# PROBLEM STATEMENT

- We want to find the **factors that influence customer spending habits** based on a survey response of nearly a 1000+ users.

- Additionally, find out associations between **hobbies, demographics, preferences and spending habits** of the young crowd.

# PROPOSED SOLUTION

- We plan to use **CHAID** to find out the influencing factors. *CHAID (Chi-Square Automatic Interaction Detector) analysis is a market segmentation technique. CHAID finds patterns in data that has a lot of categorical variables although it also works for other combinations of variables. It creates segments and then presents the data in a visual representation.*

- To further find out the associations we plan to use various networking analysis such as **Regularized correlation Networks and Directed Acyclic Graph(DAG).**

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# Dataset Description

**Survey data of student respondents in the age group 15-30.**

Questionnaire can be split into following groups:

- Music preferences (19 items)

- Movie preferences (12 items)

- Hobbies & interests (32 items)

- Phobias (10 items)

- Health habits (3 items)

- Personality traits, views on life, & opinions (57 items)

- Spending habits (7 items)

- Demographics (10 items)