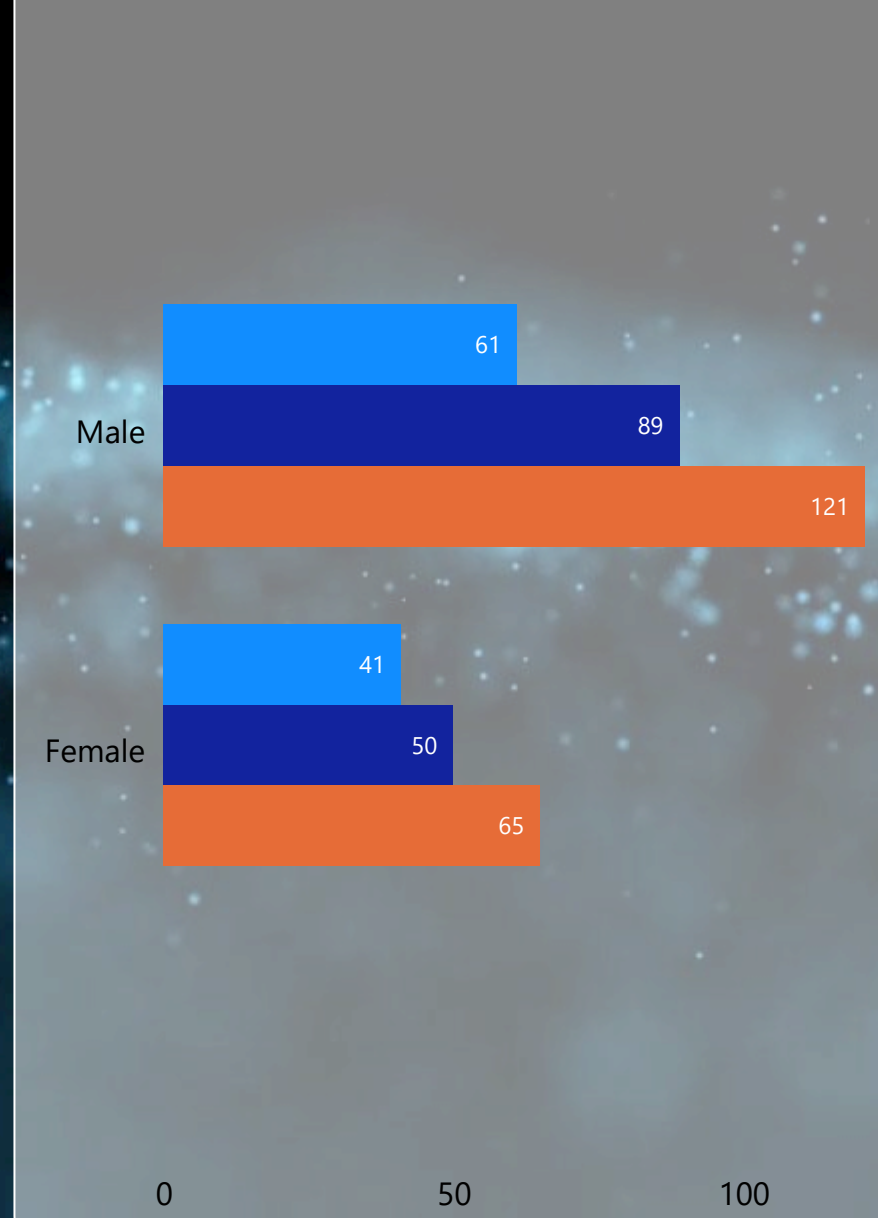
Investment Type Distribution by Gender

Mutual_Funds Equity_Market Government_Bonds



Investment Types by Gender

Mutual_Funds Equity_Market Government_Bonds



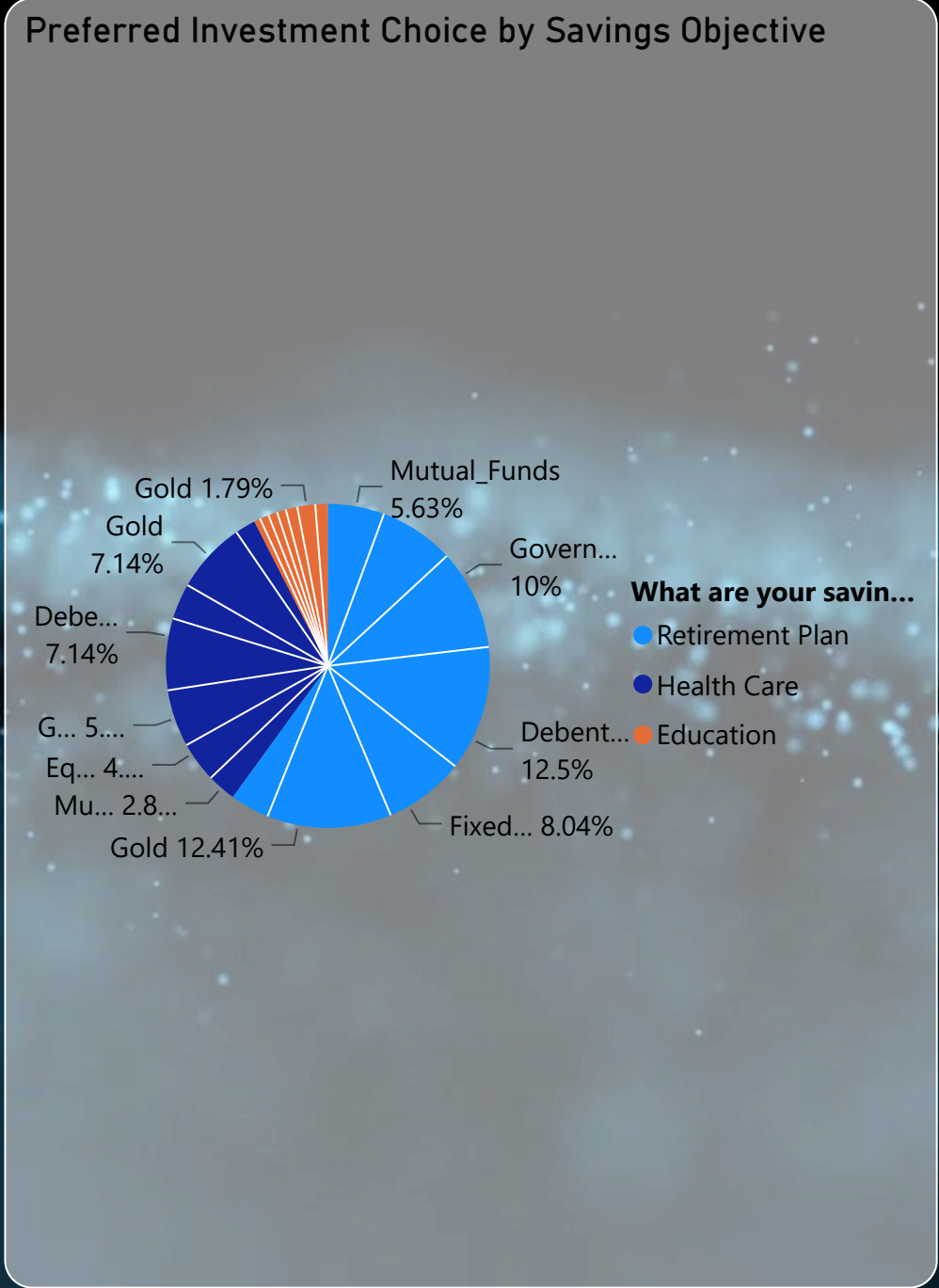
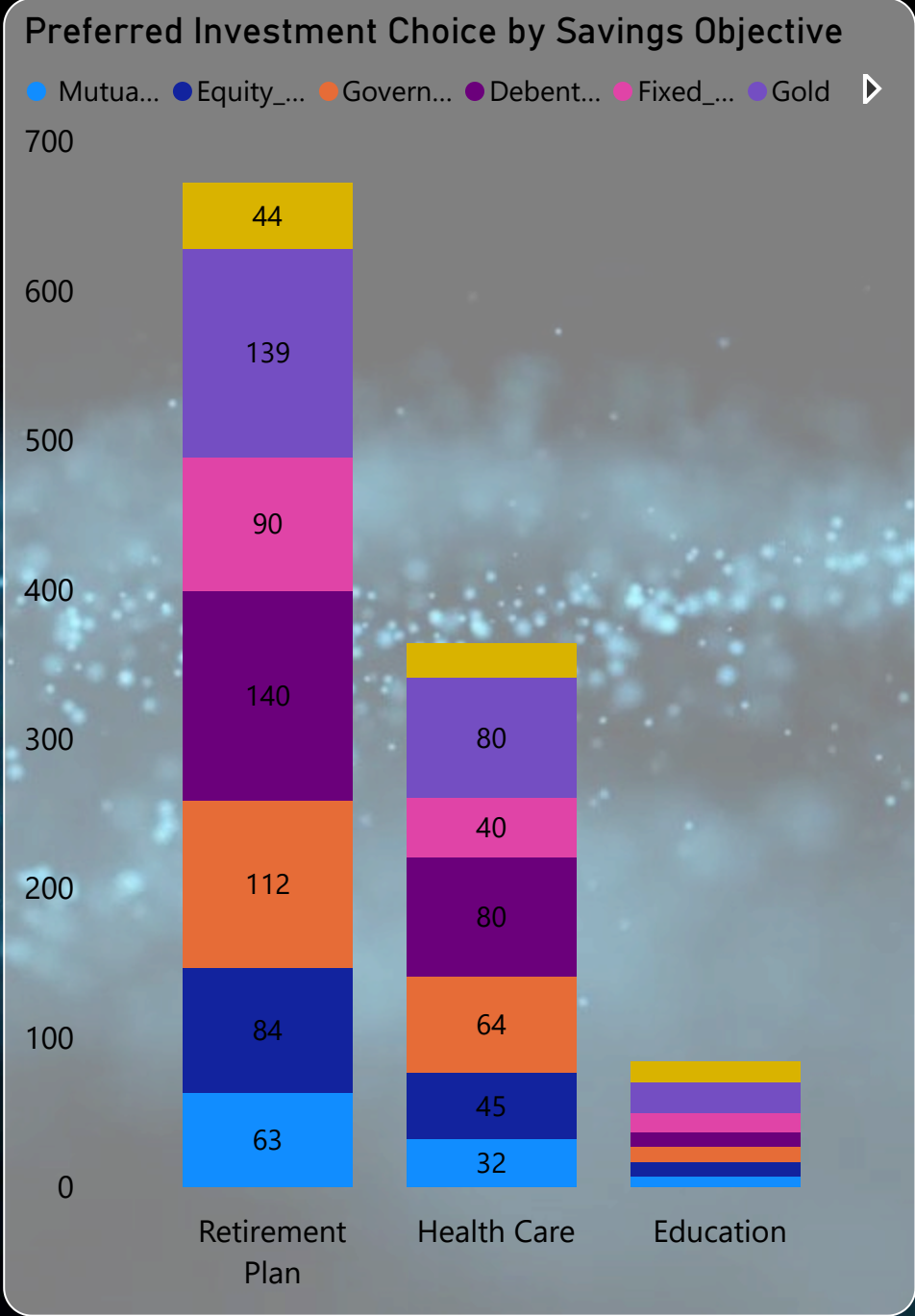
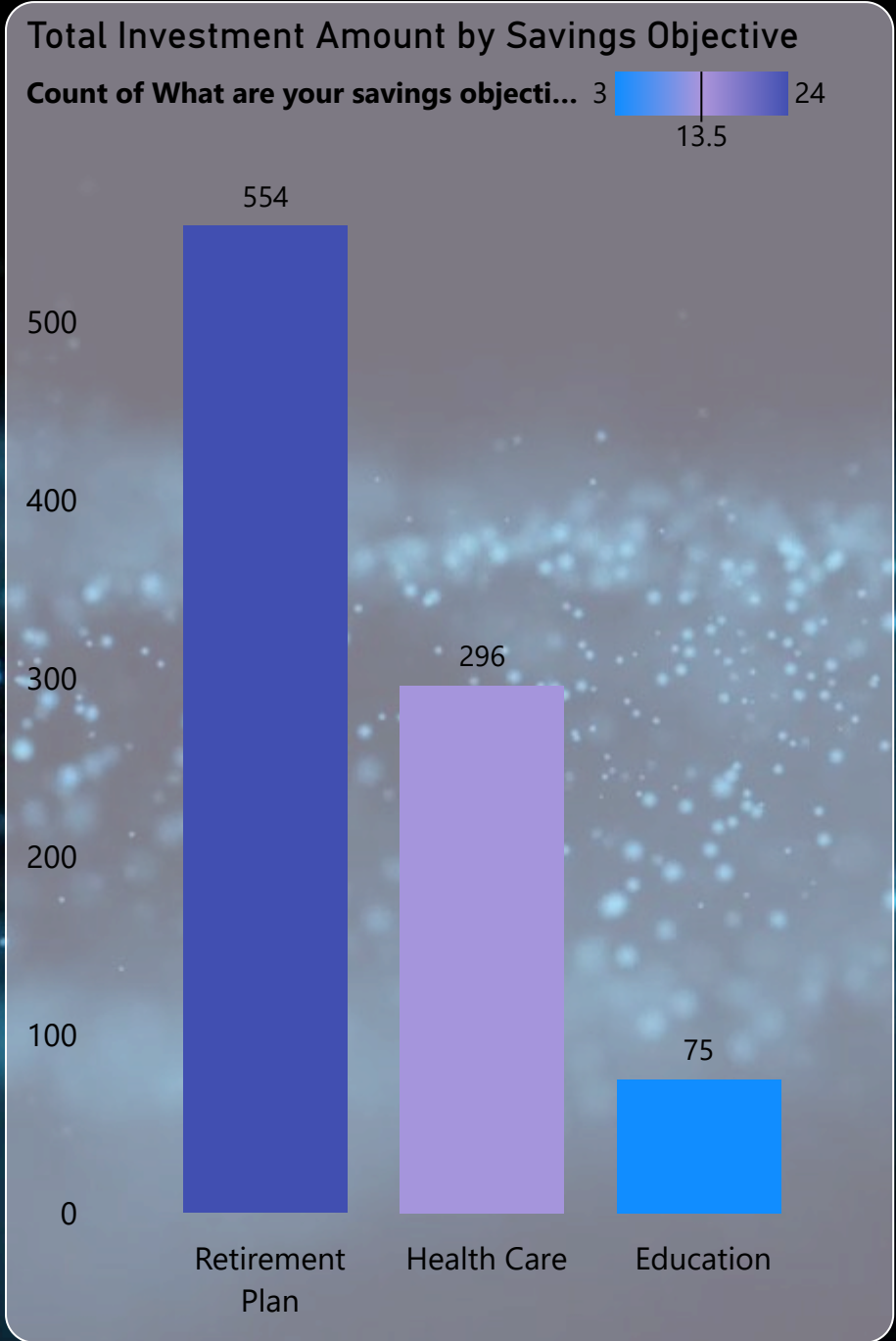
Task 3 Objective Analysis

What are your saving...

▼

All

▼



Invest_Monitor

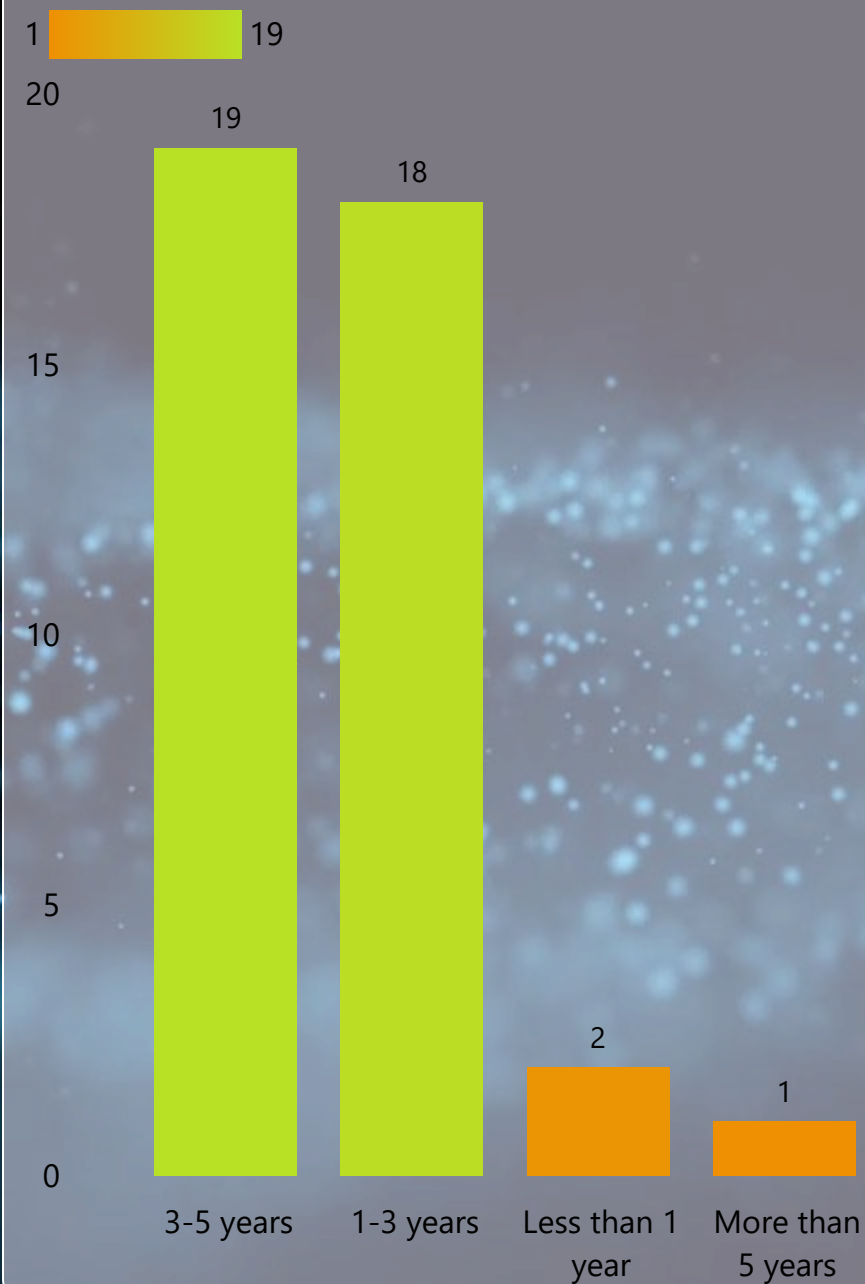
All

Task 4 Investment Duration and Frequency

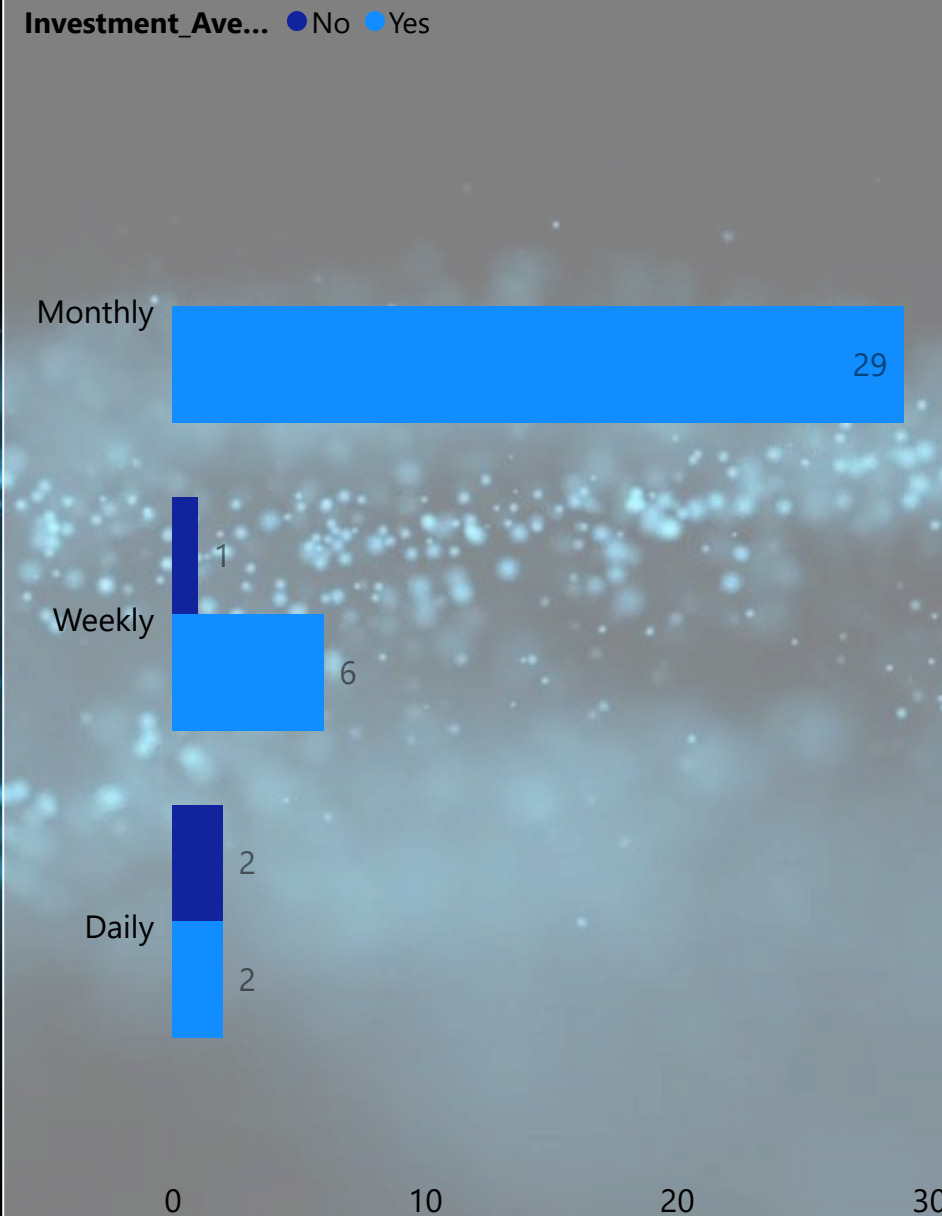
Duration

All

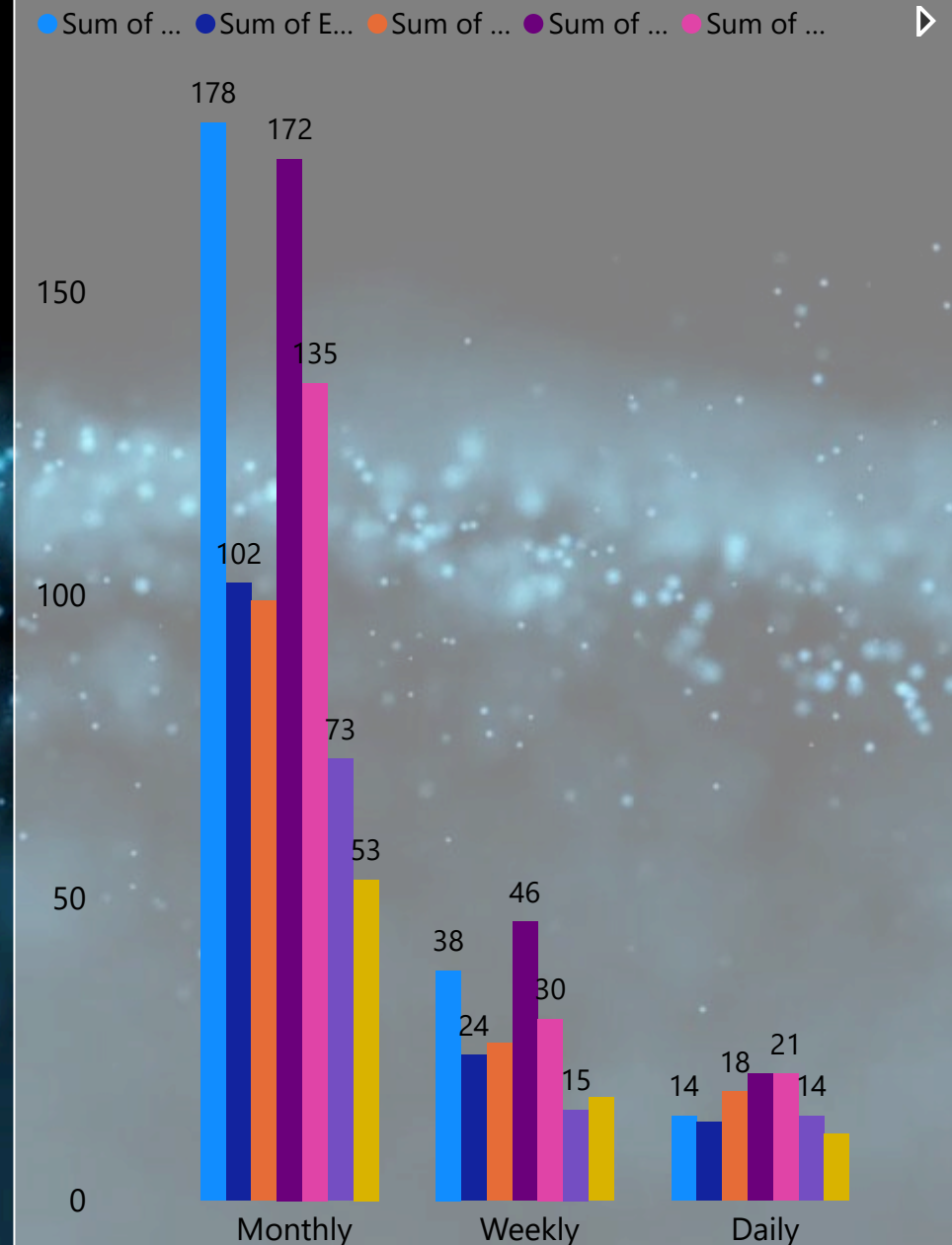
Distribution of Investment Durations



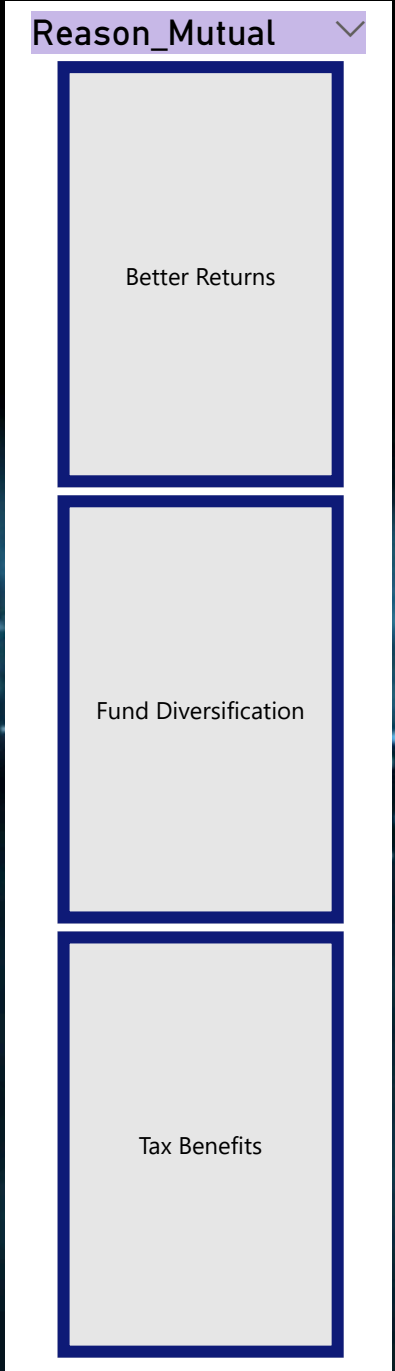
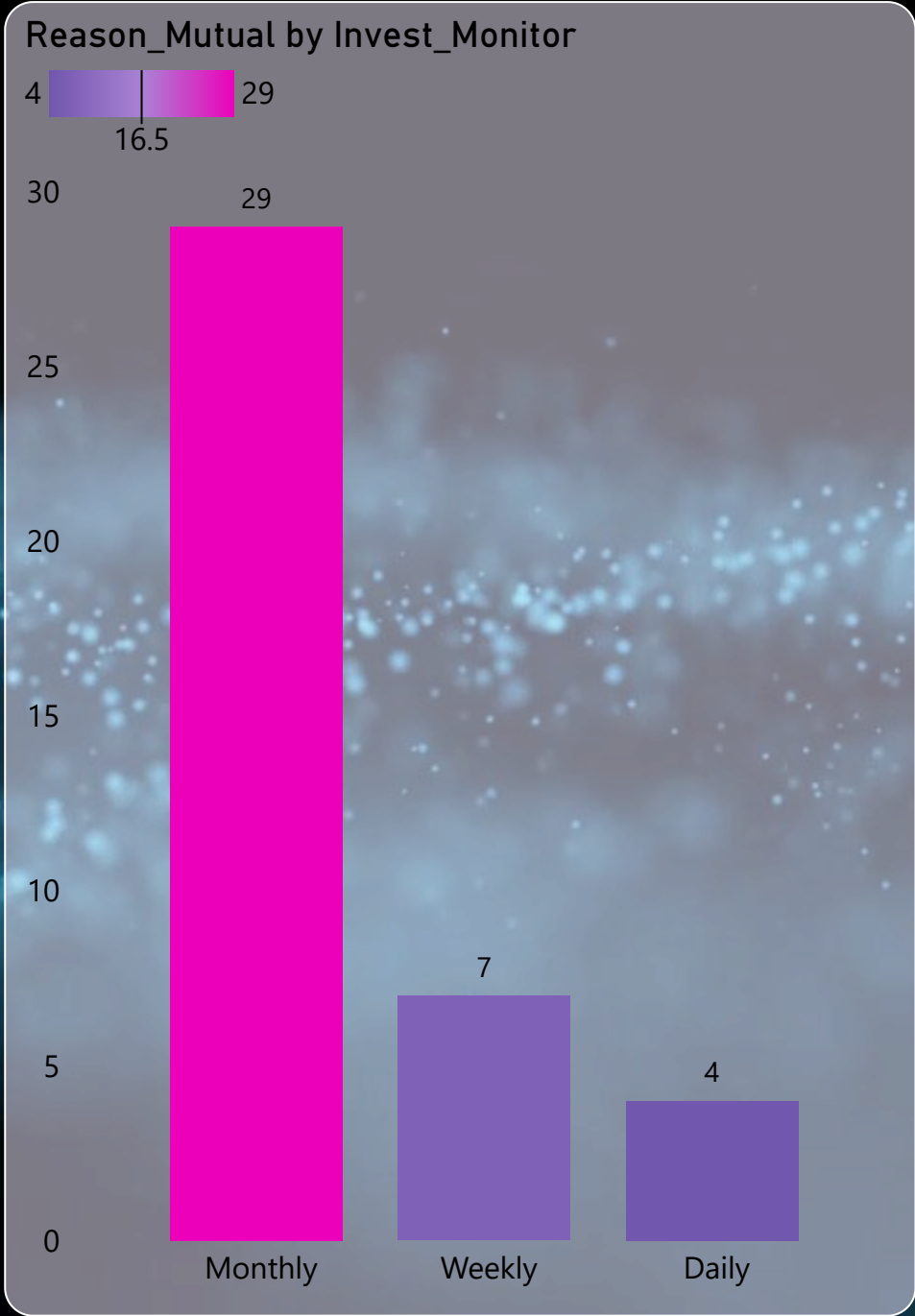
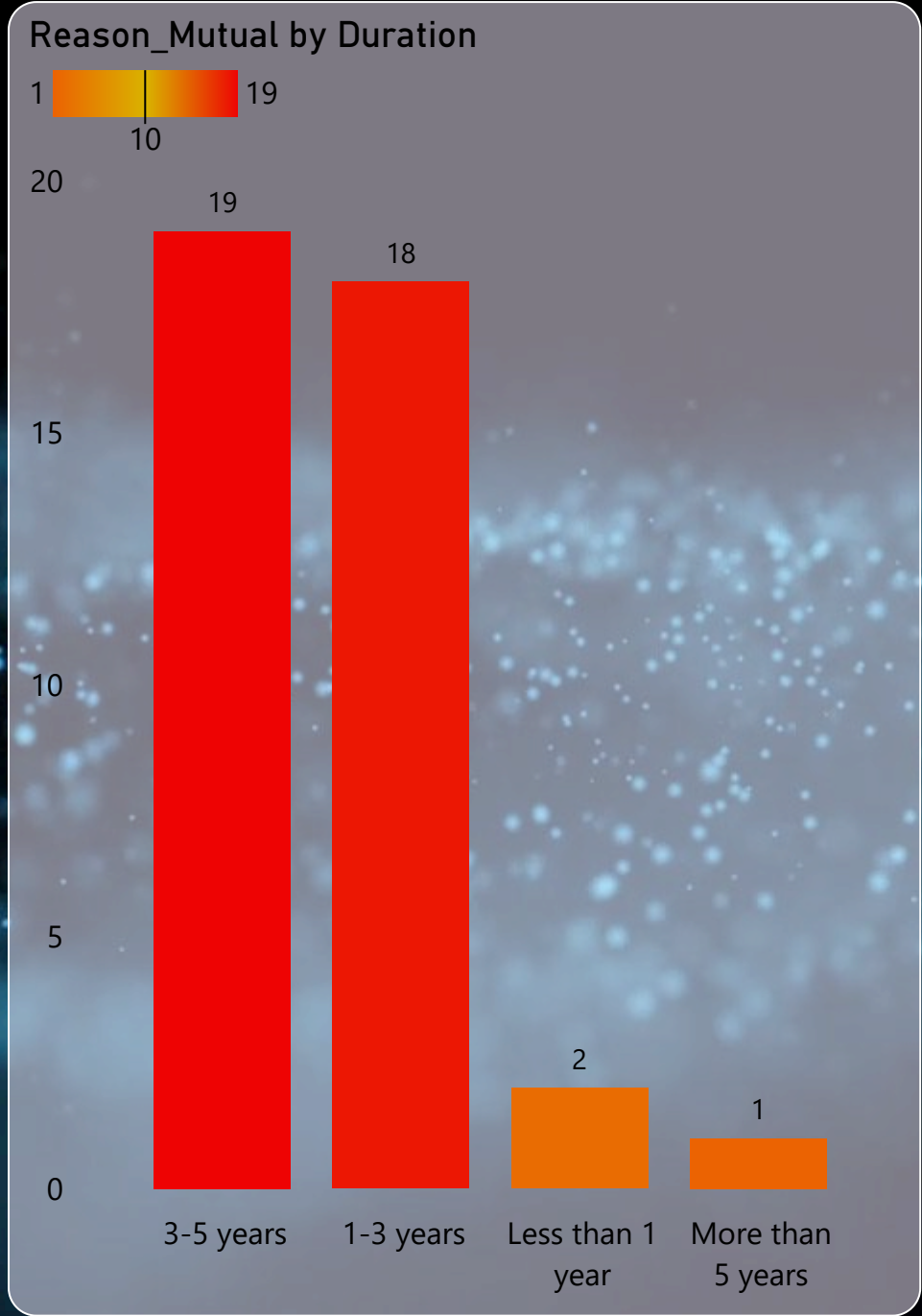
Impact of Monitoring Frequencies on Investment Preferences



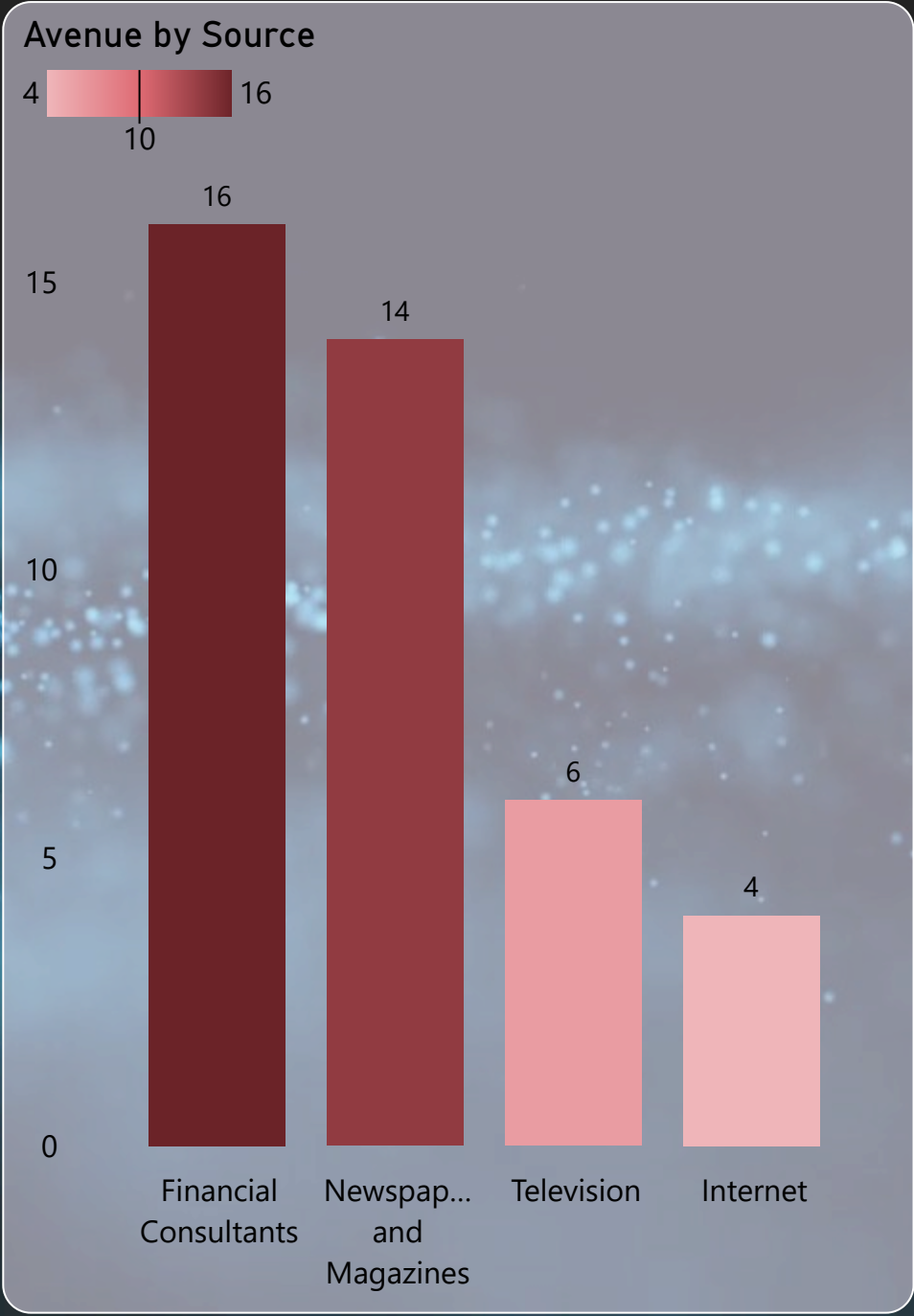
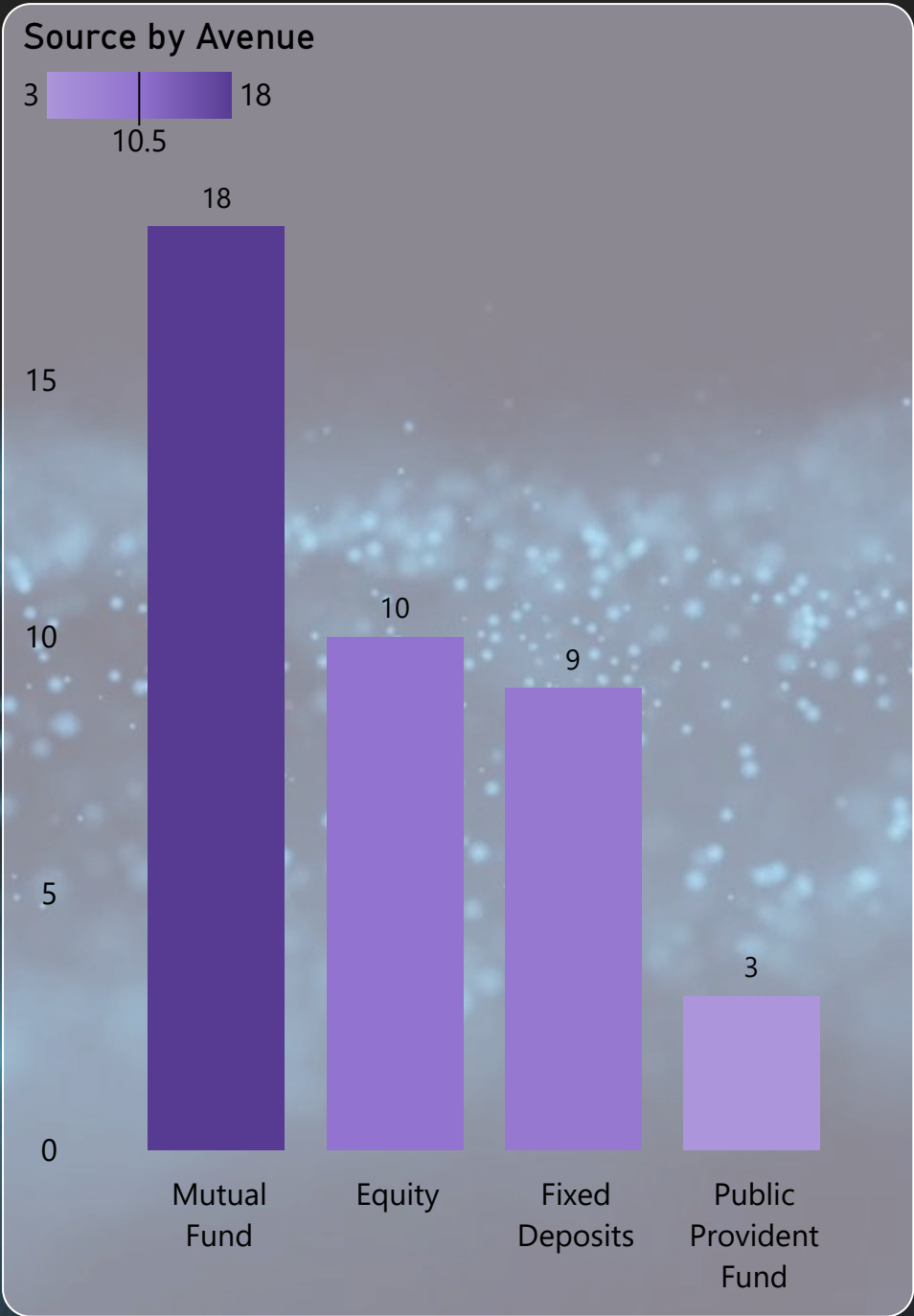
Investment Preferences by Monitoring Frequency



Task 5 Reasons for Investment



Task 6 Reasons for Investment



Source

Financial Consultants

Internet

Newspapers and Magazines

Television

Task 7 Combine Insights into a Dashboard

Avenue

Equity

Fixed Deposits

Mutual Fund

Public Provident Fund

Average Age

27.80



Male

25



Female

15



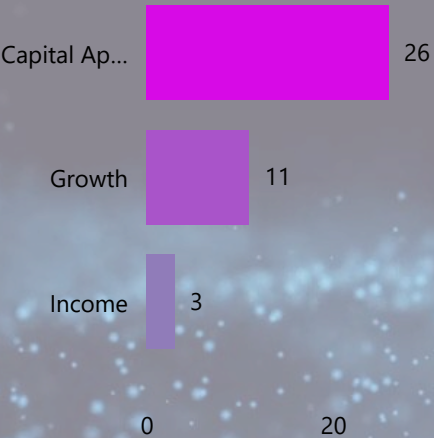
Reason_Mutual

Better Returns

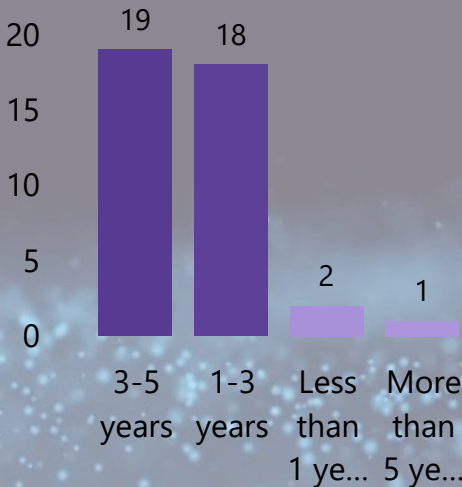
Fund Diversification

Tax Benefits

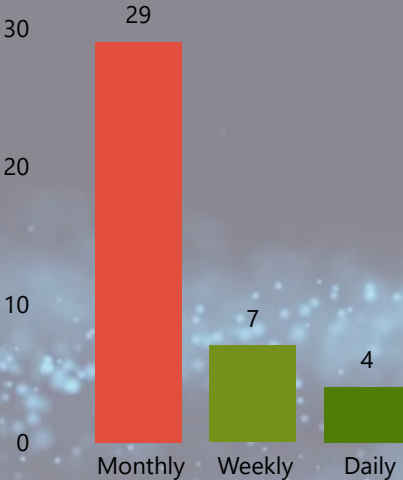
Avenue by Objective



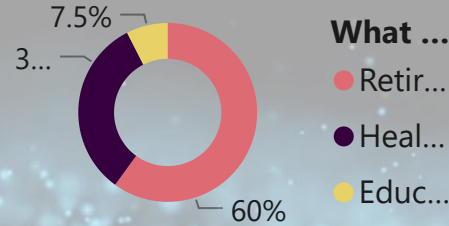
Avenue by Duration



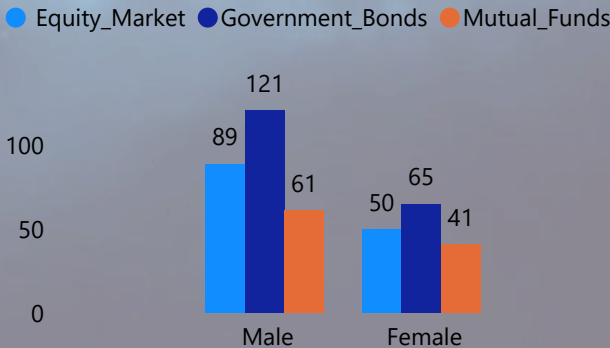
Avenue by Invest_Monitor



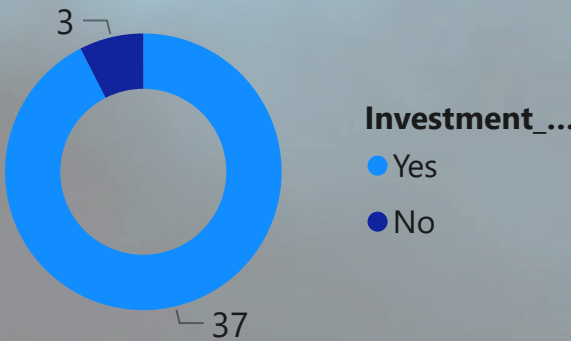
Individuals by savings objectives



Sum of Equity_Market, Government_Bonds and Mutual_Funds by gender



Individuals by Investment_Avenues



Avenue by Source

