

# 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 focus on necessary expenses.

## Category Dominance

The dominant categories in terms of spending are as follows: Bills (30%), followed by Fuel (25%), Grocery (20%), Food (15%), and Entertainment (10%). The distribution suggests that the budget is tilted towards necessary expenditures, with a potential for optimization in discretionary categories like Entertainment.

## Budget Allocation

The allocation seems to prioritize essential categories, which is a prudent strategy. However, the relatively high spending on Fuel at 25% indicates potential areas for cost savings, especially if public transportation or carpooling options are available. Additionally, reviewing utility plans and negotiating better rates for regular bills could result in substantial savings over time.

## Behavior Insights

The spending behavior suggests a focus on necessities, with a potential inclination towards convenience. High fuel spending might indicate a preference for personal transportation over public options. There seems to be a balance between essential and discretionary categories, indicating a conscious effort to enjoy entertainment while maintaining financial responsibility.

## External Factors

Considering the location in Ahmedabad, the spending habits could be influenced by the city's cost of living. Additionally, cultural factors and the availability of public transportation options could play a role in budget allocation. External economic factors, such as inflation or changes in fuel prices, should also be considered when reviewing the budget.

## Recommendations

Review the fuel expenditure to identify opportunities for cost savings, such as exploring alternative transportation methods or negotiating corporate rates with a preferred fuel provider. Negotiate better rates for regular bills to optimize essential spending. The entertainment category could be optimized by exploring cost-effective alternatives like streaming services or taking advantage of promotional discounts. Additionally, tracking grocery expenses and planning meals could result in significant

savings over time.

city	card_type	growth
Ahmedabad, India	Silver	83506240.0