

TASK 5



TASK - Reasons for Investment

OBJECTIVE

Analyze and visualize the reasons for investment.

STEPS

1. Trend Analysis: Identify common trends in reasons for investment (e.g., Better Returns, Tax Benefits).
2. Visualization: Create charts showing the most frequently cited reasons for investing.

STEP 1 : Trend Analysis: Identify common trends in reasons for investment (e.g., Better Returns, Tax Benefits).

In analyzing the common trend among different avenues, we aim to understand the reasons behind choosing this type of investment.

STEP 2 : Visualization: Create charts showing the most frequently cited reasons for investing.

Reason for investing in public provident

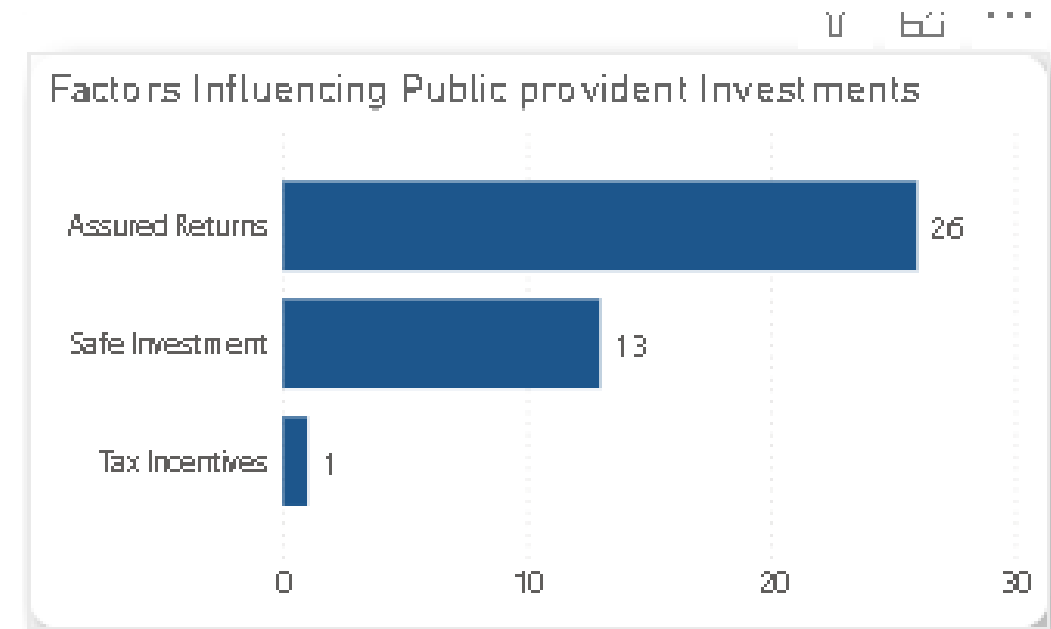
1. Select the Bar chart
2. Add the data fields you want to represent in the chart.
3. Use the format data tab to design the chart

Y-axis

Reason_Bonds ✓ ✕

X-axis

Sum of Index.3 ✓ ✕



Reason for investing in Equity

- 1. Select the Bar chart
- 2. Add the data fields you want to represent in the chart.
- 3. Use the format data tab to design the chart

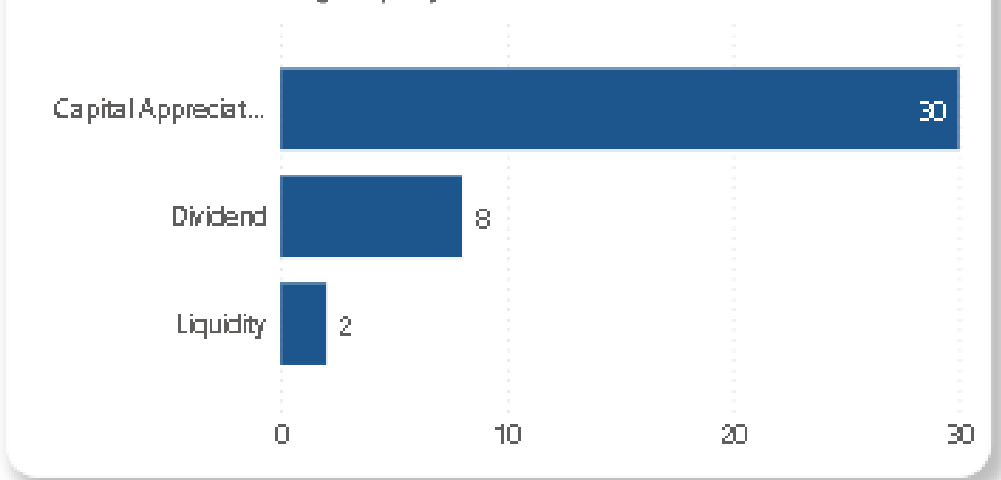
Y-axis

Reason_Equity

X-axis

Sum of Index.3

Factors Influencing Equity Investments



Reason for investing in Fixed Deposit

- 1. Select the Bar chart
- 2. Add the data fields you want to represent in the chart.
- 3. Use the format data tab to design the chart

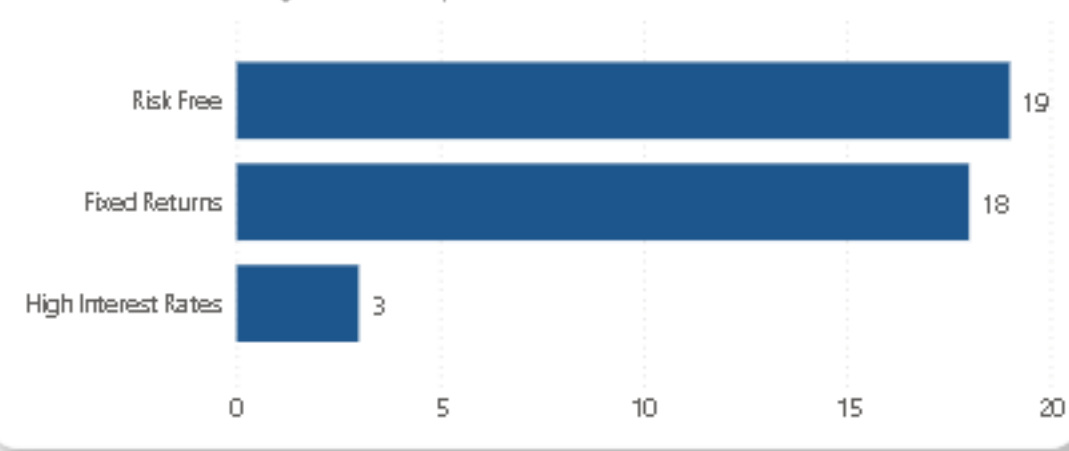
Y-axis

Reason_FD

X-axis

Sum of Index.3

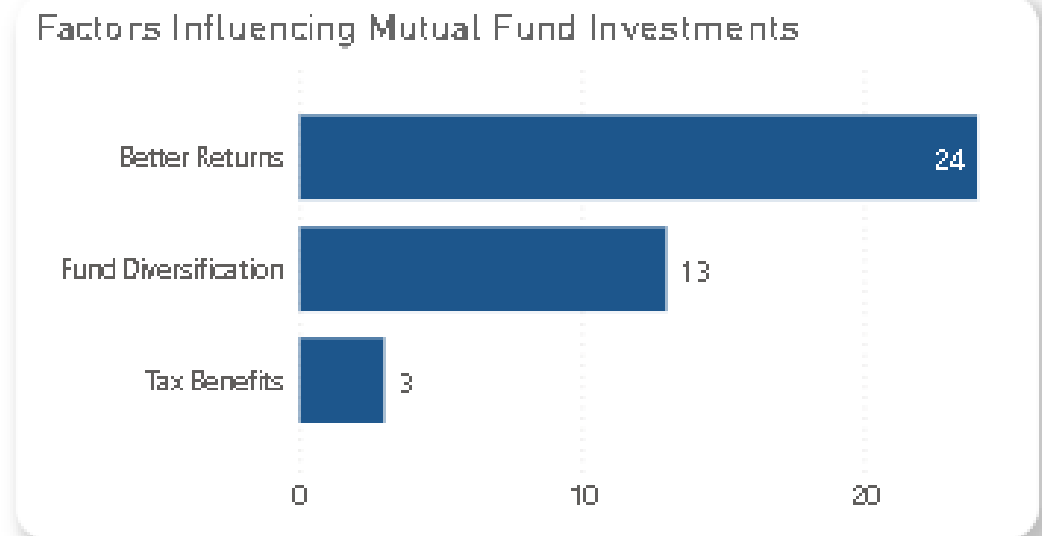
Factors Influencing Fixed Deposit Investments



Reason for investing in Mutual funds

1. Select the Bar chart
2. Add the data fields you want to represent in the chart.
3. Use the format data tab to design the chart

Y-axis
Reason_Mutual
X-axis
Sum of Index.3



INSIGHTS

- Influential factors driving investment choices indicate that 24 out of 40 votes favor mutual funds for better returns.
- Public Provident Investment is preferred for its assured returns with 26 votes.
- Equity is chosen primarily for the potential of higher capital appreciation, receiving 30 votes compared to mutual funds and Public Provident Investment.
- Fixed deposits are favored due to their risk-free nature, garnering 19 votes..