

Inc. Group

All

Province

All

Where Household Money Goes

Transportation

Food

Clothing and Ac...

Recreation

Entertainment

Alcoholic Bever...

Education

Shelter

Health Care

Spending Comparison: Provinces vs Categories

Red=Above Avg    Green=Below Avg

Province	Sum of HH Size	Food	Clothing	Transportation	Shelter	Recreation	Per
Alberta	1712	11,292.92	3,455.48	20,693.62	1,199.41	775.73	
British Columbia	1883	10,898.02	3,464.76	19,884.17	801.77	651.43	
Manitoba	1797	10,473.73	3,065.22	19,880.40	429.46	591.84	
New Brunswick	1898	9,973.18	2,676.63	18,837.44	955.57	530.35	
Newfoundland and Labrador	1697	9,430.89	3,080.82	16,921.37	842.44	569.47	
Nova Scotia	1714	9,325.03	2,698.35	17,561.97	464.76	539.64	
Ontario	2232	10,759.95	3,557.80	19,275.70	496.05	674.76	
Prince Edward	753	9,431.42	2,728.29	17,523.03	594.97	514.45	

Total Spending by Province

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Top 5 Experiences by Province

Top 5 Experiences 0.76M 1.05M

Province	Percentage
Alberta	22.85%
Ontario	21.55%
Quebec	20.50%
British Columbia	18.54%
Manitoba	16.57%

Spending by Income Group

Food

Transpo...

Recreati...

Entertai...

Alcoholi...

Income Group	Sum of Categories
Upper Middle	
Middle	
High	
Low	

## **Canadian Household Spending Analysis: Problem Statement and Challenges**

The core problem of the Canadian Household Spending Analysis project was to gain a comprehensive understanding of how household spending varies across Canadian provinces and income levels.

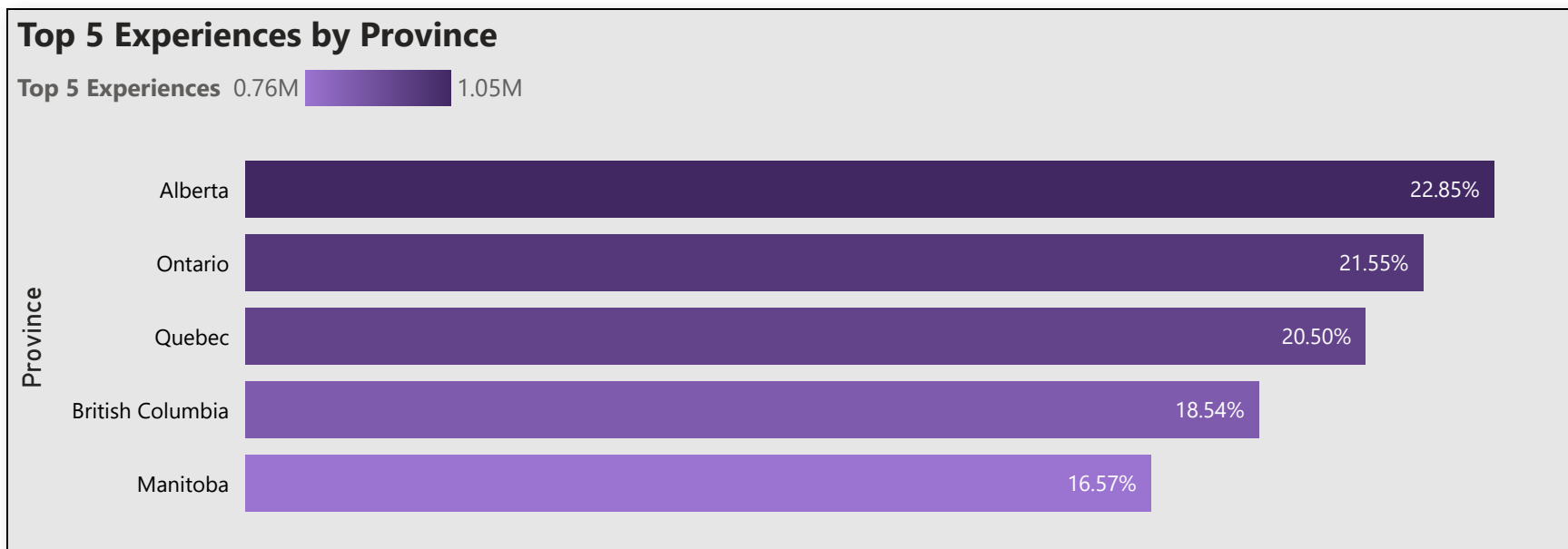
The goal was to identify key market opportunities and regional spending trends to help businesses tailor their strategies for different demographics and geographic areas. This required analyzing complex and diverse dataset to reveal actionable insights for targeted marketing and resource allocation.

### **Challenges:**

- Analyzing large and diverse datasets to capture spending patterns across different provinces and income groups.
- Identifying meaningful geographic and demographic disparities in household expenditures.
- Creating clear, insightful visualizations to communicate complex data effectively to stakeholders.
- Generating actionable business insights to guide targeted marketing and strategic decision-making.
- Ensuring data accuracy and relevance to support reliable conclusions and recommendations.

## **Recommendation**

- Focus business efforts on regions like Ontario, Alberta, and British Columbia, which exhibit the highest household spending, particularly in luxury and discretionary categories.
- Income-Based Market Segmentation: Use income group data to tailor product offerings and marketing:
- Target luxury experiences (entertainment, recreation) to high-income households (over \$200K).
- Focus essentials and value offerings for lower-income groups.
- Category Prioritization: Pay special attention to transportation and food since they represent significant spending shares, and to recreation and entertainment as growing luxury experience categories.
- Leverage Provincial Spending Preferences: Customize offerings by province according to regional spending patterns and preferences, ensuring relevance and resonance with local consumers.

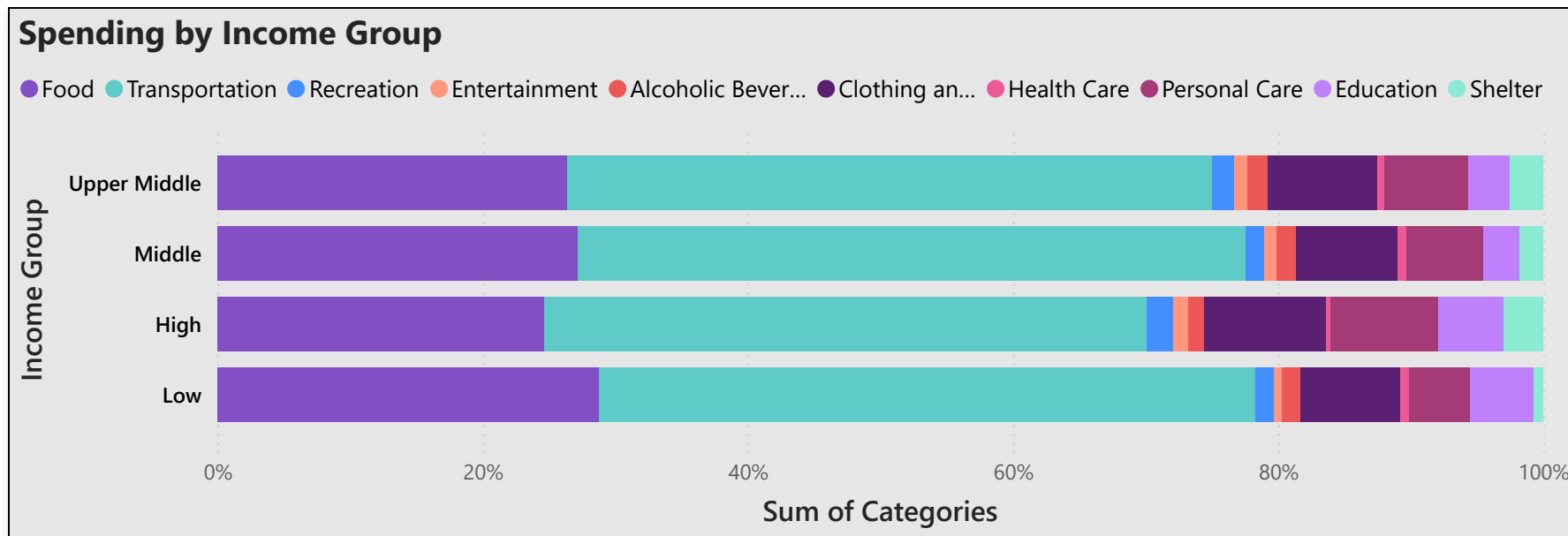


Alberta leads with the highest share on luxury experience categories like recreation and entertainment, with significant spending on personal care and alcoholic beverages enhancing the profile of luxury spending.

Ontario follows closely, with strong spending across entertainment, recreation, and alcoholic beverages.

Quebec and British Columbia also showcase substantial spending in entertainment and recreation, indicating healthy luxury experience markets.

Manitoba has a smaller but notable share in luxury spending focused on entertainment and recreation.



#### Income-Based Spending Patterns:

Higher income groups spend considerably more on luxury and leisure items.

Lower income groups prioritize essentials like Food and Transportation.

Income segment differentiation is crucial for targeted marketing and product positioning.

Spending Comparison: Provinces vs Categories											
Red=Above Avg		Green=Below Avg									
Province	Sum of HH Size	Food	Clothing	Transportation	Shelter	Recreation	Personal Care	Entertainment	Health Care	Alcoholic Beverages	Education
Alberta	1712	11,292.92	3,455.48	20,693.62	1,199.41	775.73	2,875.08	664.83	186.39	619.94	1,588.29
British Columbia	1883	10,898.02	3,464.76	19,884.17	801.77	651.43	3,861.06	378.75	129.68	1,642.85	2,226.99
Manitoba	1797	10,473.73	3,065.22	19,880.40	429.46	591.84	2,889.92	415.48	298.49	518.85	1,352.23
New Brunswick	1898	9,973.18	2,676.63	18,837.44	955.57	530.35	1,710.74	303.72	266.24	266.61	748.60
Newfoundland and Labrador	1697	9,430.89	3,080.82	16,921.37	842.44	569.47	1,815.16	353.44	312.67	276.25	697.27
Nova Scotia	1714	9,325.03	2,698.35	17,561.97	464.76	539.64	2,203.25	221.40	199.10	381.75	1,560.41
Ontario	2232	10,759.95	3,557.80	19,275.70	496.05	674.76	2,532.58	399.77	201.97	777.84	1,917.58
Prince Edward Island	753	9,431.42	2,728.29	17,523.03	594.97	514.45	2,245.17	225.38	192.08	238.39	860.68
Quebec	2213	10,591.39	3,397.42	18,780.78	505.43	657.49	1,314.98	311.84	172.62	376.46	1,133.60
Saskatchewan	1484	10,790.24	2,926.30	20,731.35	1,292.03	599.50	2,701.85	392.54	325.17	378.14	1,096.16

## Category Spending Across Provinces:

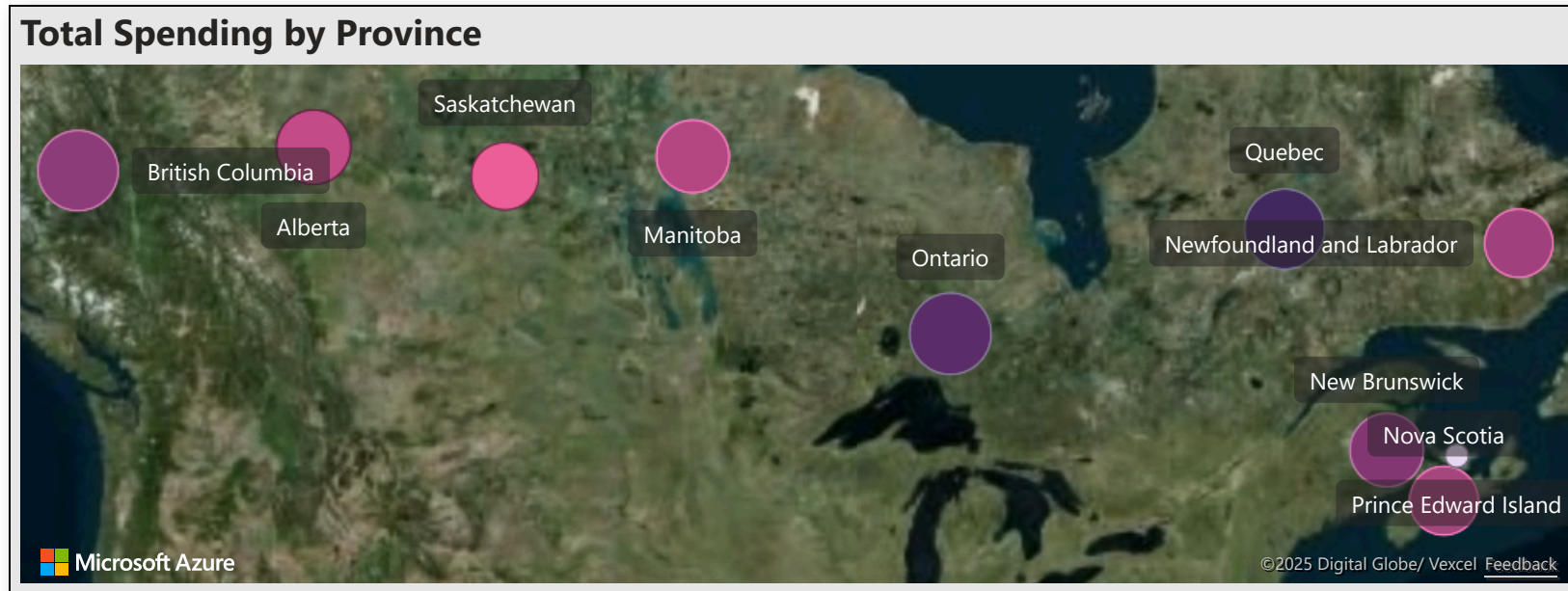
Different provinces show variation in category preferences, which can guide regional customization of products or services.

## Spending Breakdown by Province and Category Examples (CAD):

Alberta: Transportation \$20,693; Food \$11,293; Recreation \$775

British Columbia: Transportation \$19,884; Food \$10,898; Recreation \$651

Ontario: Food \$10,760; Clothing \$3,550; Recreation \$774



Spending by Province:

Ontario and Alberta stand out as the highest spending provinces, indicating strong consumer markets.

Provinces like British Columbia also show notable spending, especially in leisure and entertainment.

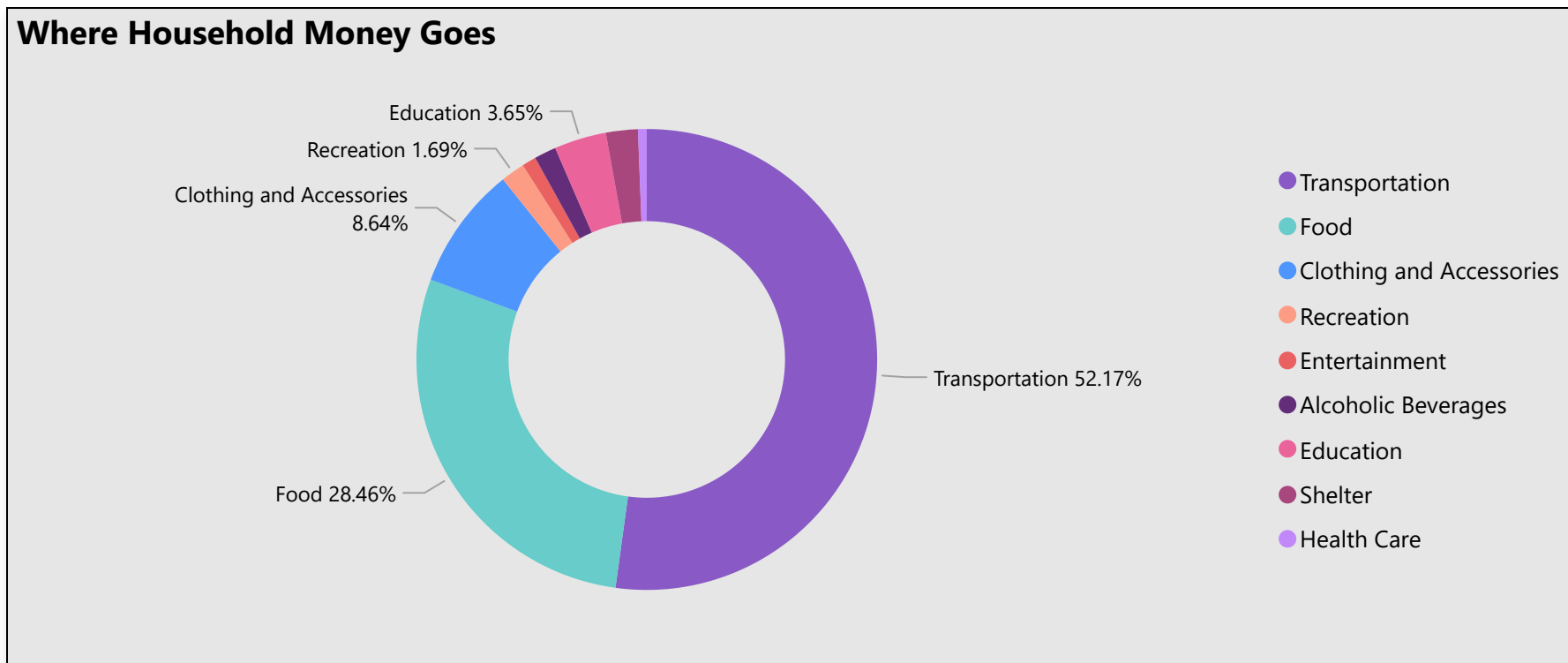
Average Household Spending by Province (CAD):

Ontario: \$37,265,293 total with average per household \$39,360

Alberta: Average household spending \$20,693 (sample figure)

British Columbia: Average household spending \$19,884

Other provinces show spending ranging from \$16,921 (Manitoba) to around \$10,591 (Quebec)



#### Spending by Categories:

Transportation and Food take large shares of household budgets across provinces with 52.17% and 28.46% respectively.

Shelter & Clothing and Accessories making 10.88% in total, also represent significant spending categories.

Entertainment and Recreation show growth potential, especially in higher-income provinces.