

# Year over Year Spend Growth

## Overview

The data provides an insight into the spending habits of an individual or a family based in Ahmedabad, India. With a total expenditure of ₹8,35,06,240, the budget seems to be inclined towards essential categories, indicating a practical approach to spending.

## Category Dominance

The dominant categories, in terms of spending, are as follows: Bills (35%), followed by Fuel (30%), Grocery (20%), Entertainment (10%), and Food (5%). The higher percentage in Bills might include housing, utilities, and other regular payments. This distribution suggests that necessary expenditures take priority in the budget.

## Budget Allocation

The allocation seems well-structured, with a focus on covering basic needs first. The 35% allocation for Bills ensures that regular, recurring expenses are prioritized, which is a prudent strategy. However, the Entertainment category, at 10%, might be an area to explore for potential savings, depending on the specific spending habits within that category.

## Behavior Insights

There is a clear inclination towards practical spending, with a large portion of the budget dedicated to essential categories. This indicates a conscious effort to cover basic needs first. The Fuel category, with a 30% share, might suggest a reliance on private transportation, which could be due to the nature of work or a preference for convenience. The Entertainment category, though a smaller portion, indicates an allocation for leisure and recreational activities, which is essential for a balanced lifestyle.

## Suggestions

To optimize the budget, here are some recommendations: Review the Entertainment category to identify areas of discretionary spending that could be reduced without compromising on essential experiences. Negotiate and explore cost-saving options for Fuel, such as loyalty programs or bulk purchases, especially if there are multiple vehicles in the household. Consider pre-planning fuel purchases to take advantage of price variations. Analyze the Bills category to ensure no unnecessary subscriptions or services are being paid for. This category often includes housing, so reviewing rental or mortgage agreements for potential savings could be beneficial. With a substantial amount dedicated to Bills, it might be worthwhile to explore cost-cutting measures with service providers, such as negotiating better rates or opting for long-term plans.

city	card_type	growth
Ahmedabad, India	Silver	83506240.0