

TASK 2



TASK -Gender-based Analysis

OBJECTIVE

Understand and summarize key statistics in the dataset.

STEPS

1. Visual Comparison: Create charts comparing investment choices (equity, mutual funds, government bonds) based on gender.
2. Insights: Derive insights from the visualizations, noting significant gender based trends.

STEP 1 : Visual Comparison: Create charts comparing investment choices (equity, mutual funds, government bonds) based on gender.

1. Select the stacked column chart type.
2. Add the data fields you want to represent in the chart.
3. Include a legend to label the data categories.

X-axis

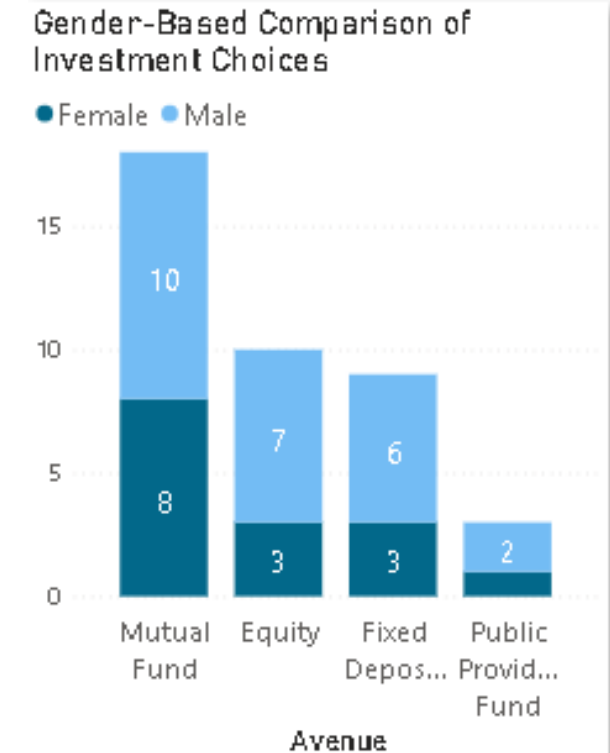
Avenue ✓ ✕

Y-axis

Count of Investment_... ✓ ✕

Legend

gender ✓ ✕



STEP 2: Insights: Derive insights from the visualizations, noting significant gender based trends.

INSIGHTS

- The data suggests that in equity investments, males outnumber females by a considerable margin, indicating a gender imbalance in this higher-risk category.
- In mutual funds, males again show a slight preference over females. In contrast, government bonds (public deposit) and fixed deposit choices demonstrate more gender balance.
- These insights highlight varying investment preferences among genders, with males leaning towards potentially higher-risk options.