Final Project: Part 1
Lightning Talk

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The Problem

- Inventory purchasing in jewelry stores
  - Buying sufficient stock in different price points
  - Buying sufficient stock in goods targeted to different age groups
  - Buying goods in the month that that makes most sense for sales and payment due dates

The Data

- **Consumer Expenditure Survey (2014)** from the *Bureau of Labor Statistics*

- Includes:
  - Month goods were purchased
  - How much was spent
  - Whether or not it was purchased as a gift
  - Who the item was purchased for *(Gender, Age range)*
  - Who purchased the item *(Gender, Age range)*

- Can be combined with corresponding data on region and buyer income for more in depth analysis

The Hypothesis

- Men purchase higher priced gift items for women aged 16+ in December and lower priced items in February

- Women spend less on gifts than men and gifts are most often purchased for children

- If men are purchasing a non-gift item, it is more likely to be a high end watch than any other category (jewelry, low end watch)