



# **WIMM**

## **Where Is My Money**

**PROJECT BY EMIR AVCI**

***3086***

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# HYPOTHESIS

- By analyzing my bank account transaction data, I can identify significant spending patterns and develop personalized saving tips to reduce unnecessary expenses and improve financial management.

# DATAS AND OVERALL PROCESS

## Collecting Past Datas from Bank

I used my Akbank bank statement for past 4 month:

- September
- October
- November
- December

## Visualizing Datas

I turn them into Pie Chart

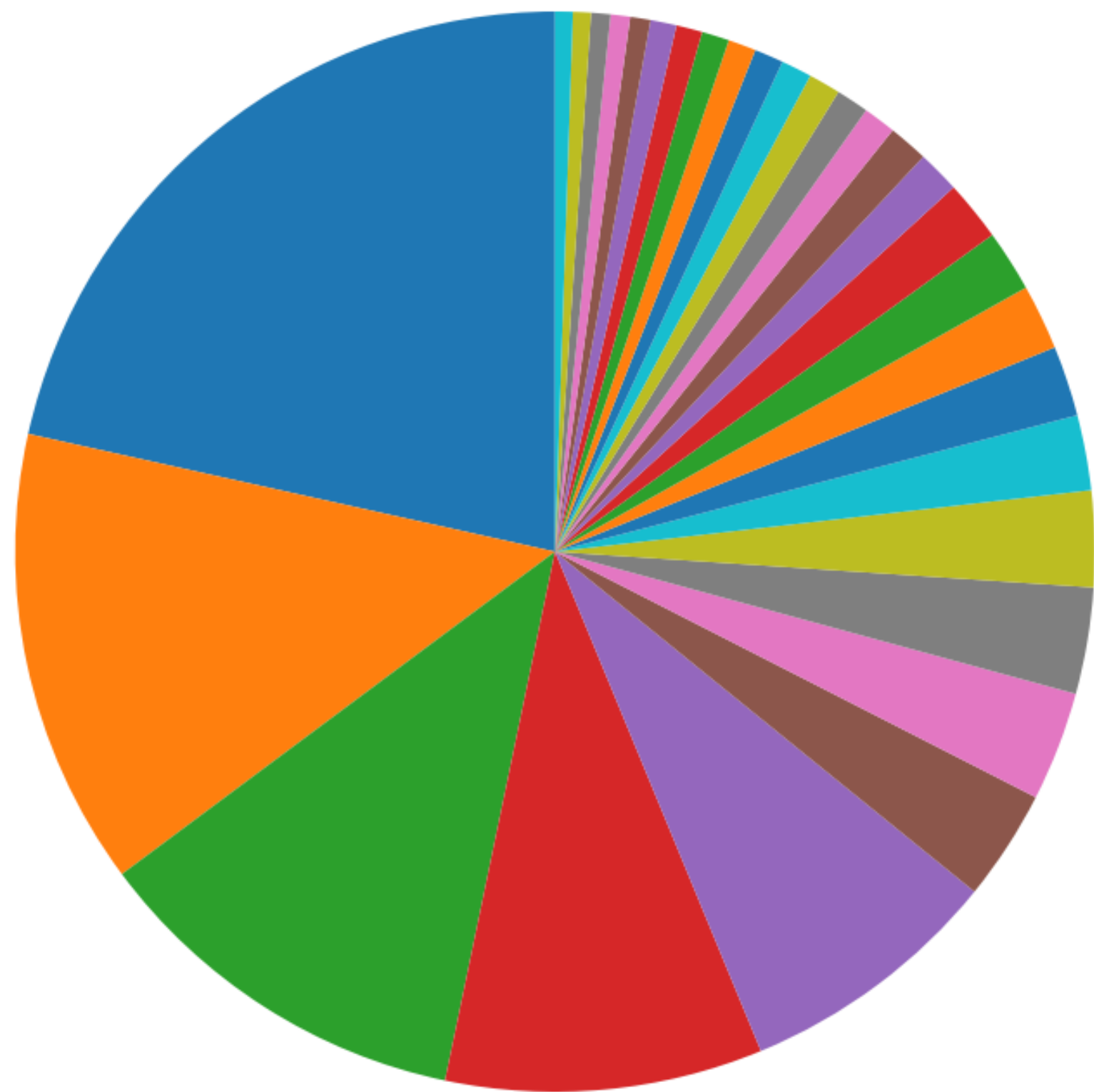
## Analizing Data

I analized pie charts



# SEPTEMBER

Payment Distribution by Category of September



- Categories
- KUCUK EV (21.5%)
  - SABANCI\_UNIVERSITES (13.7%)
  - Others (11.6%)
  - ISTANBUL\_SABANCI\_UNI (9.5%)
  - ATLI\_OTOMOTIV (7.9%)
  - PEGASUS (3.3%)
  - SELF\_GIDA (3.3%)
  - tefal.com.tr (3.2%)
  - TRENDYOL\_MARKET (2.9%)
  - BILETIX (2.2%)
  - OBILET (2.1%)
  - THE\_WOLF\_HOTEL (2.0%)
  - TRENDYOL.COM (1.8%)
  - THE WALL (1.8%)
  - ChatGPT (1.3%)
  - TRENDYOL\_YEMEK (1.2%)
  - KLONG/Matlisans (1.0%)
  - KLONG/Yazilimegitim (1.0%)
  - SAMSUN\_LIMON\_TANTUNI (1.0%)
  - IYZICO/AMAZON.COMTR (0.9%)
  - KARANFIL\_GIDA (0.9%)
  - KEBO (0.8%)
  - SAYREM\_GIDA (0.8%)
  - CHOCOLABS (0.8%)
  - TRENDYOL YENEK (0.8%)
  - DIKEY\_VITAMIN (0.6%)
  - GULOGLU\_PASTANESI (0.6%)
  - HONEST\_KAHVE (0.6%)
  - KUCUK\_EV (0.5%)
  - AYDINLIKEVLER\_ONCU (0.5%)

# SEPTEMBER:

## Top Expenses:

01

KUÇUK EV (21.5%)

02

SABANCI ÜNİVERSİTESİ (13.7%)

03

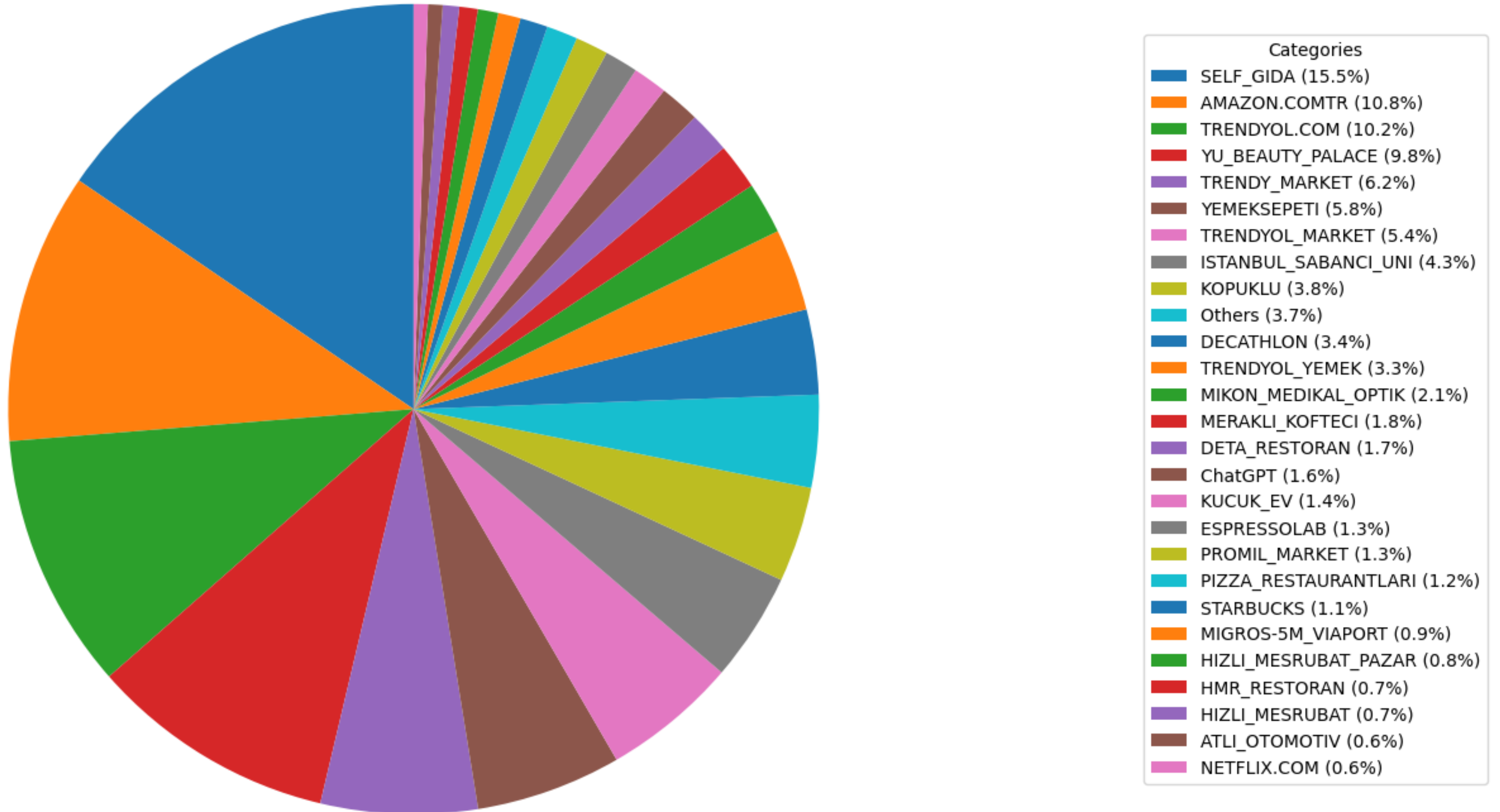
OTHERS (11.6%)

## ***OBSERVATION:***

Significant spending on Küçük Ev

# OCTOBER:

Payment Distribution by Category of October





# OCTOBER:

## Top Expenses:

**01** SELF GIDA (15.5%)

**02** AMAZON.COM.TR (10.8%)

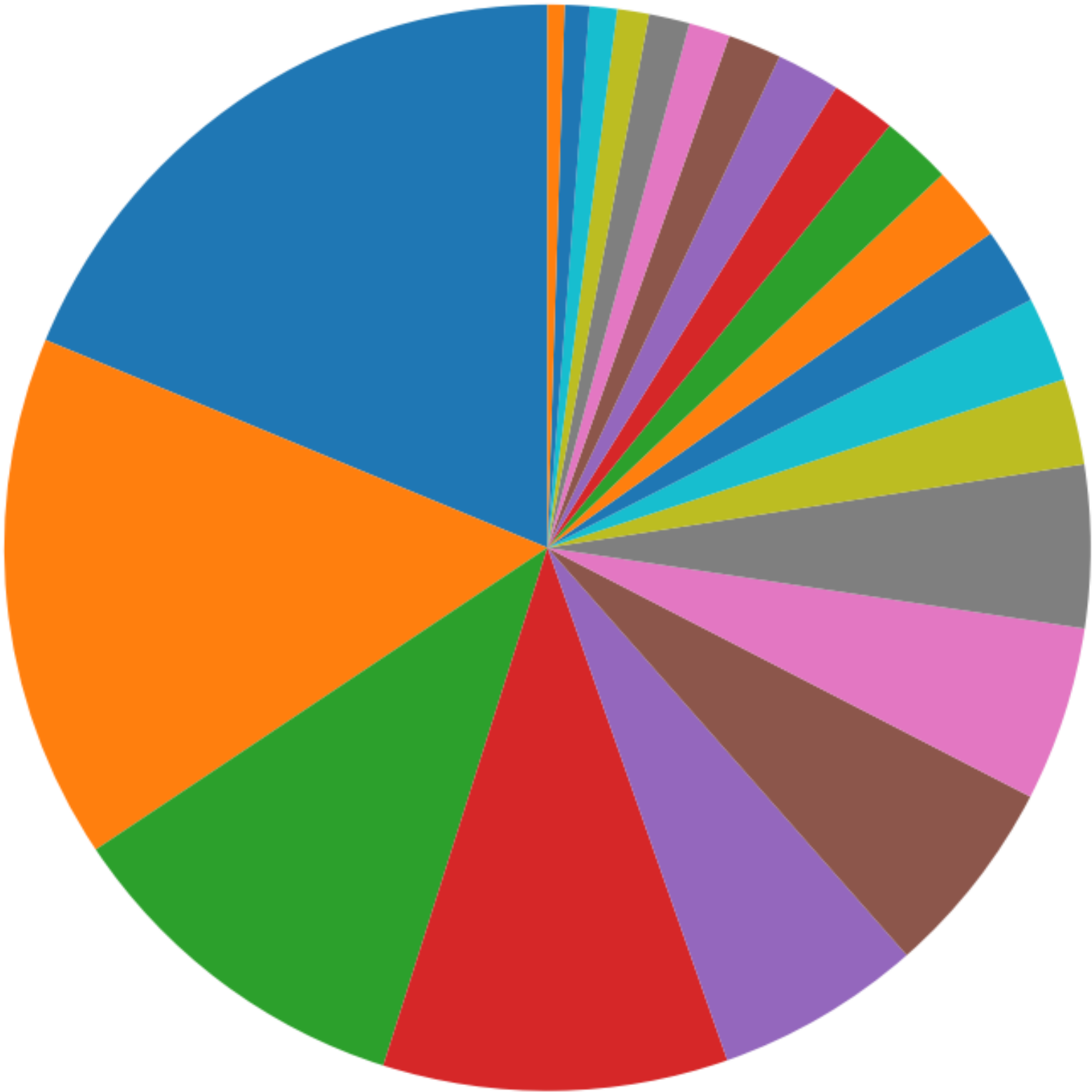
**03** TRENDYOL.COM (10.2%)

### ***OBSERVATION:***

ONLINE SHOPPING PLATFORMS LIKE AMAZON AND TRENDYOL BEGIN TO DOMINATE SPENDING. FOOD SPENDING IS STILL PROMINENT.

# NOVEMBER:

Payment Distribution by Category of November



Categories	
AMAZON.COMTR	(18.8%)
SELF_GIDA	(15.6%)
YEMEKSEPETI	(10.7%)
IYZICO/AMAZON.COM.TR	(10.3%)
HMR_RESTORAN	(6.1%)
ISTANBUL_SABANCI_UNI	(5.9%)
KUCUK_EV	(5.2%)
ESPRESSOLAB	(4.8%)
Netflix.com	(2.6%)
KCL_CAYIROVA	(2.5%)
ChatGPT	(2.3%)
Others	(2.2%)
SALOON_WAYMS	(2.1%)
KOPUKLU	(1.9%)
FET_RESTORAN	(1.9%)
TRENDYOL_YEMEK	(1.6%)
PIZZA_RESTAURANTLARI	(1.2%)
PROMIL_MARKET	(1.2%)
TRENDYOL.COM	(0.9%)
IYZICO	(0.8%)
PAYTR/MATIK	(0.7%)
Forest_Focus	(0.5%)



# NOVEMBER:

## Top Expenses:

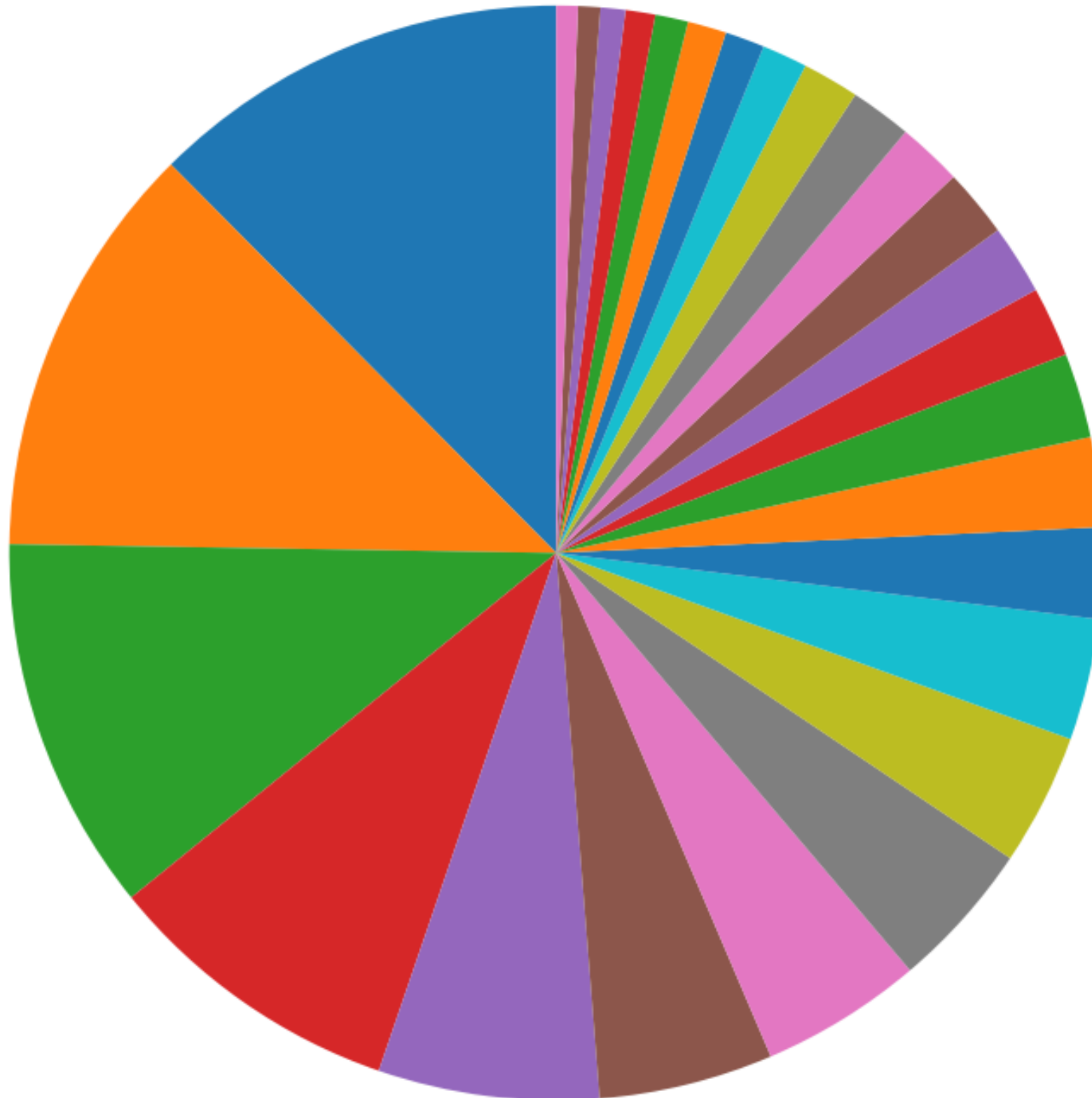
- 01 AMAZON.COM.TR (18.8%)
- 02 SELF GIDA (15.6%)
- 03 YEMEKSEPETI (10.7%)

### ***OBSERVATION:***

Amazon purchases represent a noticeable peak this month, indicating possible clothing or shoes.  
Food expenses (Self Gıda, Yemeksepeti) remain high.

# DECEMBER:

Payment Distribution by Category of December



Categories	
SELF_GIDA	(12.4%)
YEMEKSEPETI	(12.3%)
İSTANBUL_SABANCI_UNI	(11.1%)
supplementeler	(8.9%)
KUCUK_EV	(6.5%)
DEFACTO	(5.2%)
unicourse.com	(4.8%)
ESPRESSOLAB	(4.4%)
HMR_RESTORAN	(3.9%)
DECATHLON	(3.6%)
Others	(2.7%)
PIZZA_RESTAURANTLARI	(2.6%)
PANZAROTTI	(2.5%)
ChatGPT	(2.1%)
TRENDİYOL.COM	(2.1%)
KCL_ÇAYIROVA	(2.0%)
SU_SARKUTERI_MARKET	(1.9%)
TRENDYOLYEMEK	(1.8%)
ATLI_PETROL	(1.7%)
STARBUCKS	(1.3%)
YEMEKSEPETİ	(1.2%)
EKMOT_GIDA	(1.1%)
TRENDYOL_YEMEK	(1.0%)
KOPUKLU	(0.9%)
NETFLIX.COM	(0.7%)
DÜRÜMLE	(0.7%)
blutv.com	(0.6%)

# DECEMBER:

## Top Expenses:

- 01 SELF GIDA (12.4%)
- 02 YEMEKSEPETI (12.3%)
- 03 İSTANBUL SABANCI UNI (11.1%)

### ***OBSERVATION:***

A significant portion of my expenses is food-related (Self Gıda,Yemeksepeti).  
This is related to the sports I do and the amount of food my body requires.

# MONTHLY TRENDS

- *SELF GIDA AND YEMEKSEPETI ARE CONSISTENT TOP CATEGORIES ACROSS ALL MONTHS.*
- *SEPTEMBER SHOWS UNIQUE EXPENSES ON KÜÇÜK EV, WHILE NOVEMBER HIGHLIGHTS AMAZON.COM.TR AS A SIGNIFICANT CONTRIBUTOR, INDICATING POSSIBLY ONE-OFF PURCHASES.*

# SAVING STRATEGIES

## ***FOOD SPENDING:***

### *Food Spending:*

- *Insight: Food expenses are consistently high. Limiting online food orders and shifting to home-cooked meals could significantly reduce costs.*
- *Tip: Set a weekly budget for groceries and dining out to control expenses*

## ***ONLINE SHOPPING:***

### *Online Shopping:*

- *Insight: Amazon and Trendyol-related expenses in November and October may indicate impulse buying during sales or promotional periods.*
- *Tip: Adopt a 24-hour rule before making non-essential purchases online.*



**THANK'S FOR  
YOUR TIME**

