

CATEGORY ANALYSIS

TIME-BASED GRAPHS

Author: Rudra Prasad Bhuyan

Position: Data Scientist Intern

Organisation: SBC Labs

Guidance: Anushka Ashok, Alok Gangaramany

NOV 25



ABOUT

Category Analysis helps us understand how users spend their money, both in terms of quantity and value.



THE PROCESS

Map the item code based on the questionnaire,
then group by the desired category, taking into
account of total consumption quantity & Value.

Then plot the bar and KDE graphs.





WHAT WE DO

- Category-wise
- Distribution and frequency
- Per Category item purchase

ANALYSIS

12
Category

MOST PURCHASE

- 1.CEREALS
- 2.MILK PRODUCT
- 3.VEGETABLES



LEVEL 05

Food Consumption

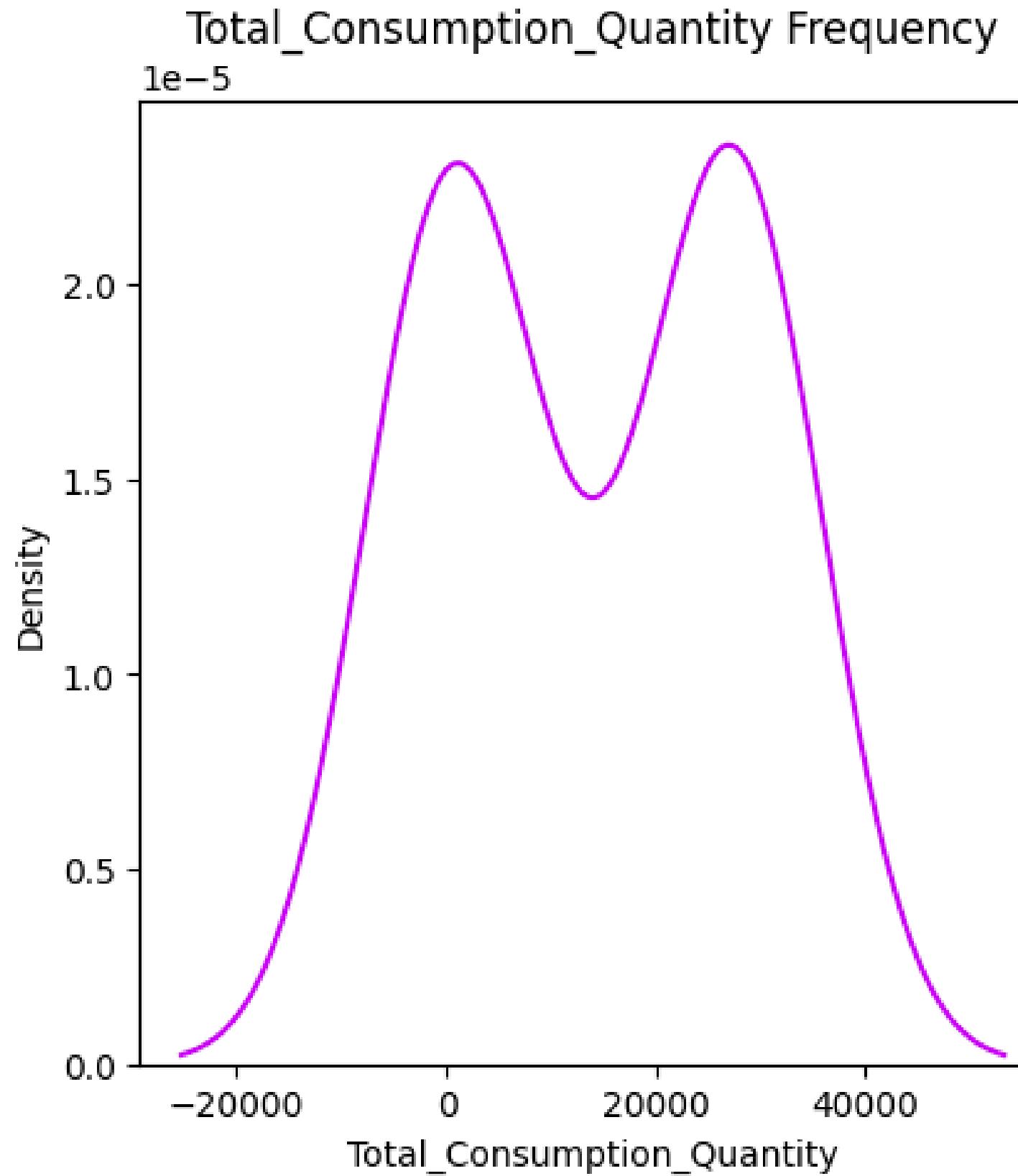
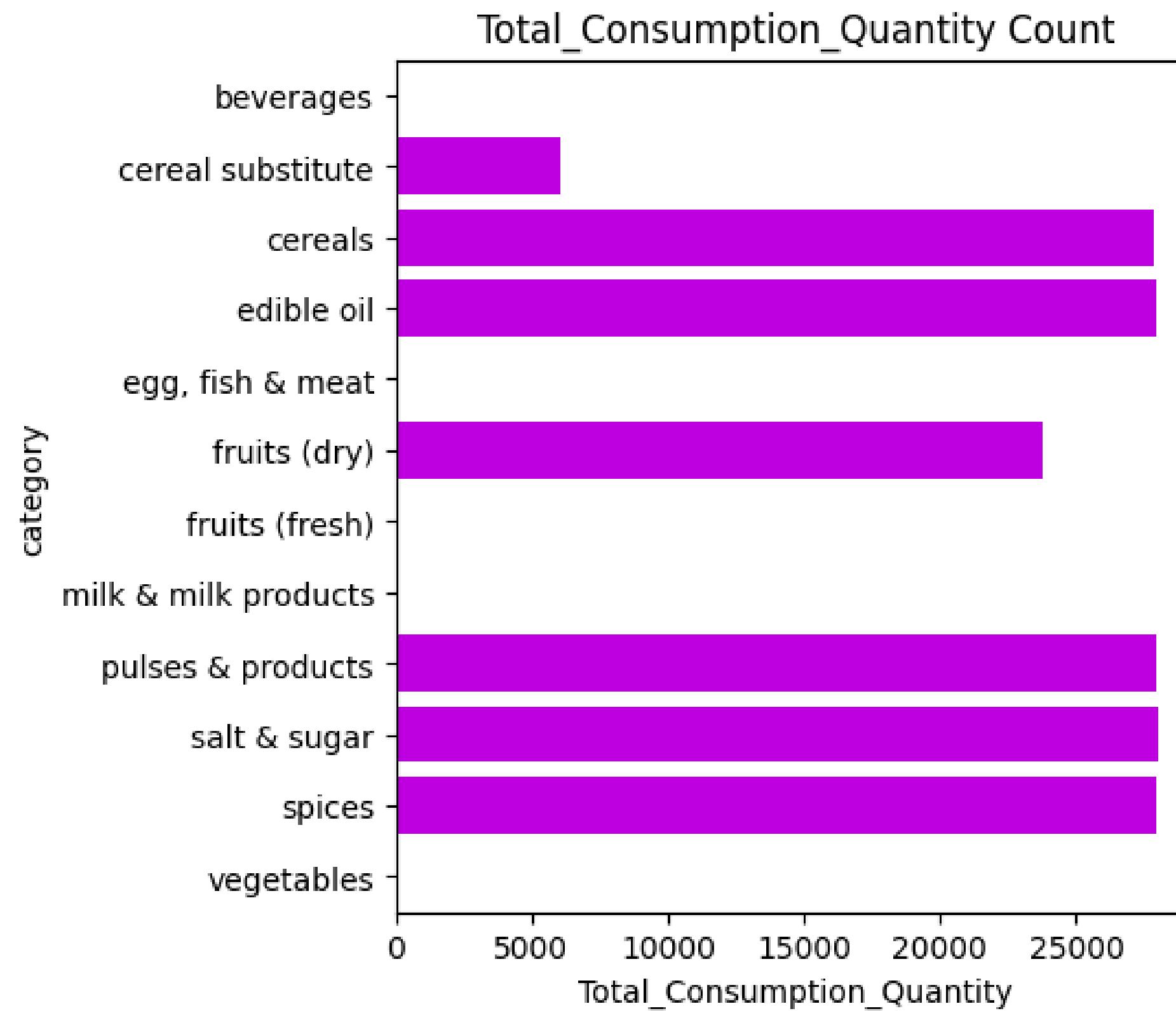
CATEGORY

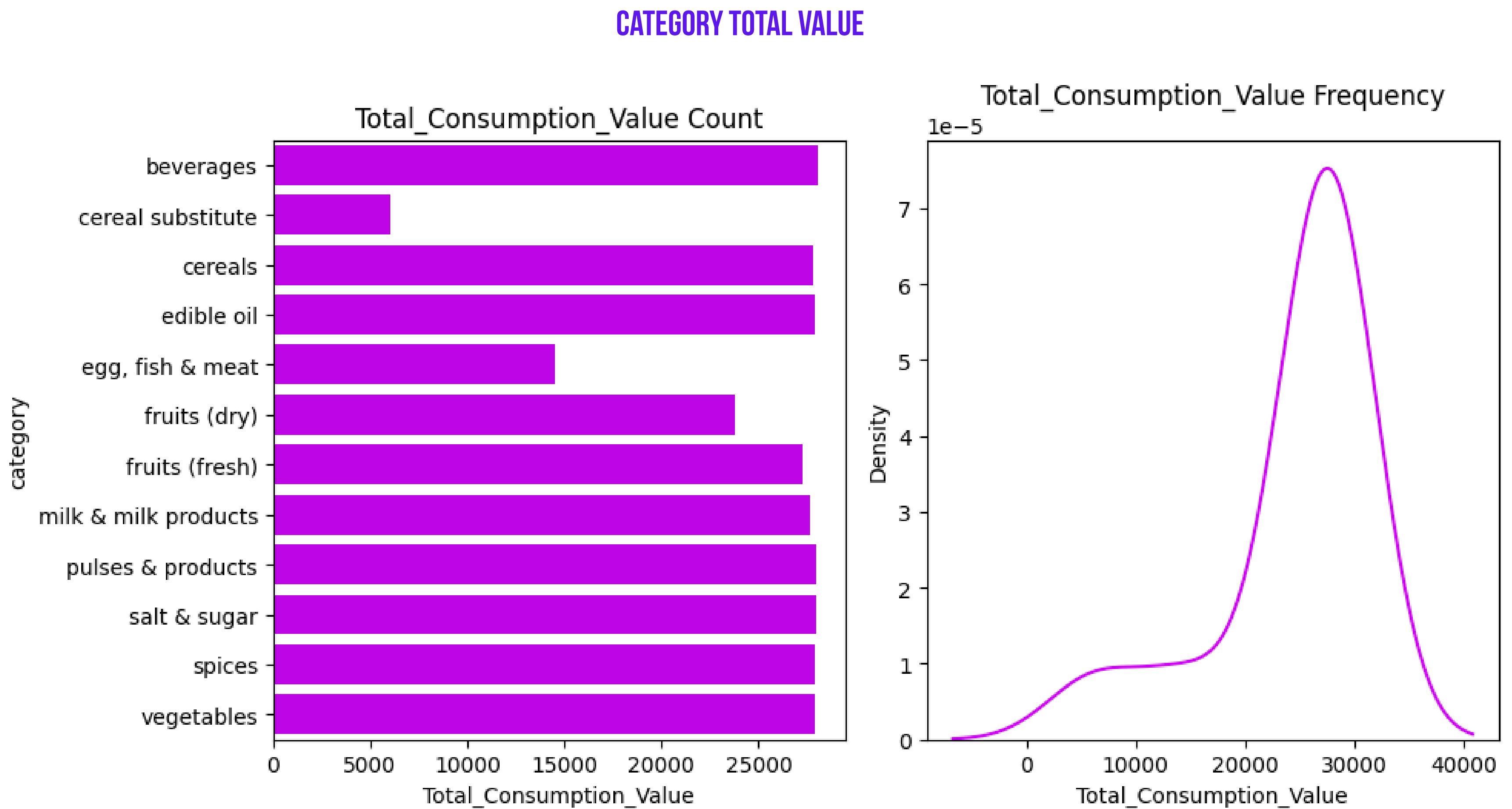
Category	Ref. Period
Groceries (all staples & beverages)	30
Milk & dairy	7
Vegetables	7
Fresh fruits	7
Dry fruits	7
Egg, fish & meat	7
Served processed	7
Packed processed	7
Other foods	7

TABLE

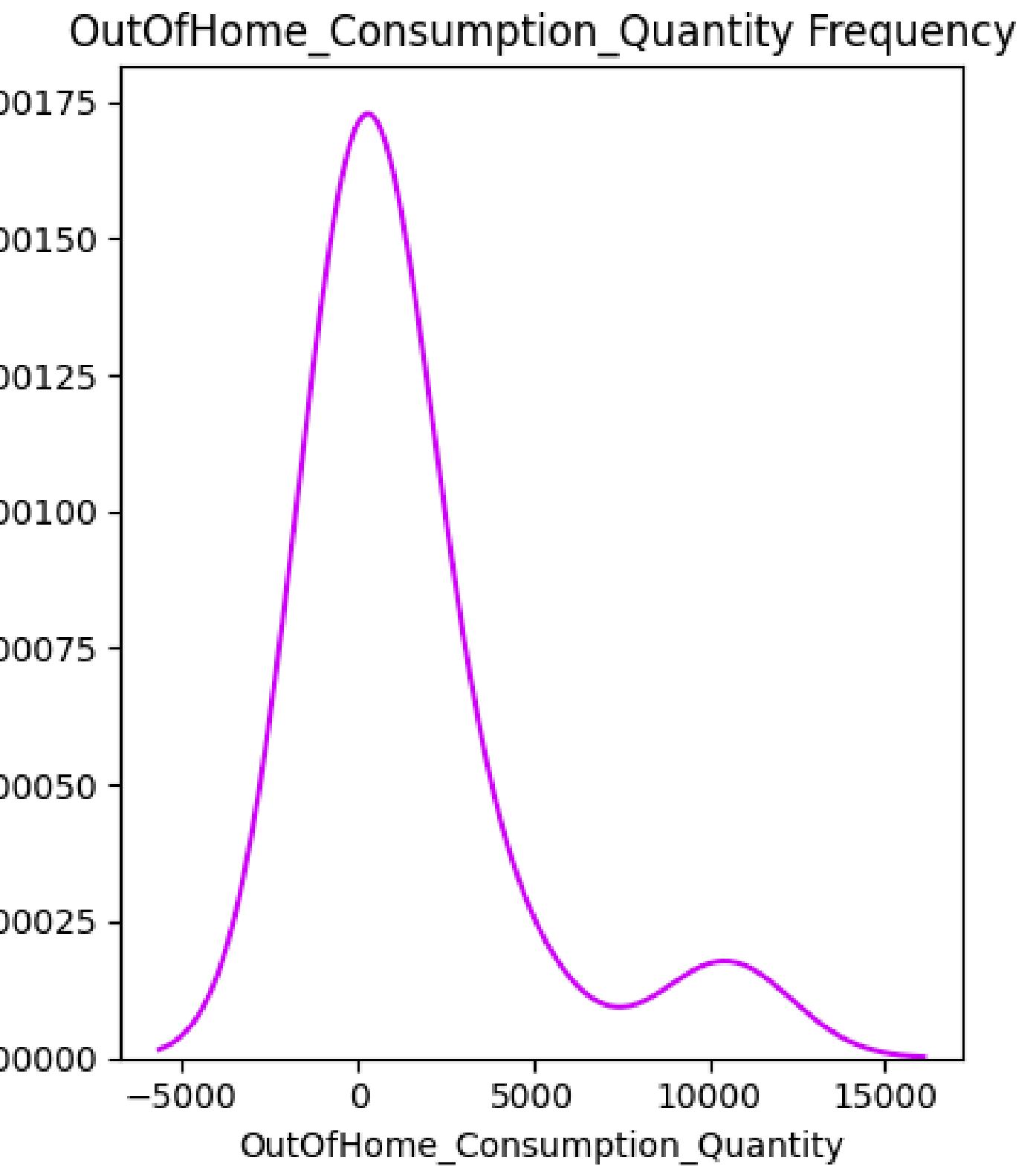
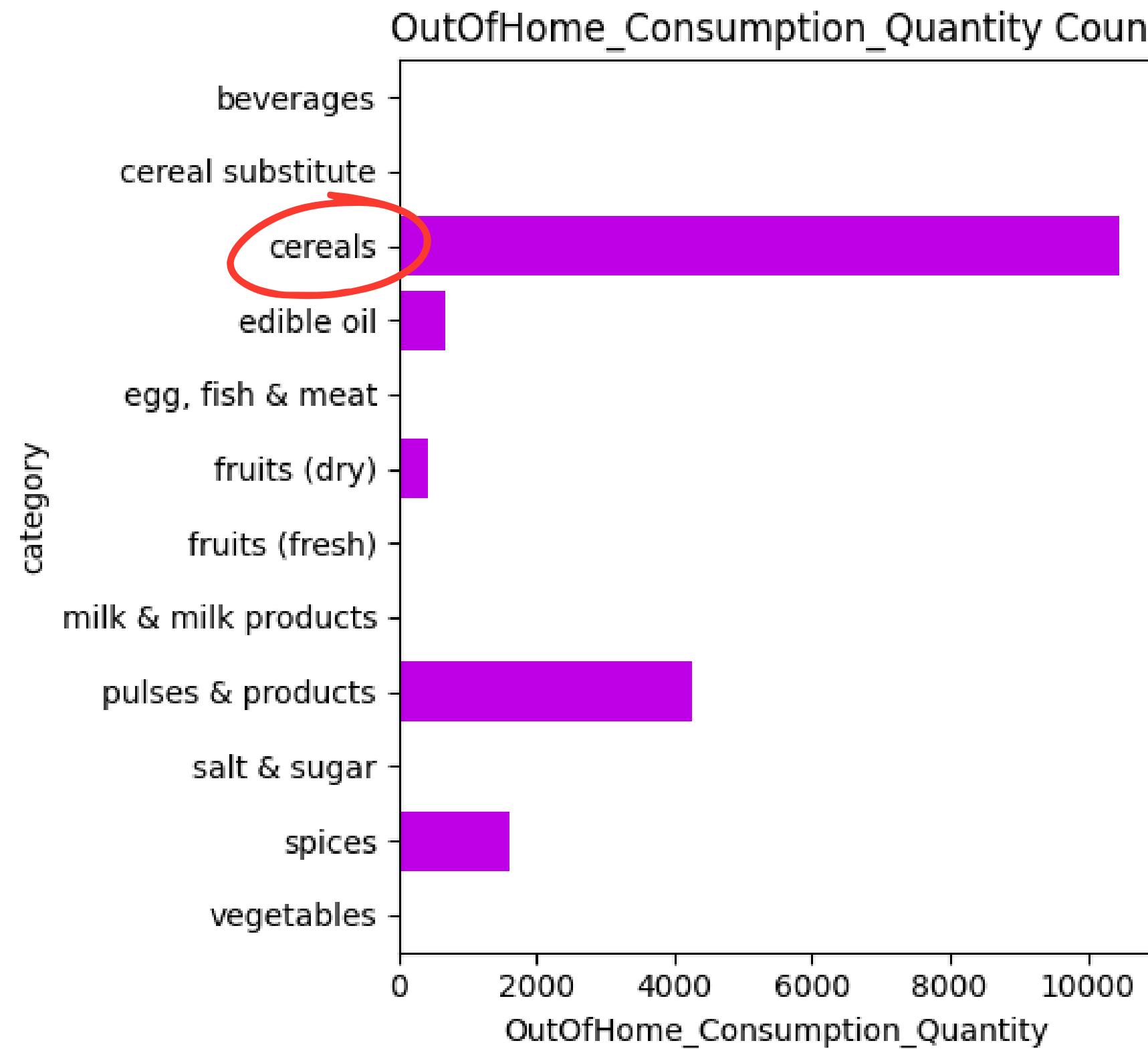
category	beverages	cereal substitute	cereals	edible oil	egg, fish & meat	fruits (dry)	fruits (fresh)	milk & milk products	pulses & products	salt & sugar	spices	vegetables
tOfHome_Consumption_Value	0	0	10460	698	318	426	1110	6974	4252	16	1600	4038
Home_Consumption_Quantity	0	0	10460	698	0	426	0	0	4252	16	1600	0
Total_Consumption_Quantity	0	6064	27890	27932	0	23794	0	0	27944	28004	27926	0
Total_Consumption_Value	28052	6064	27838	27932	14530	23794	27234	27648	27944	28004	27926	27934

CATEGORY TOTAL QUANTITY

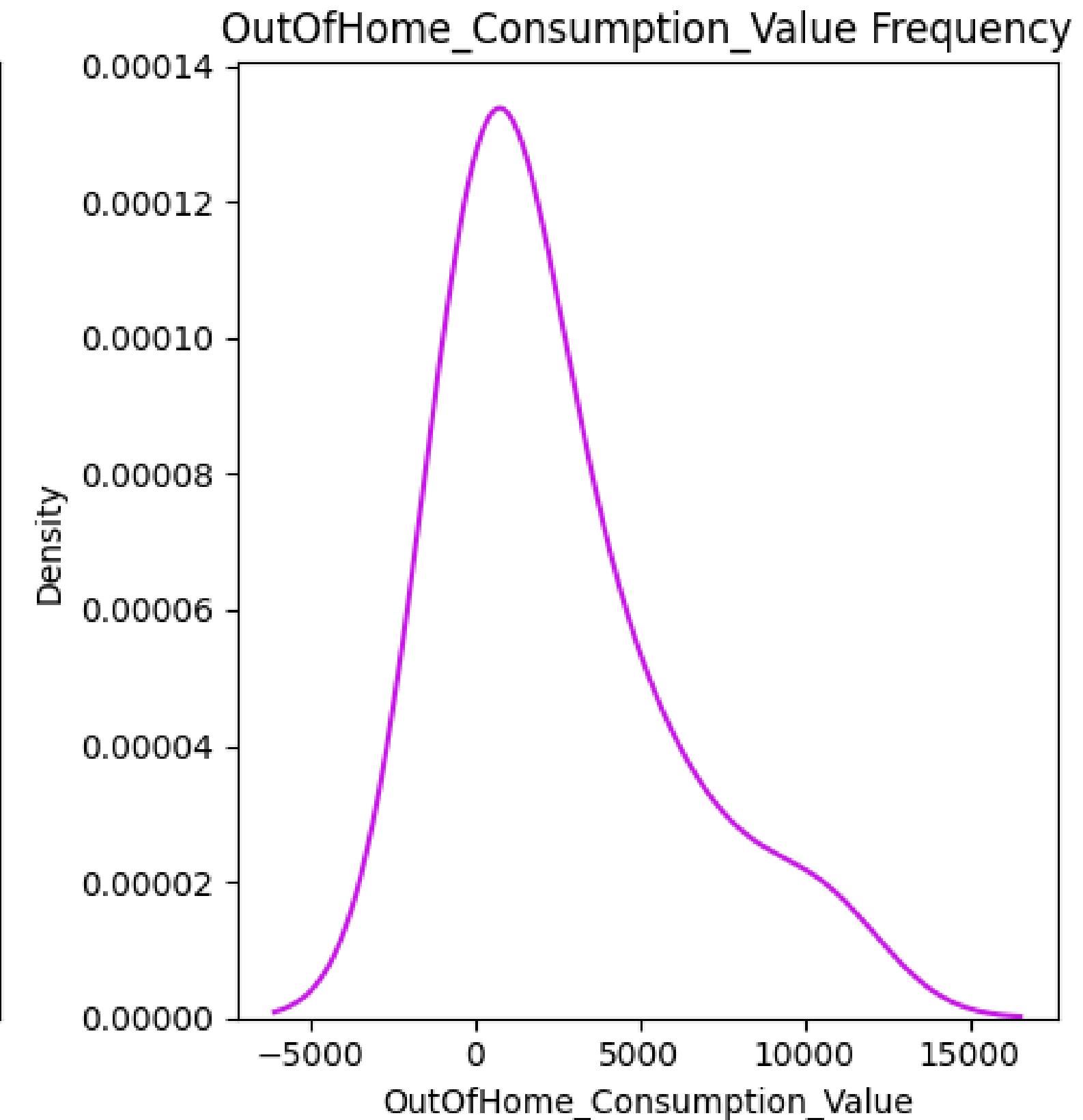
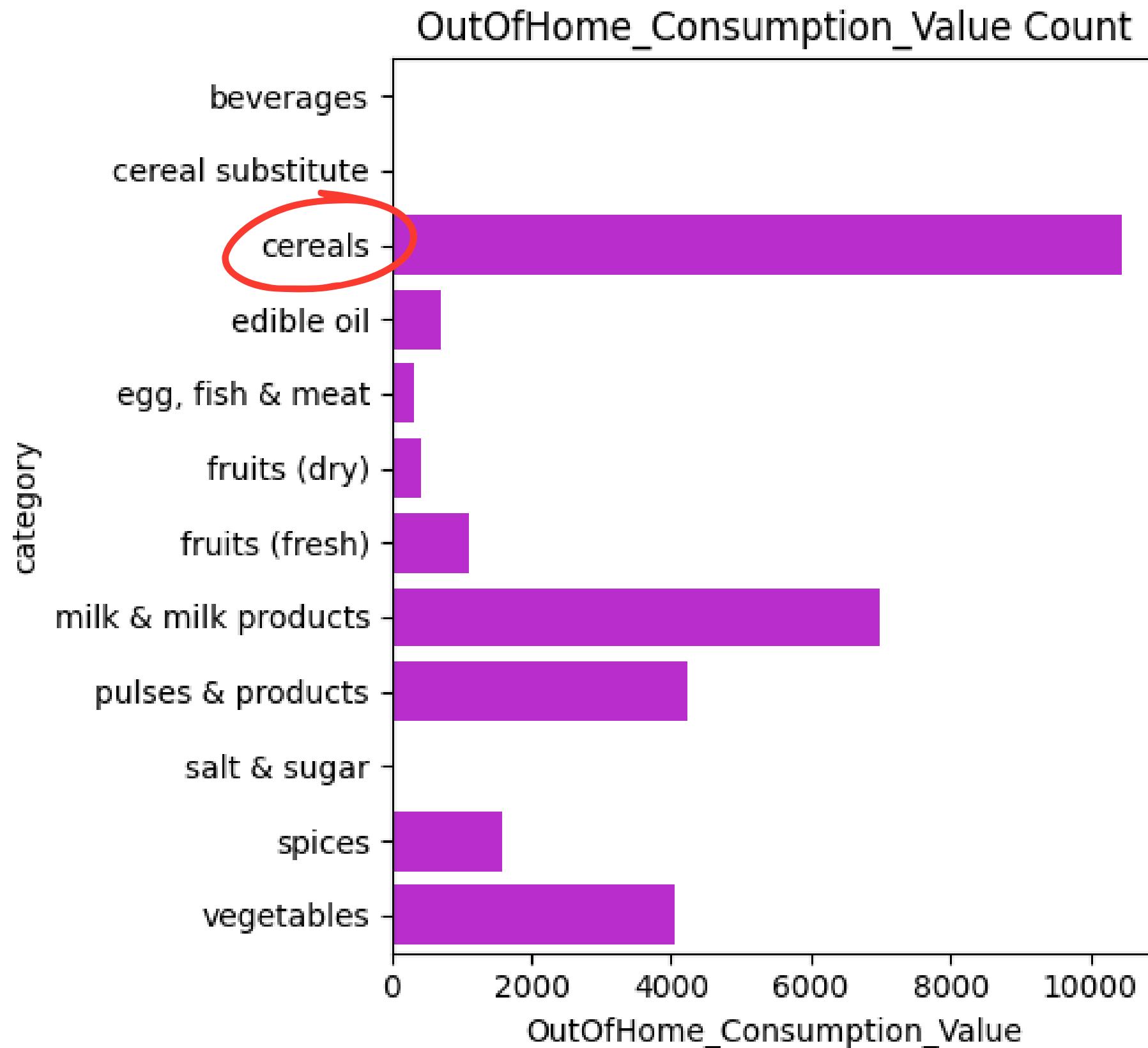




OUT OF HOME CATEGORY TOTAL QUANTITY



OUT OF HOME CATEGORY TOTAL VALUE

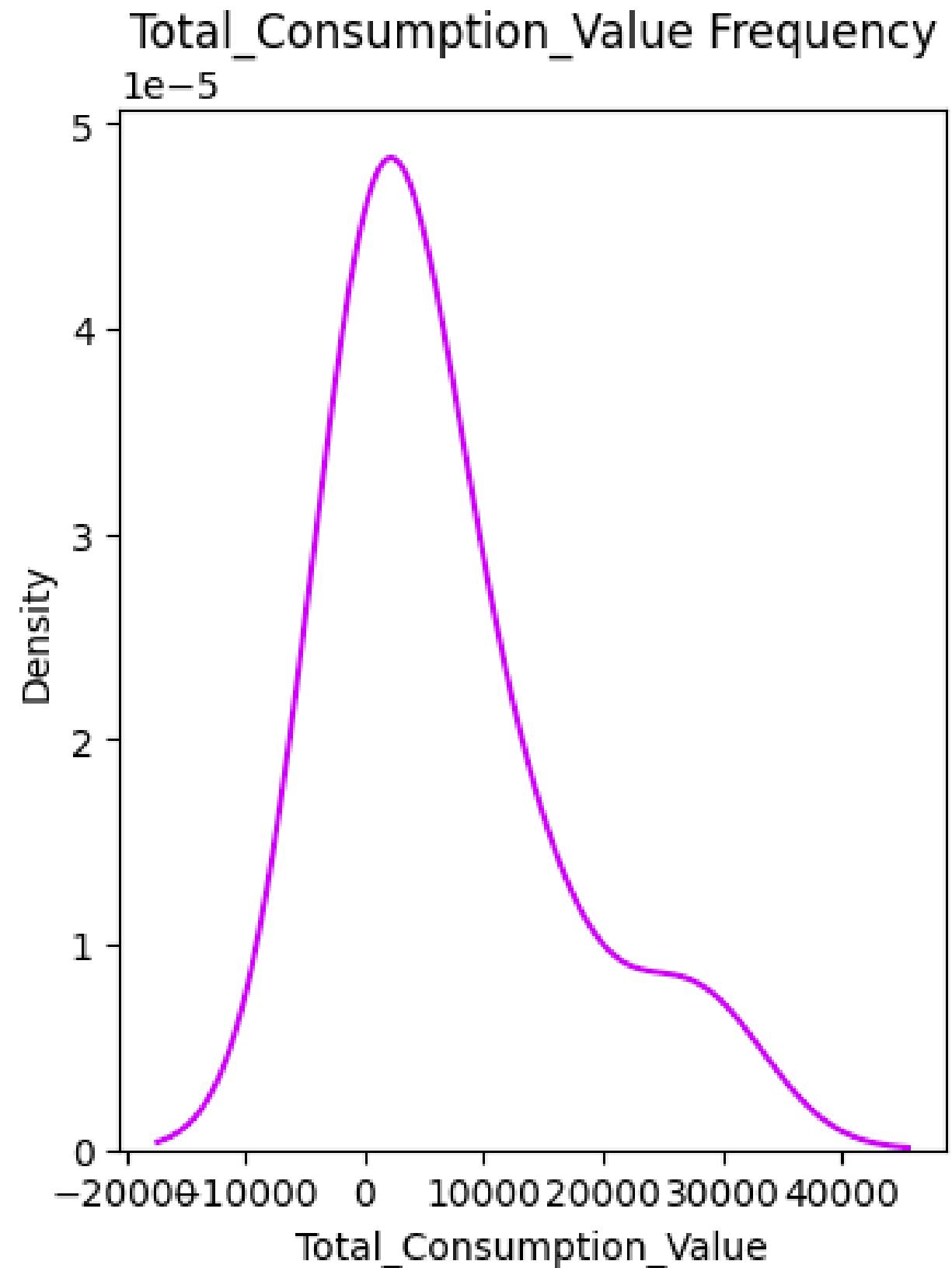
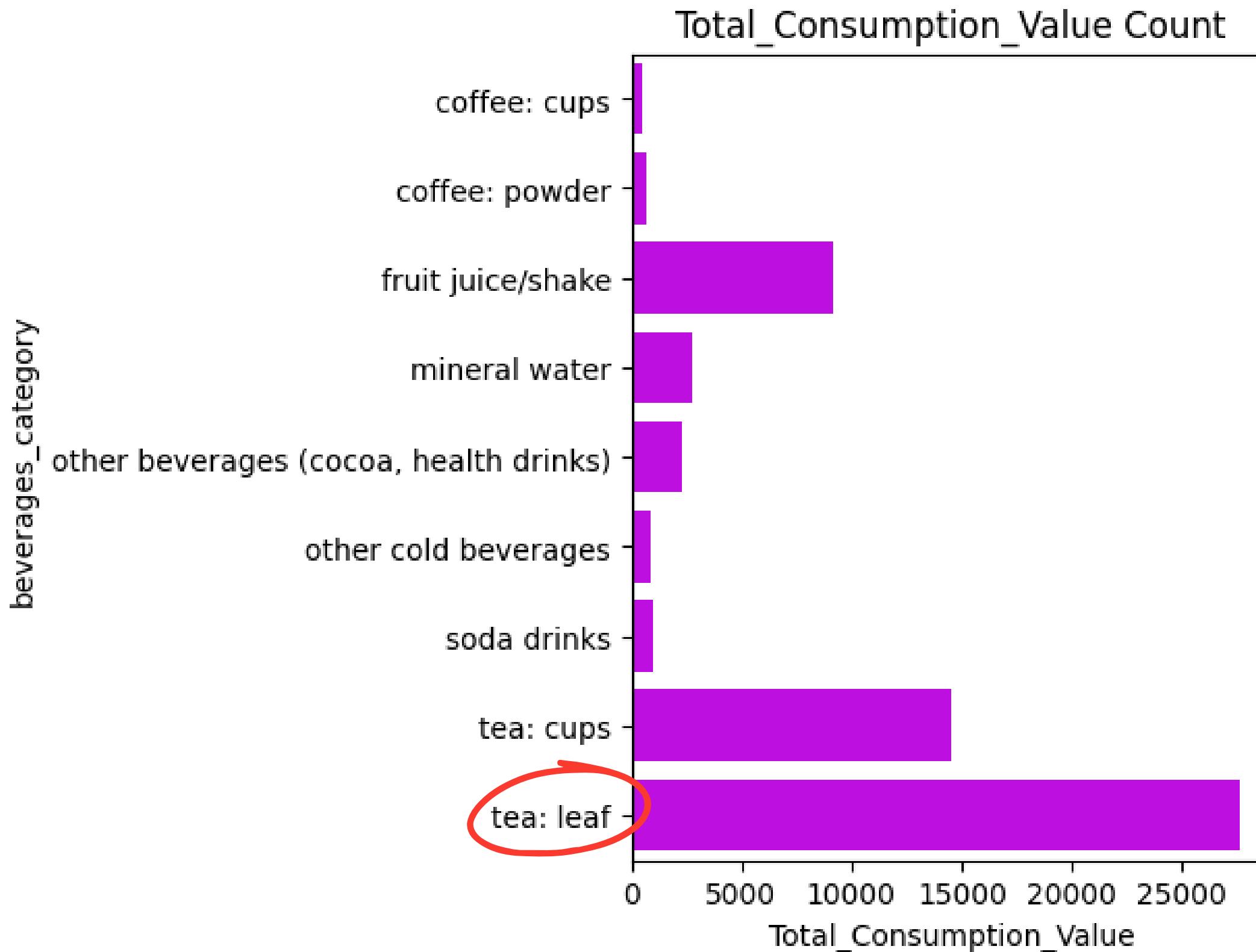




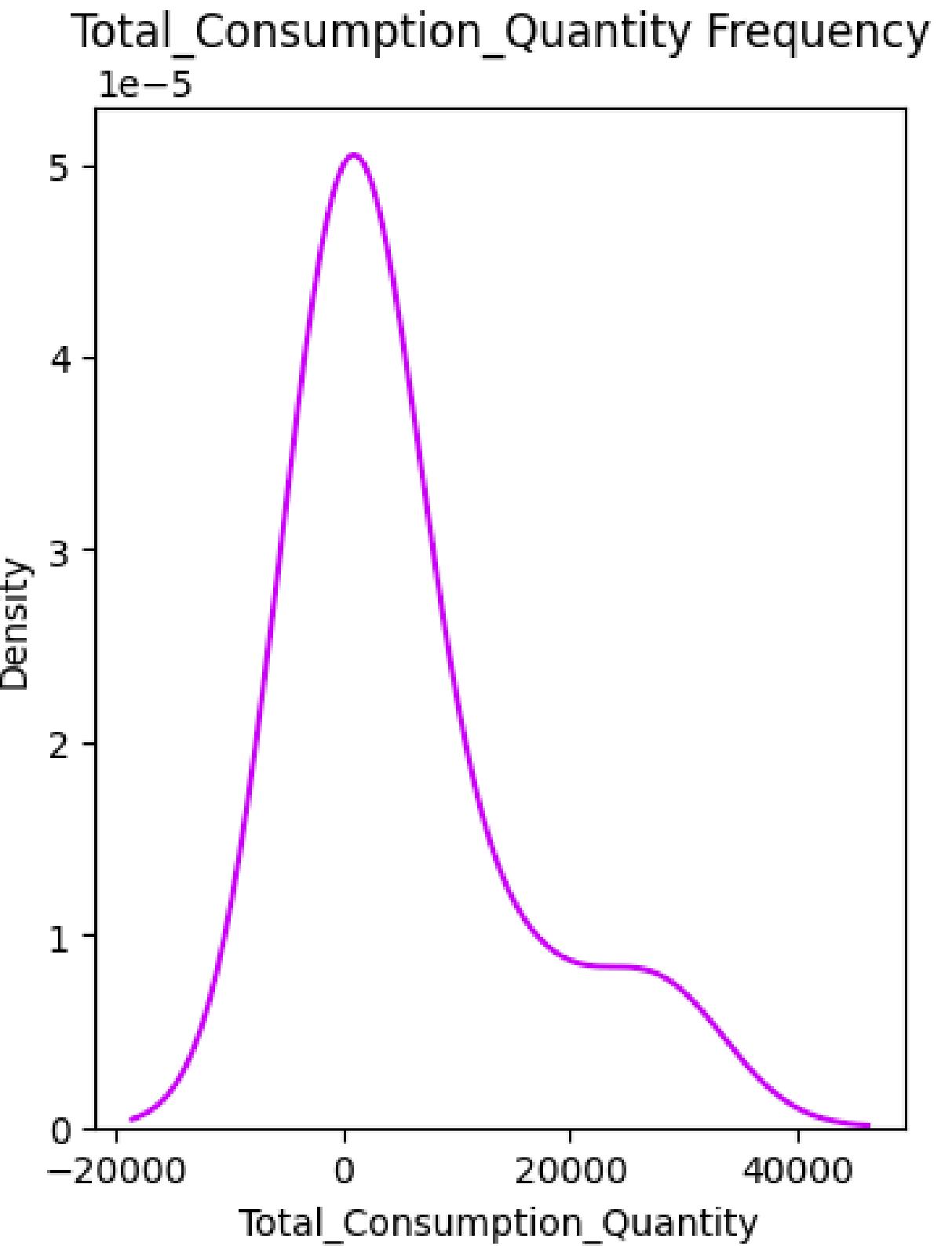
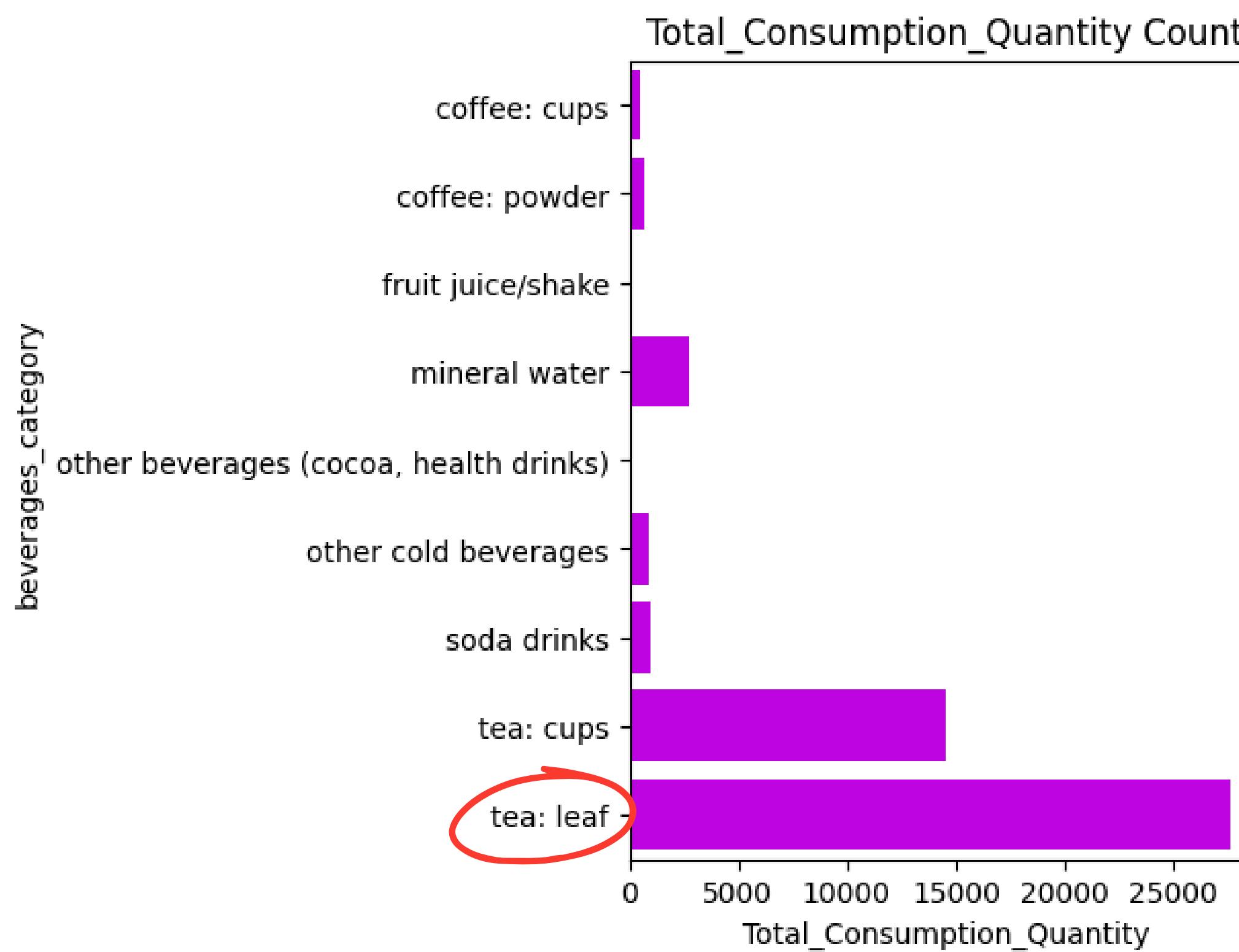
BEVERAGES

DURING THE LAST 7 DAYS

BEVERAGES CATEGORY TOTAL VALUE



BEVERAGES CATEGORY TOTAL QUANTITY

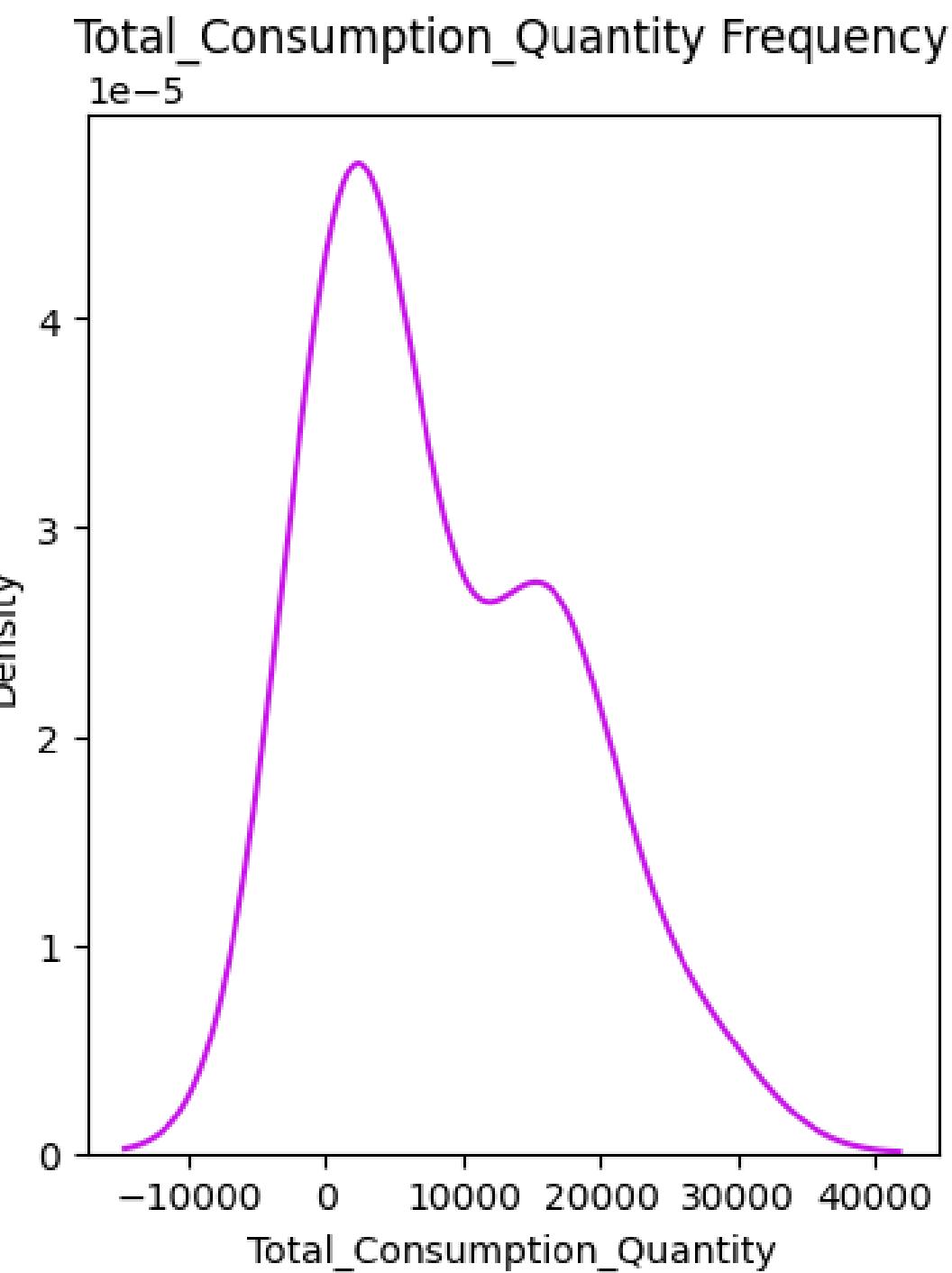
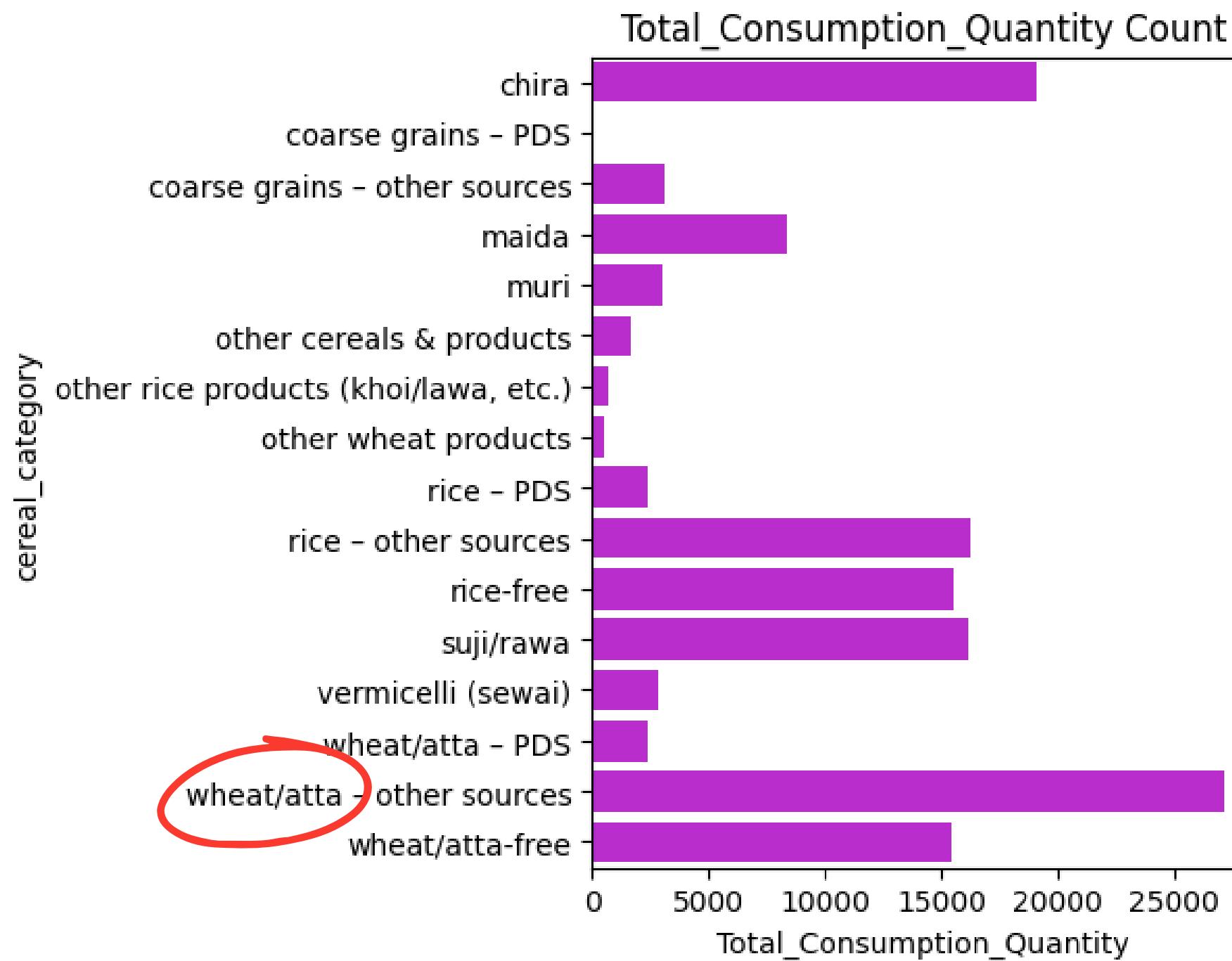




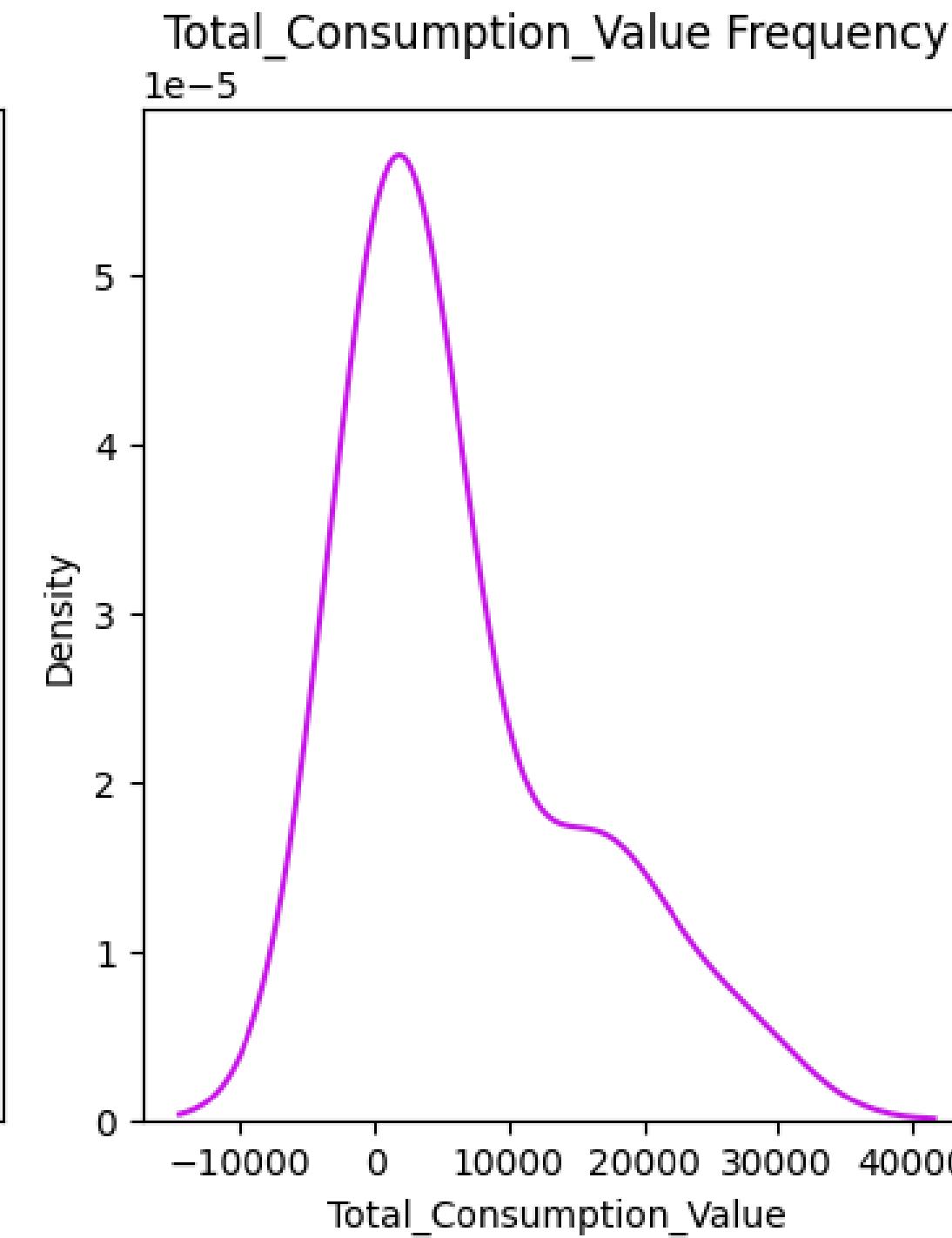
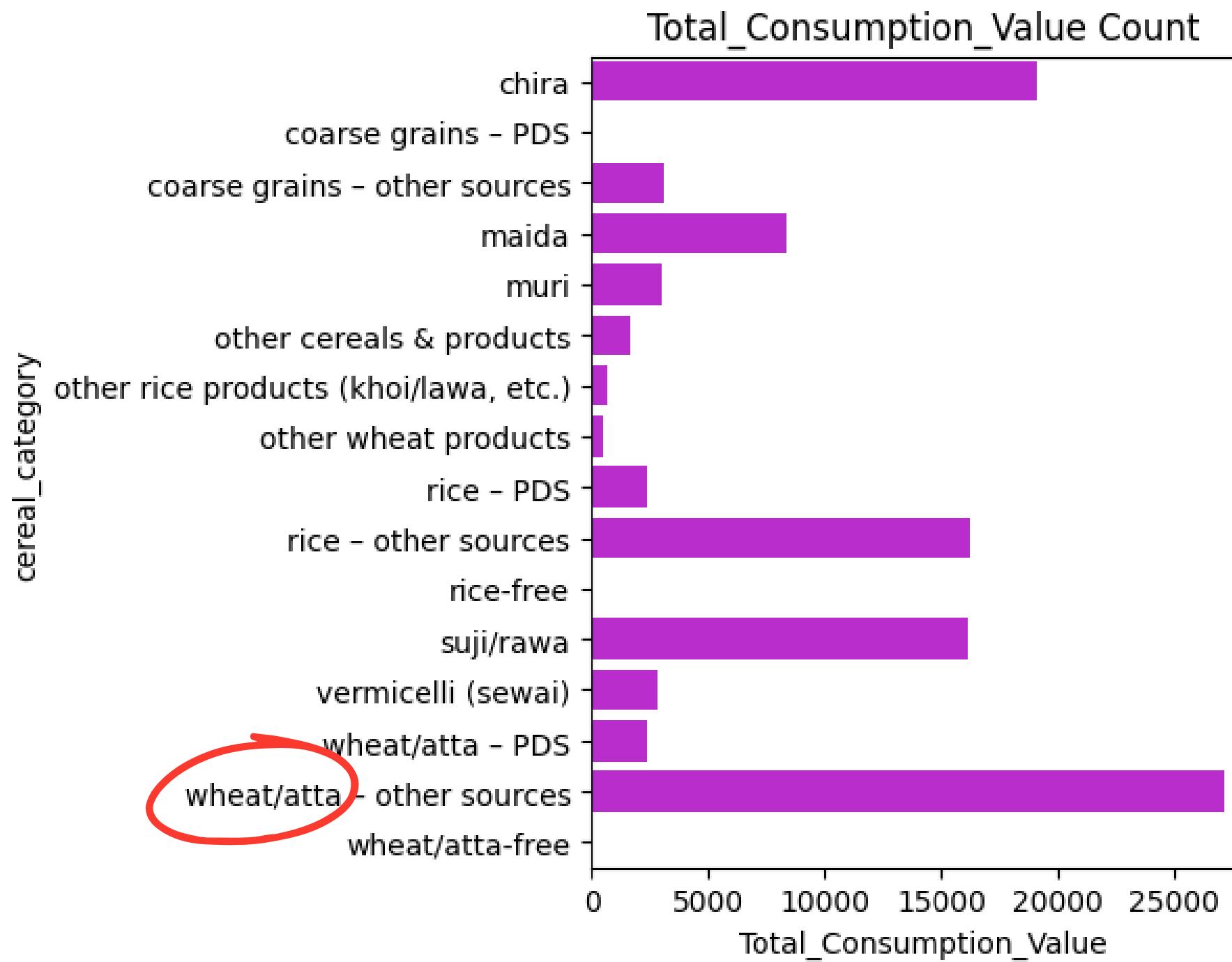
CEREAL

DURING THE LAST 30 DAYS

TOTAL QUANTITY



TOTAL VALUE

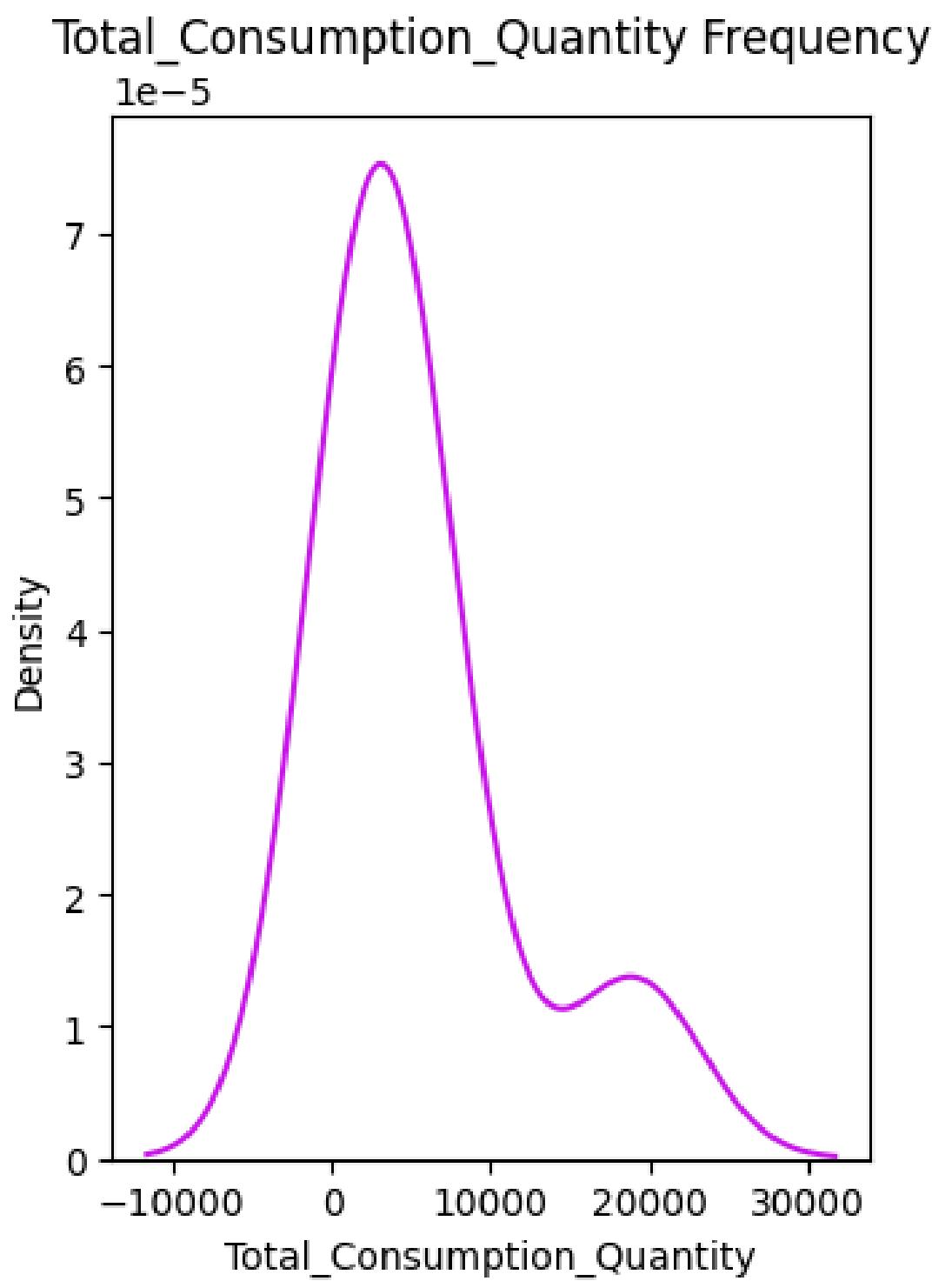
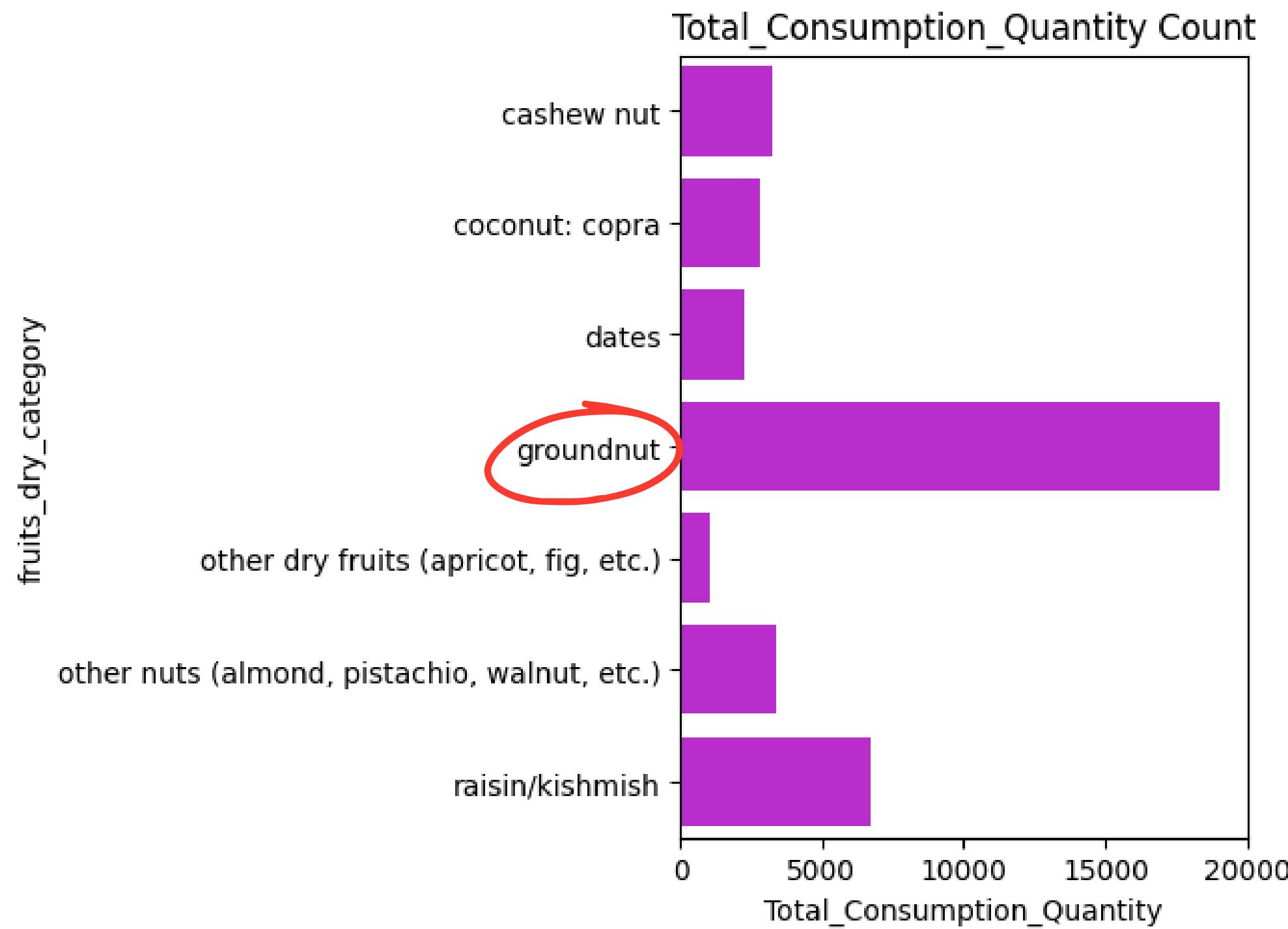




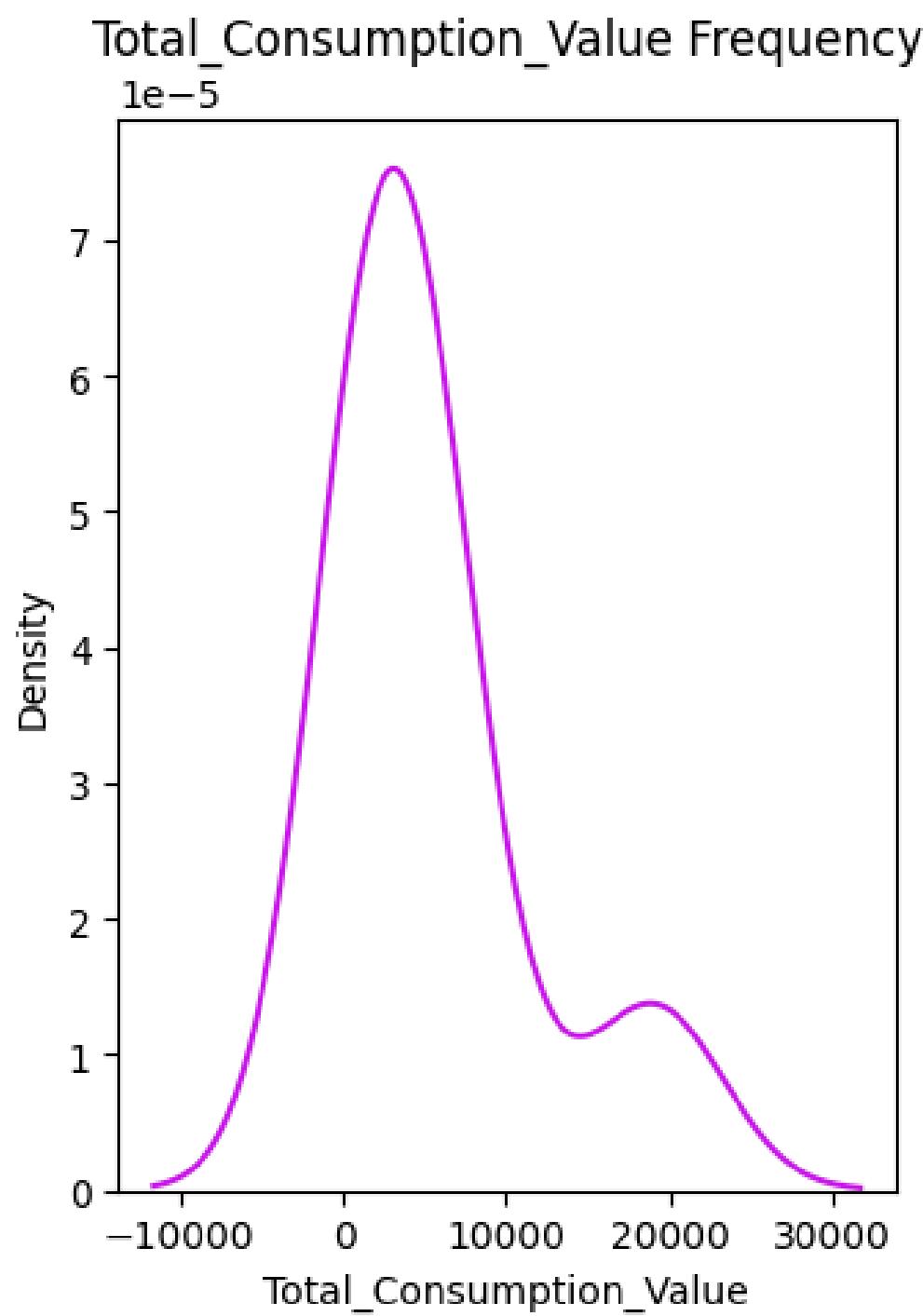
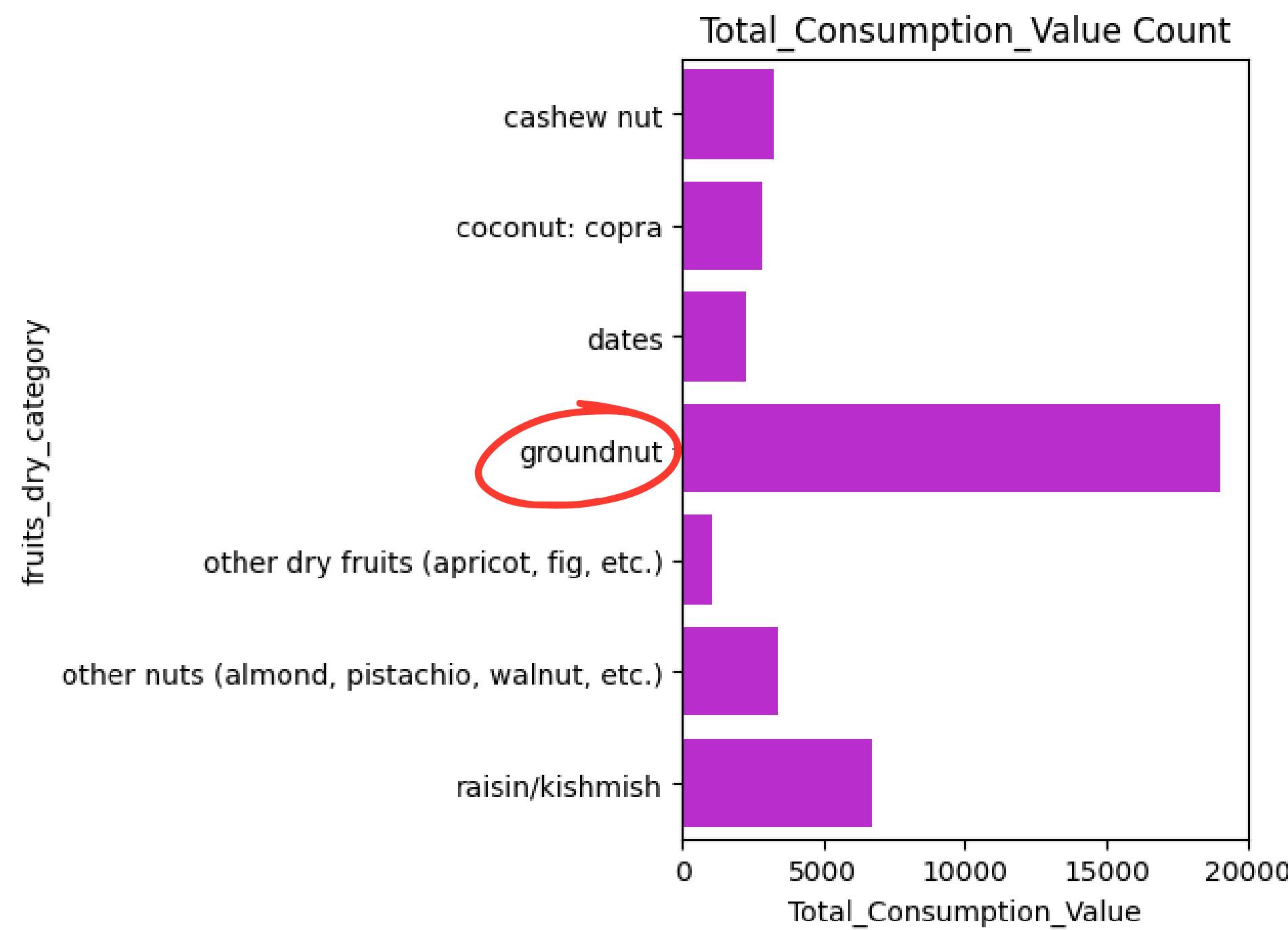
DRY FRUITS

DURING THE LAST 7 DAYS

TOTAL QUANTITY



TOTAL VALUE

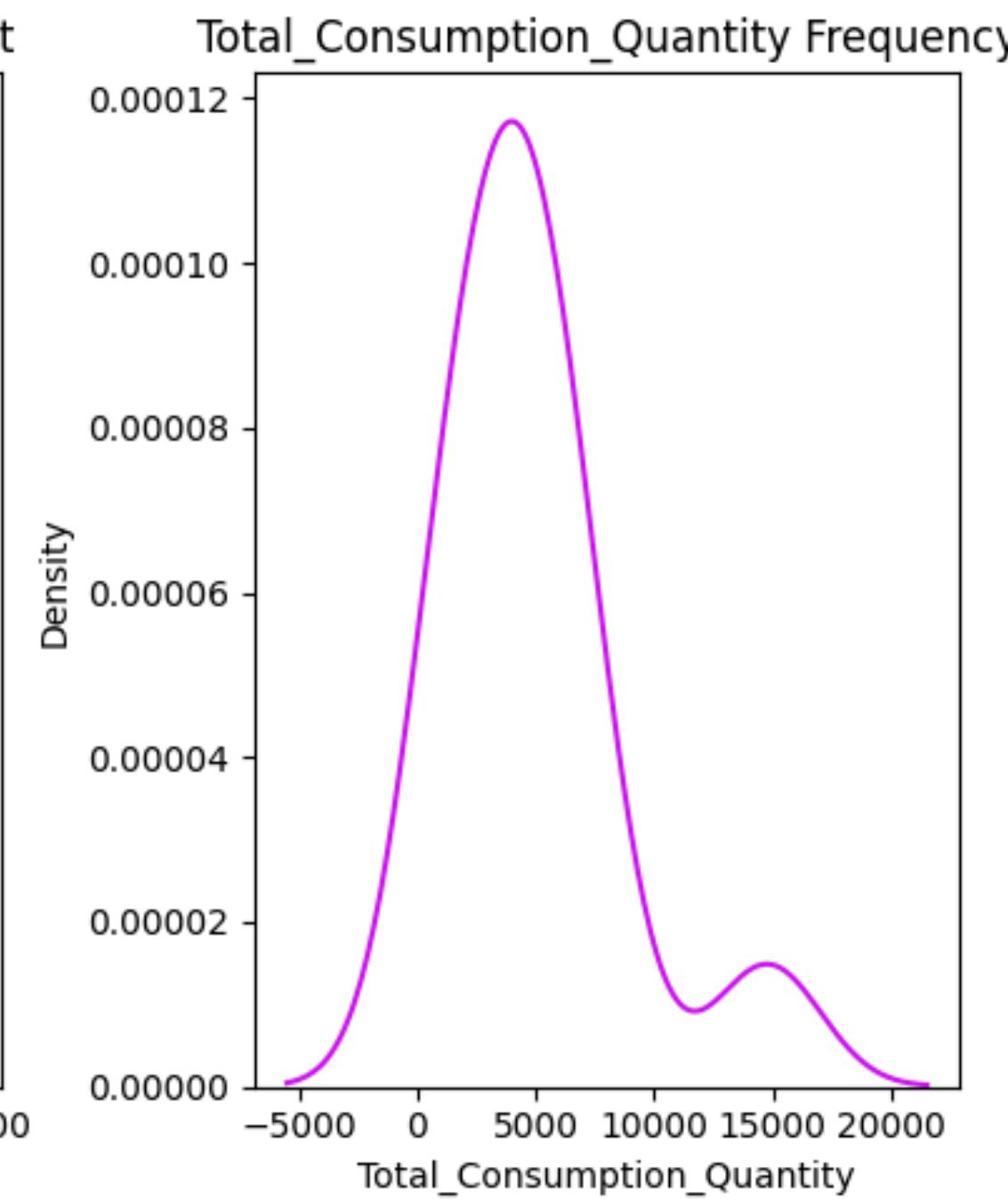
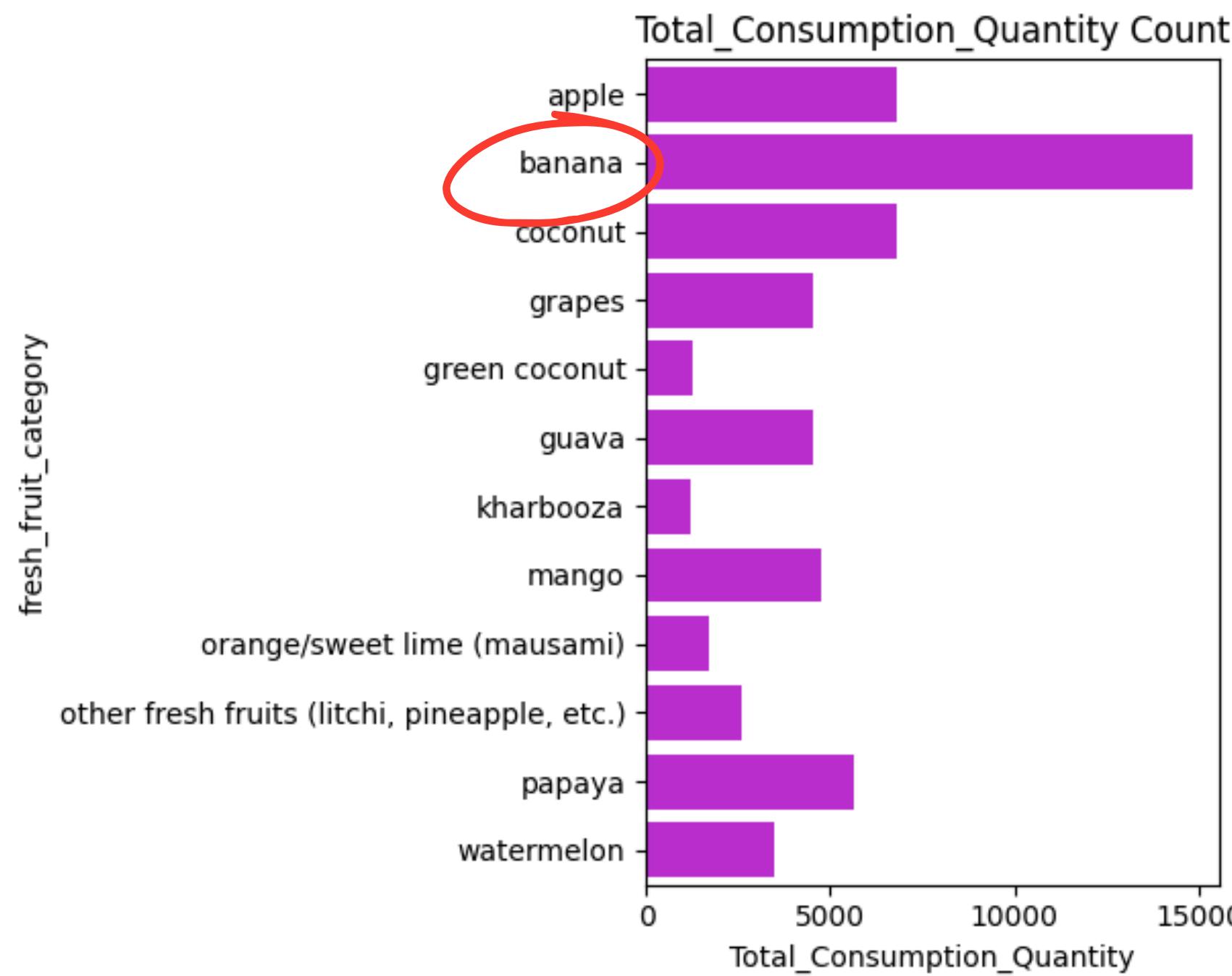




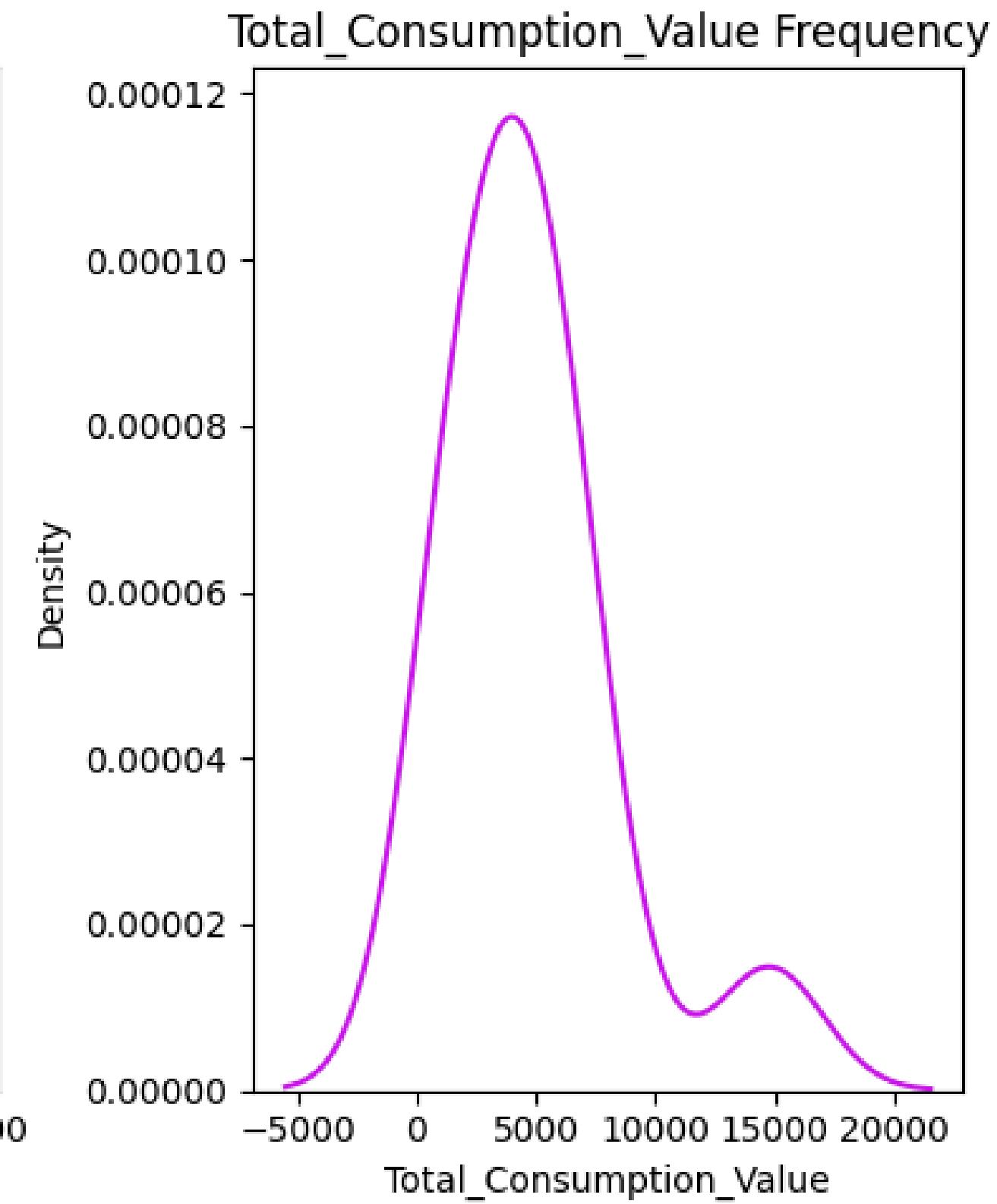
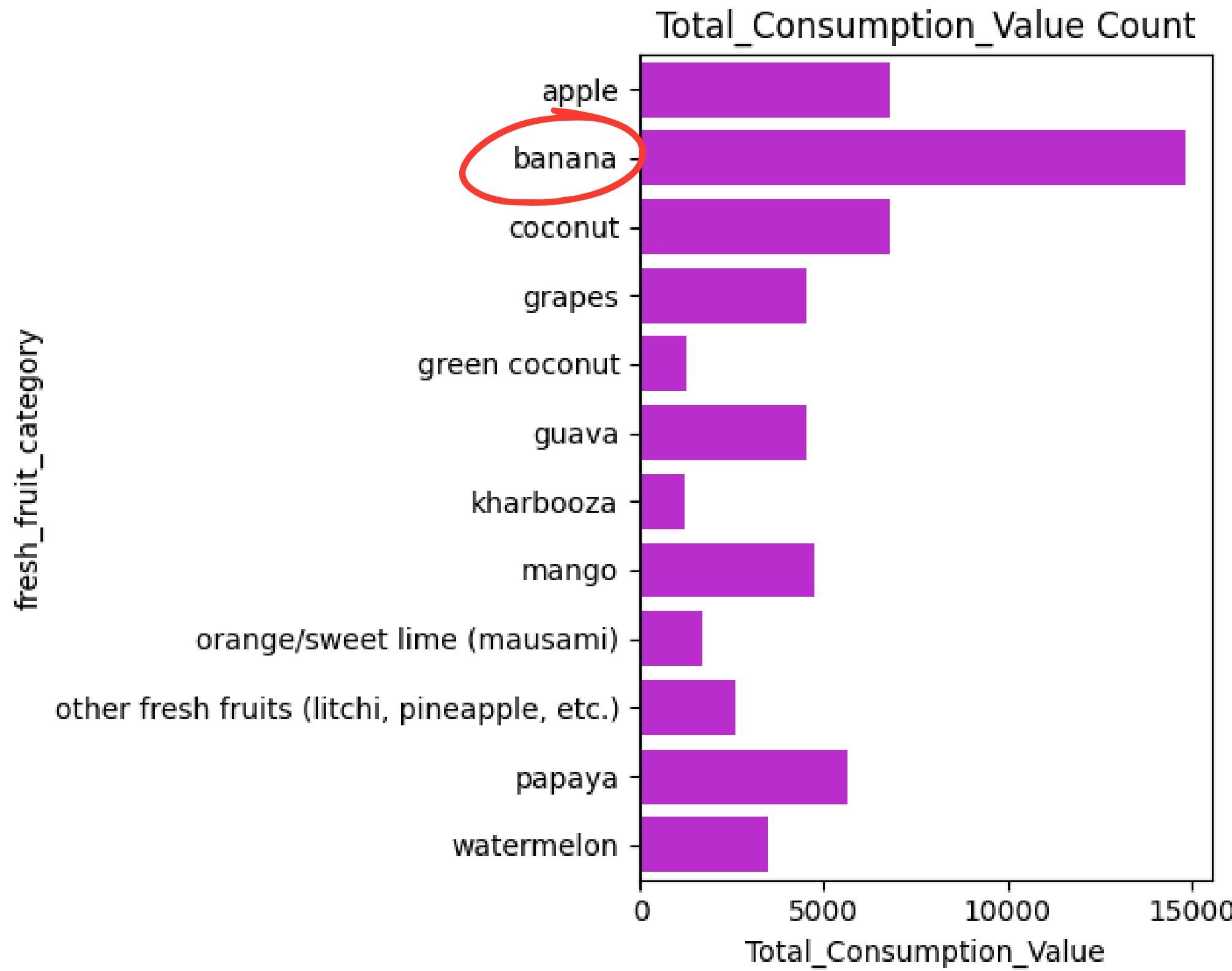
FRESH FRUITS

DURING THE LAST 7 DAYS

TOTAL QUANTITY



TOTAL VALUE

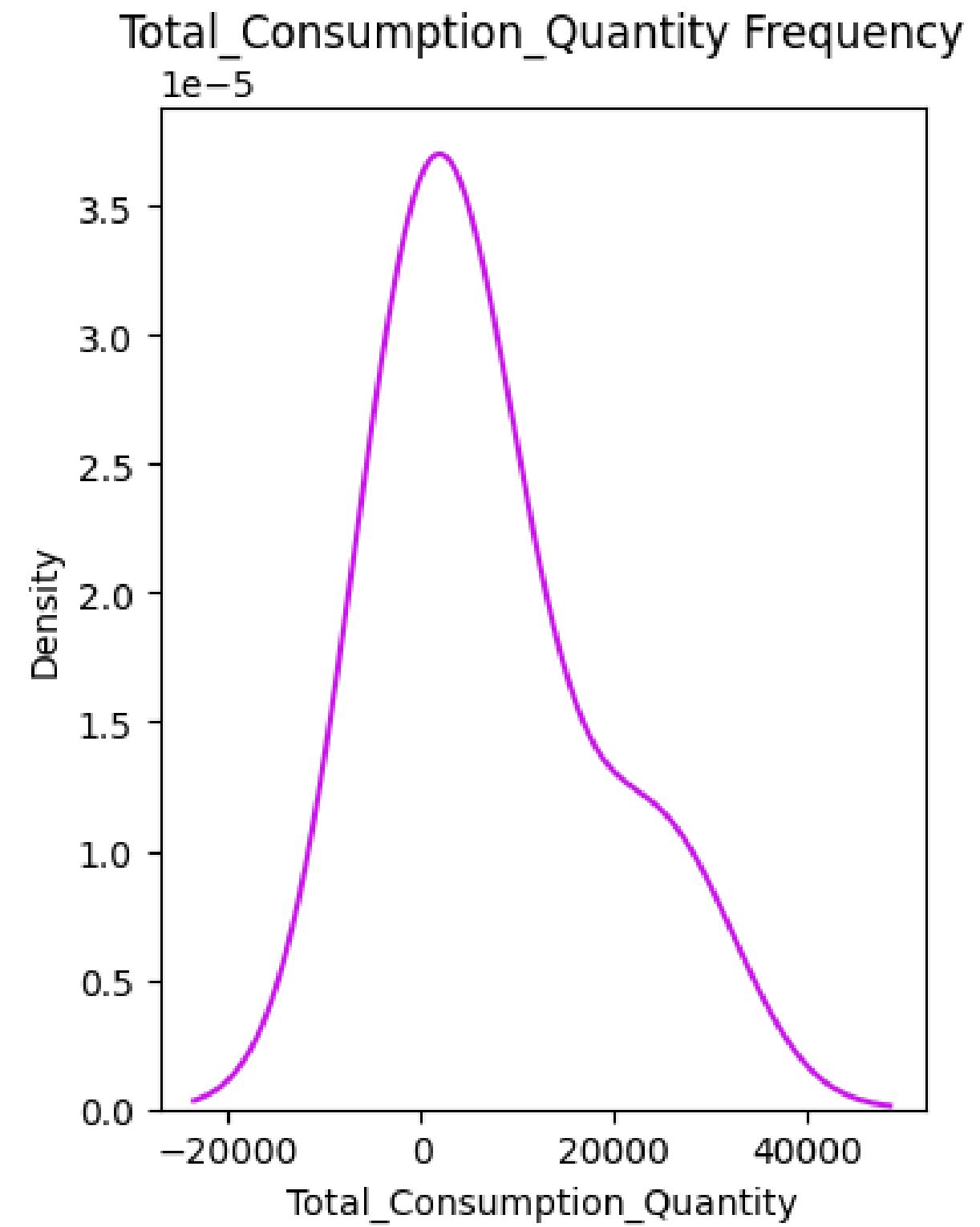
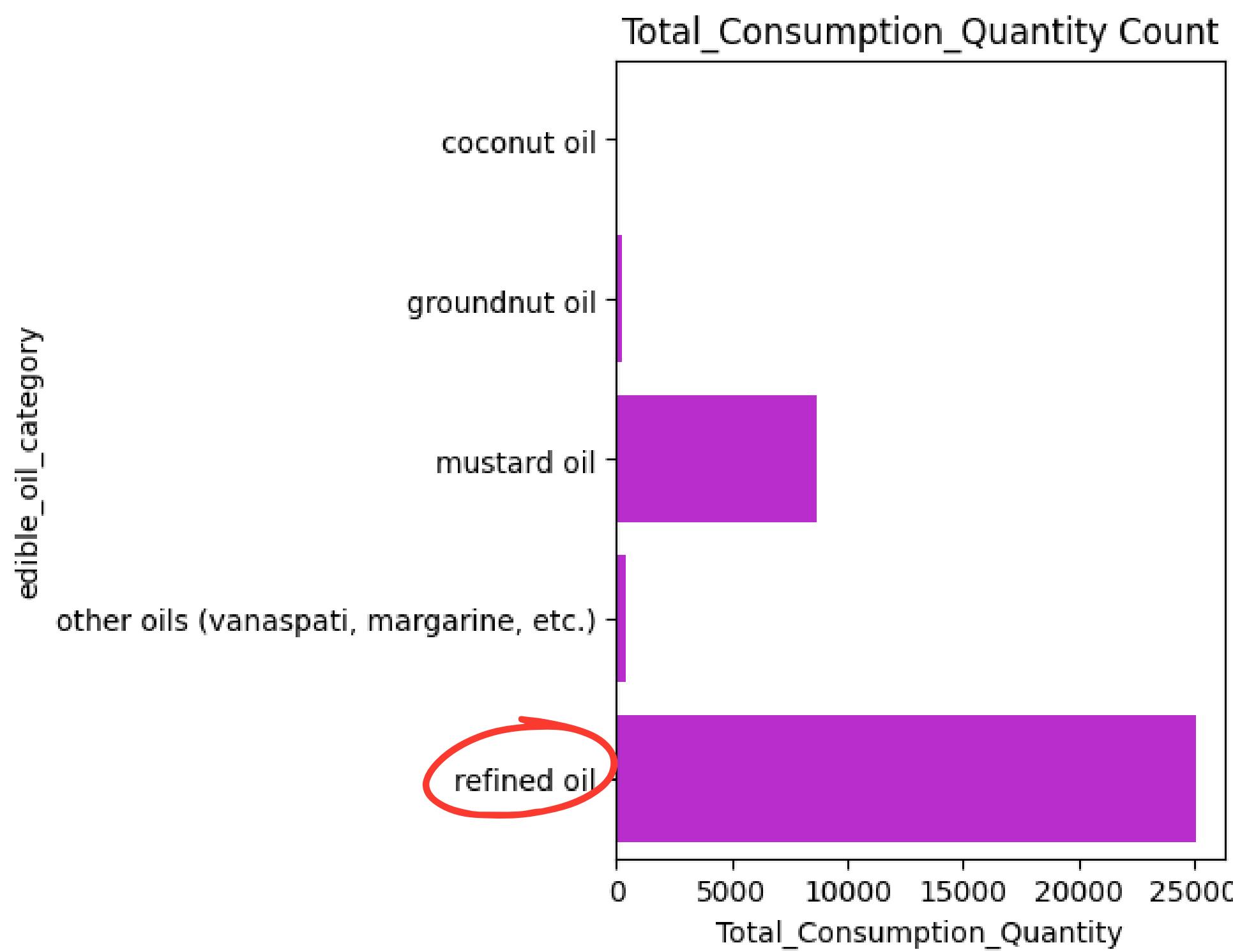




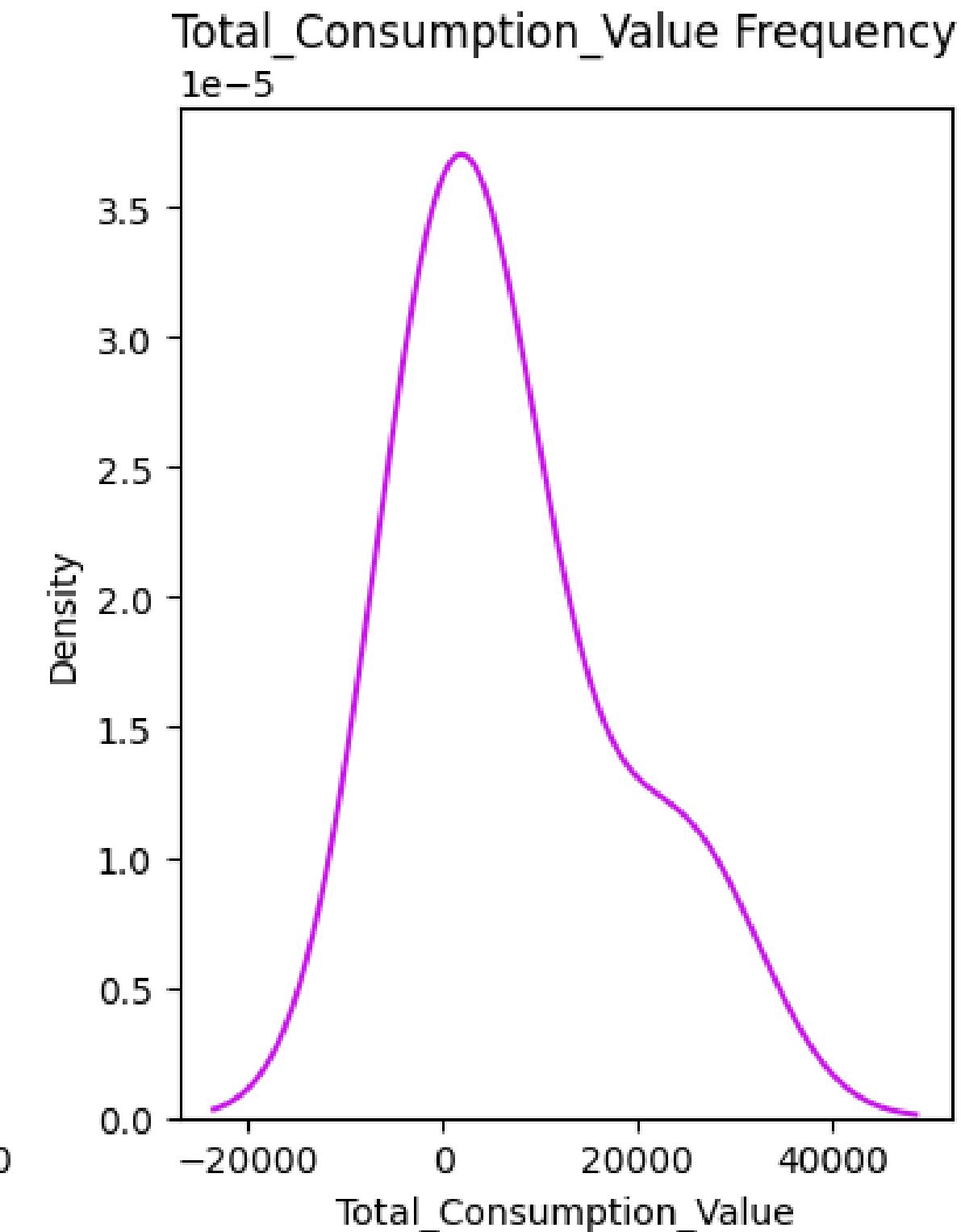
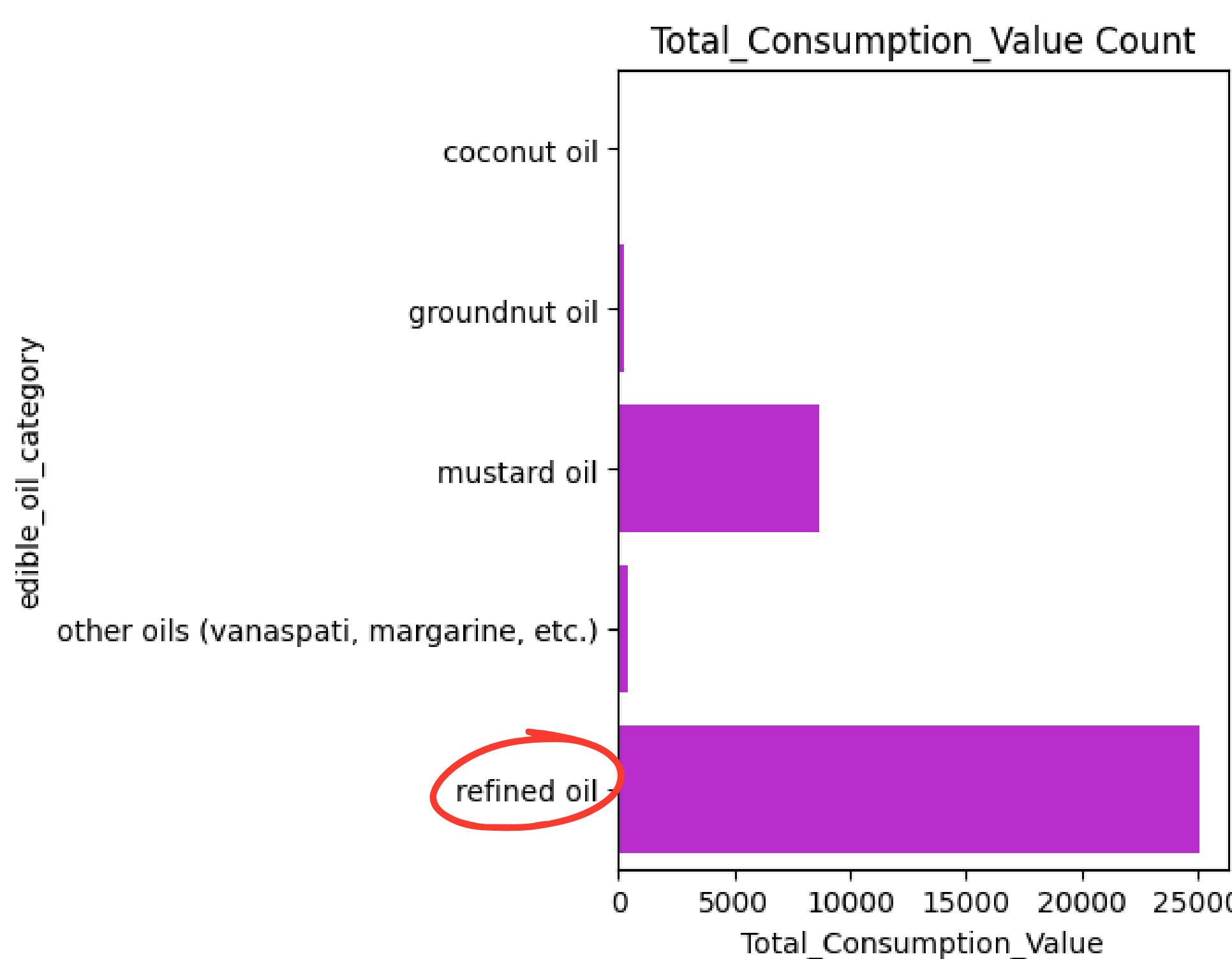
OIL

DURING THE LAST 7 DAYS

TOTAL QUANTITY



TOTAL VALUE

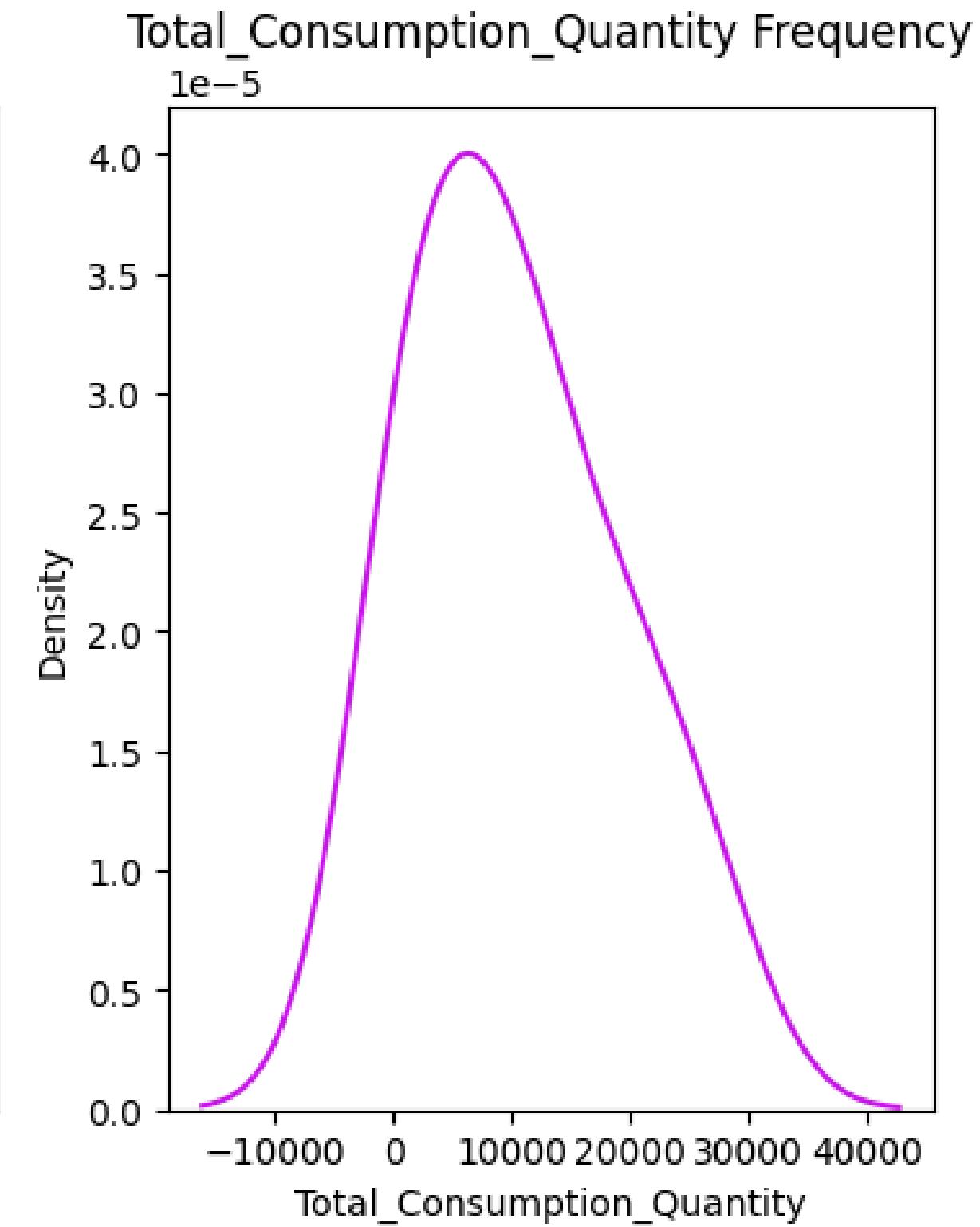
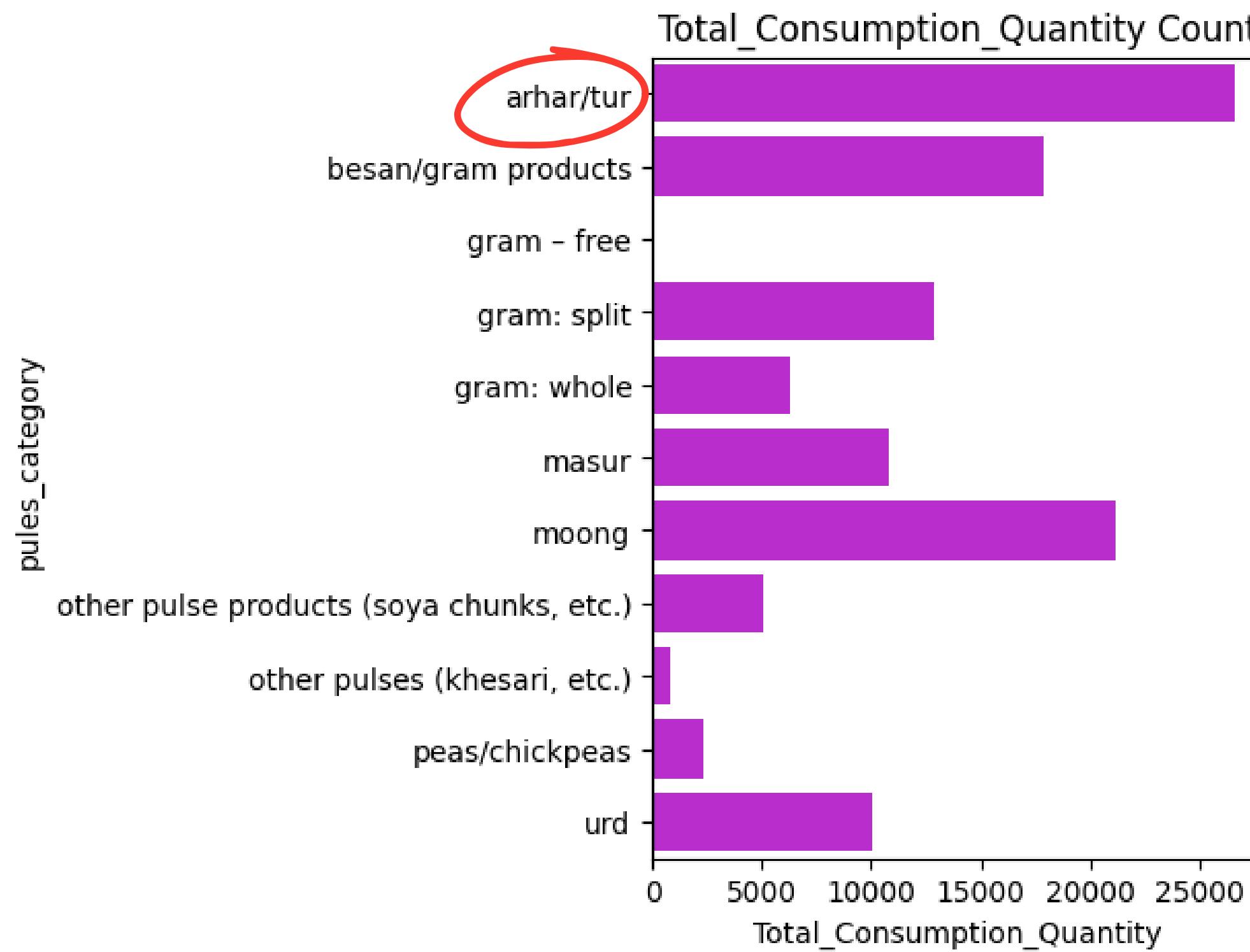




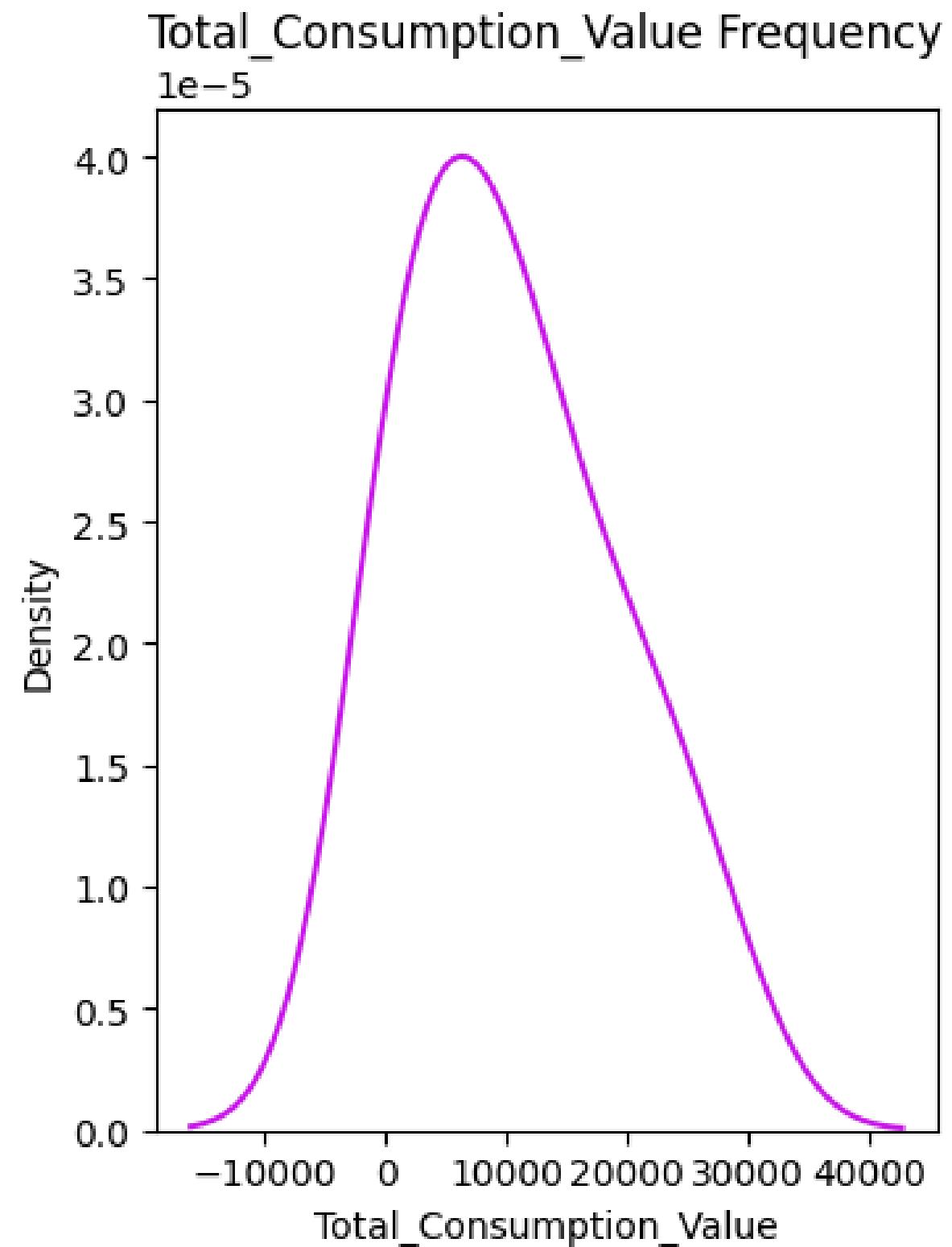
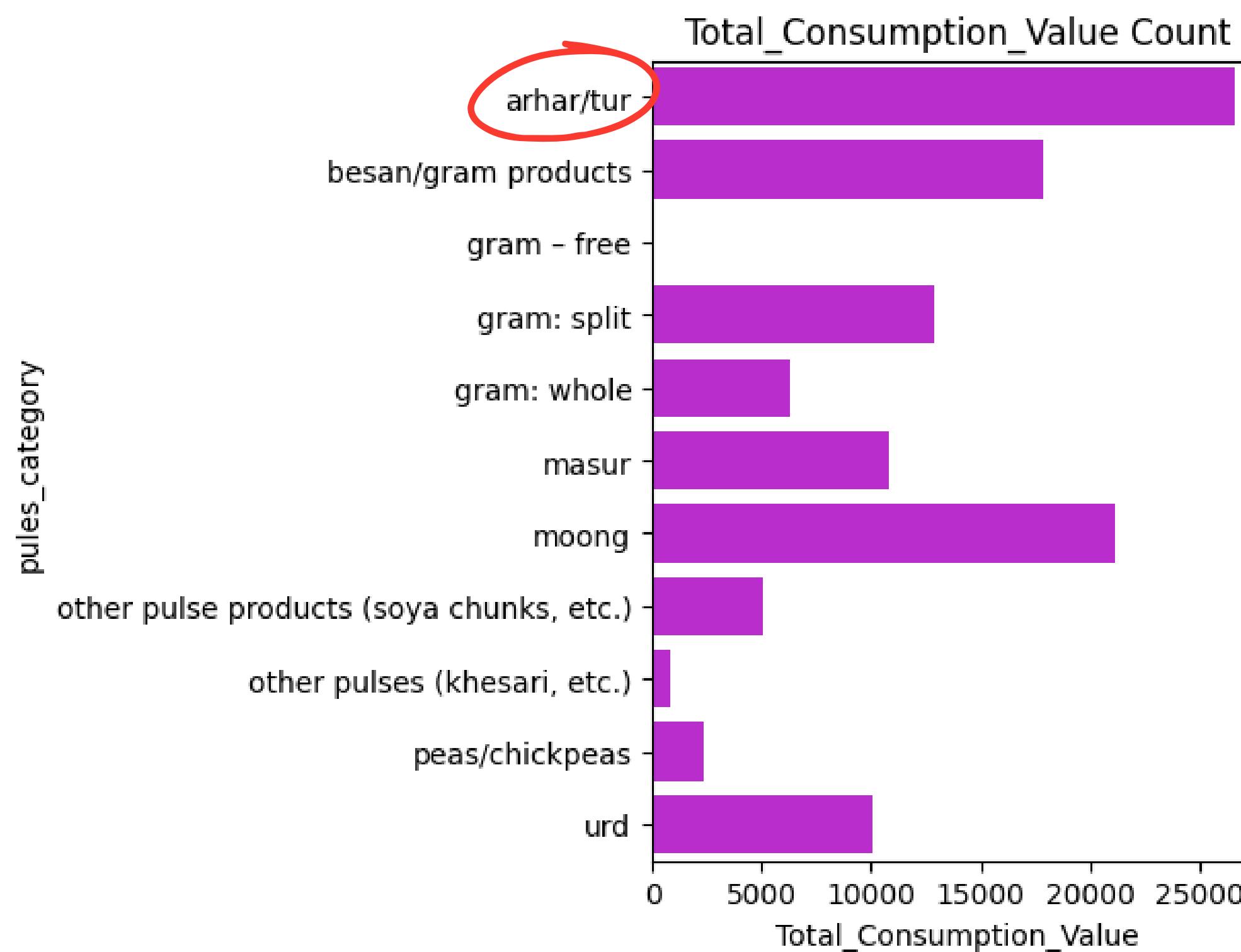
PULES

DURING THE LAST 30 DAYS

TOTAL QUANTITY



TOTAL VALUE

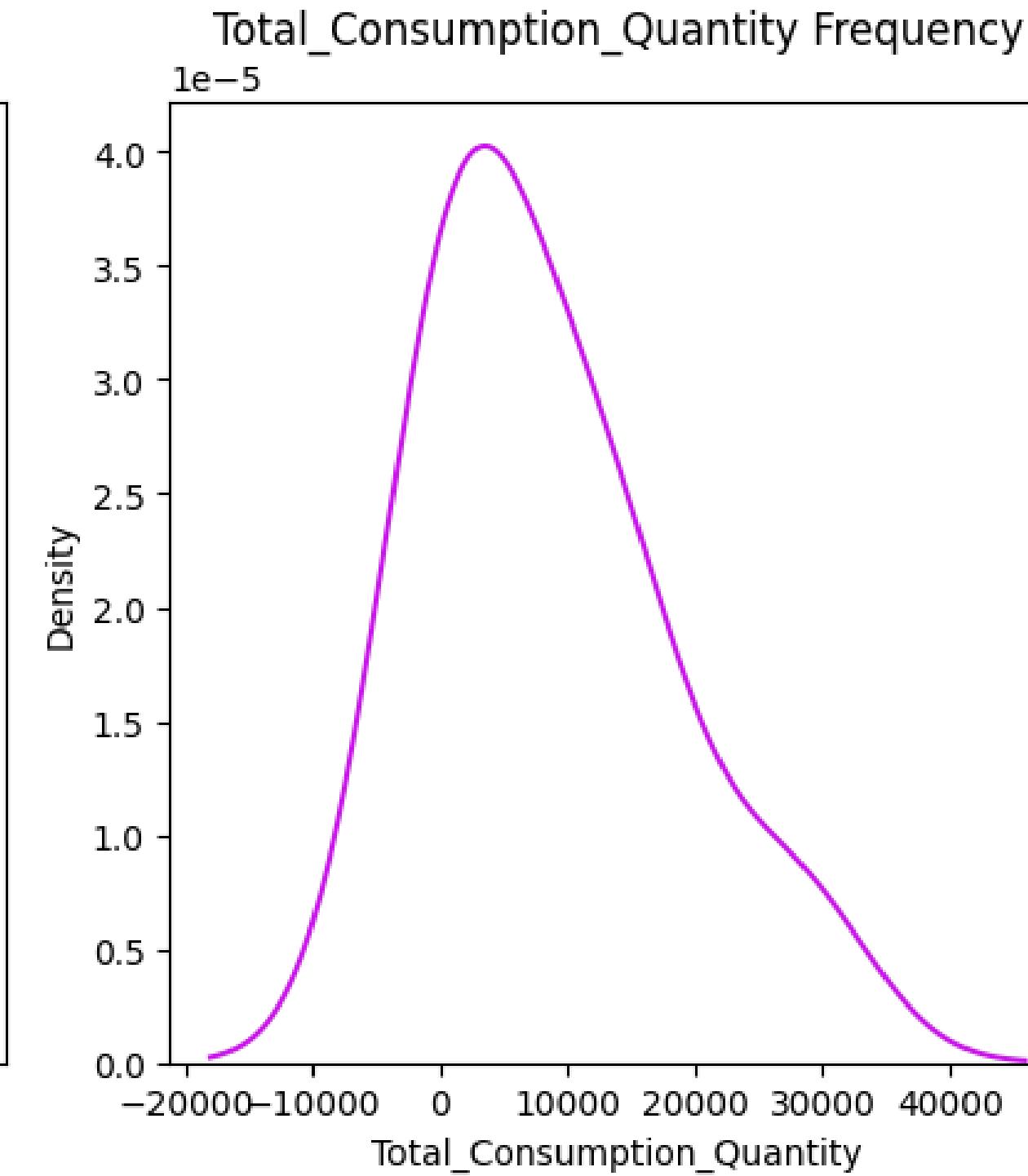
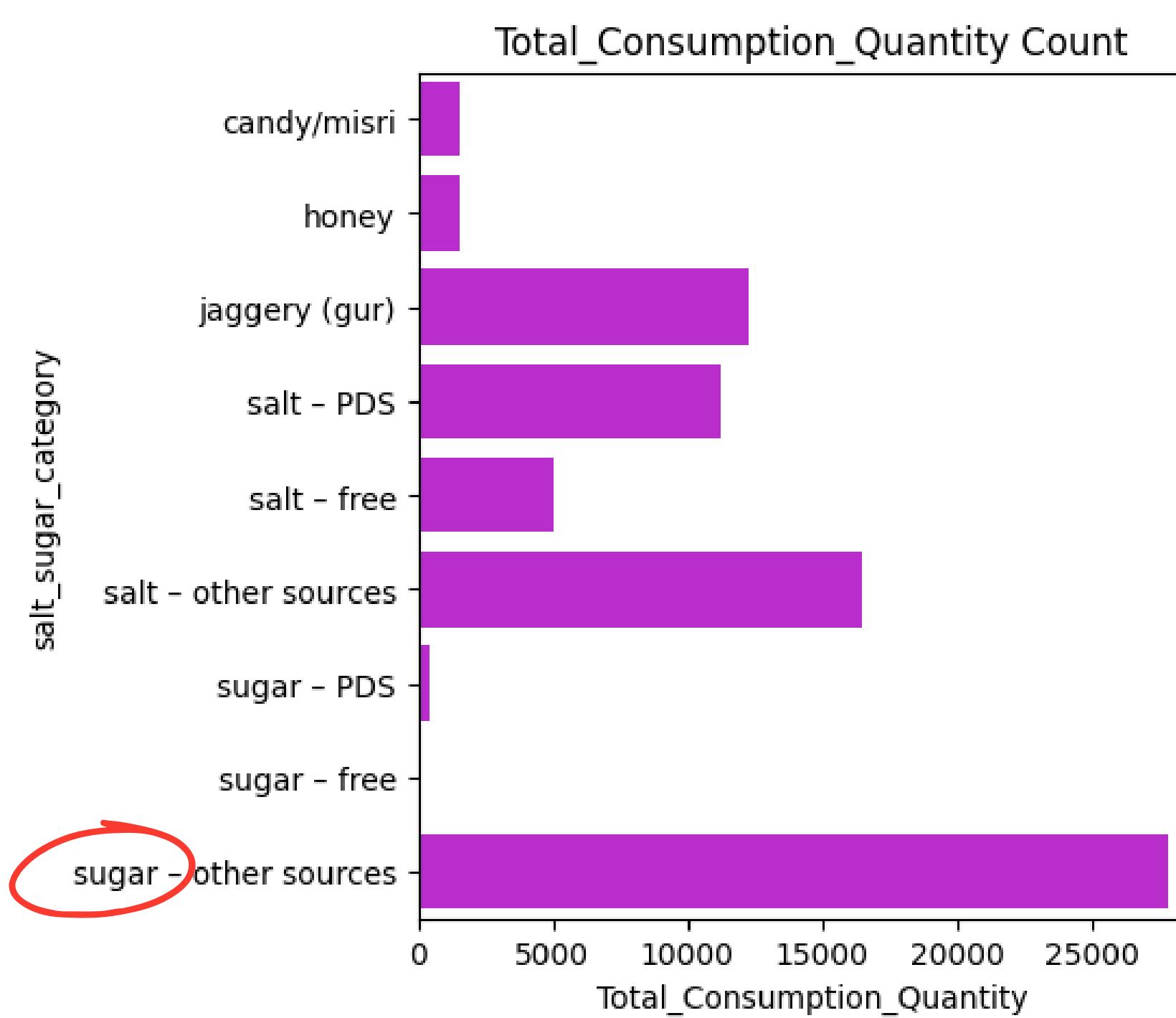




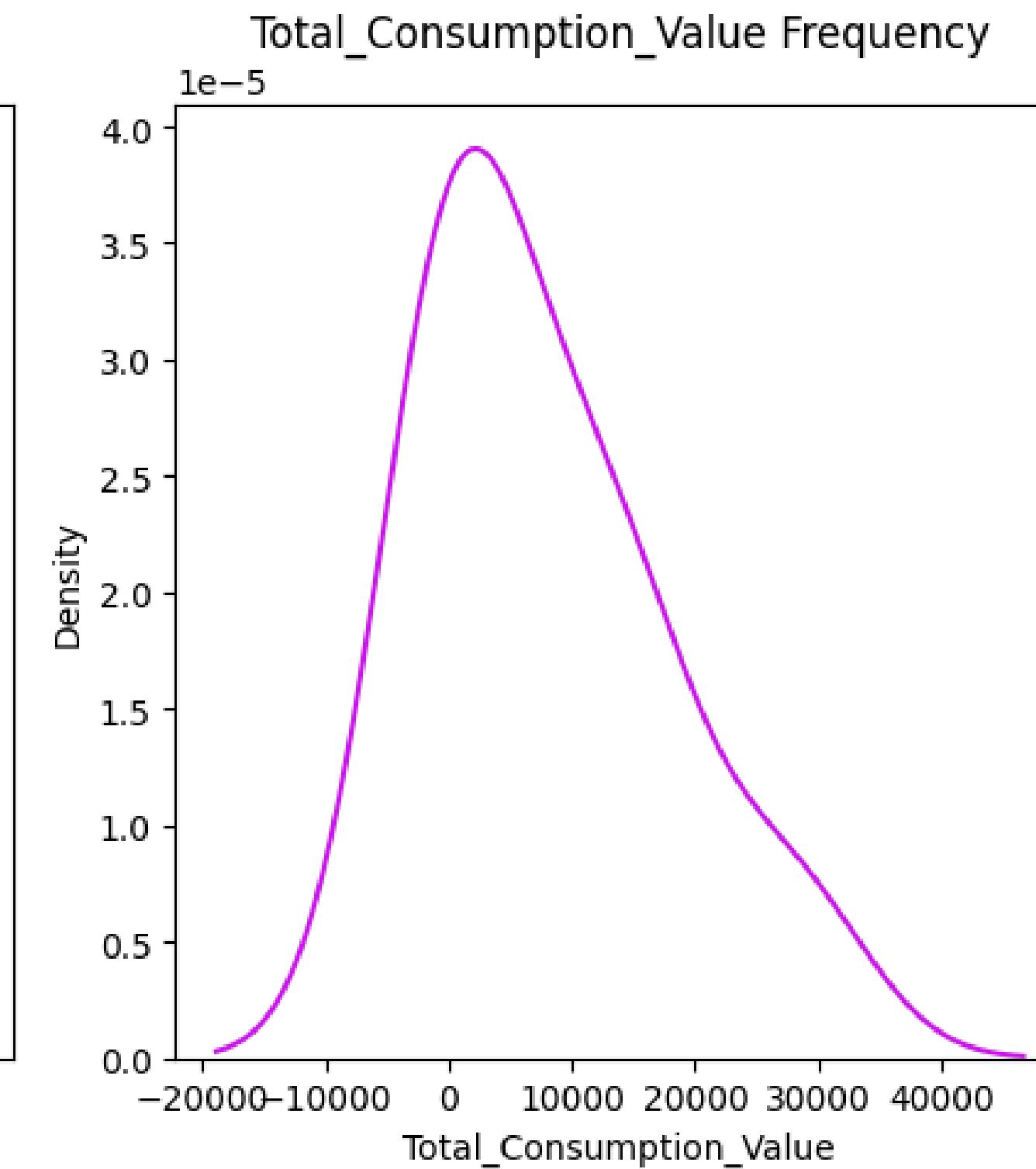
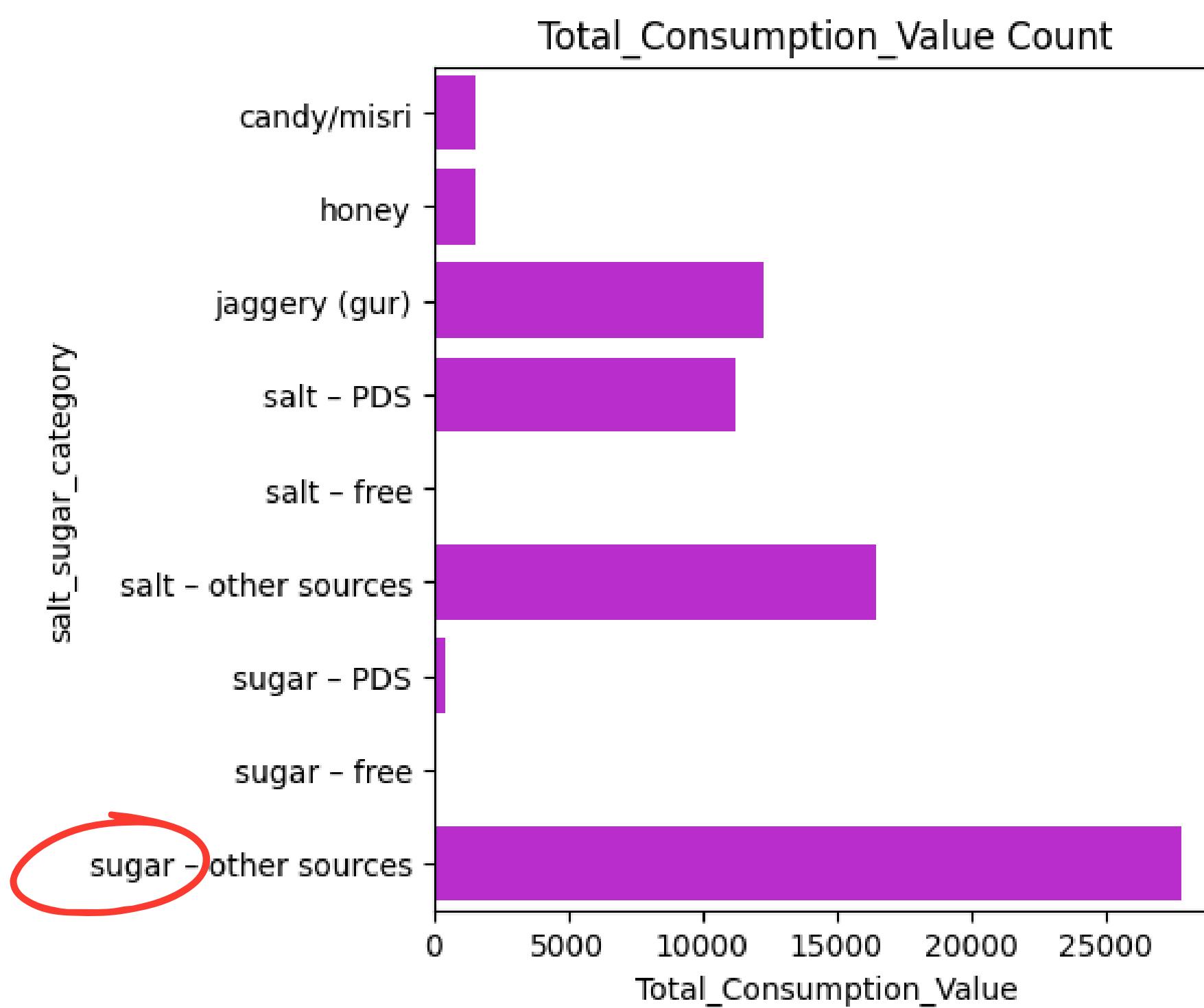
SALT SUGAR

DURING THE LAST 30 DAYS

TOTAL QUANTITY



TOTAL VALUE

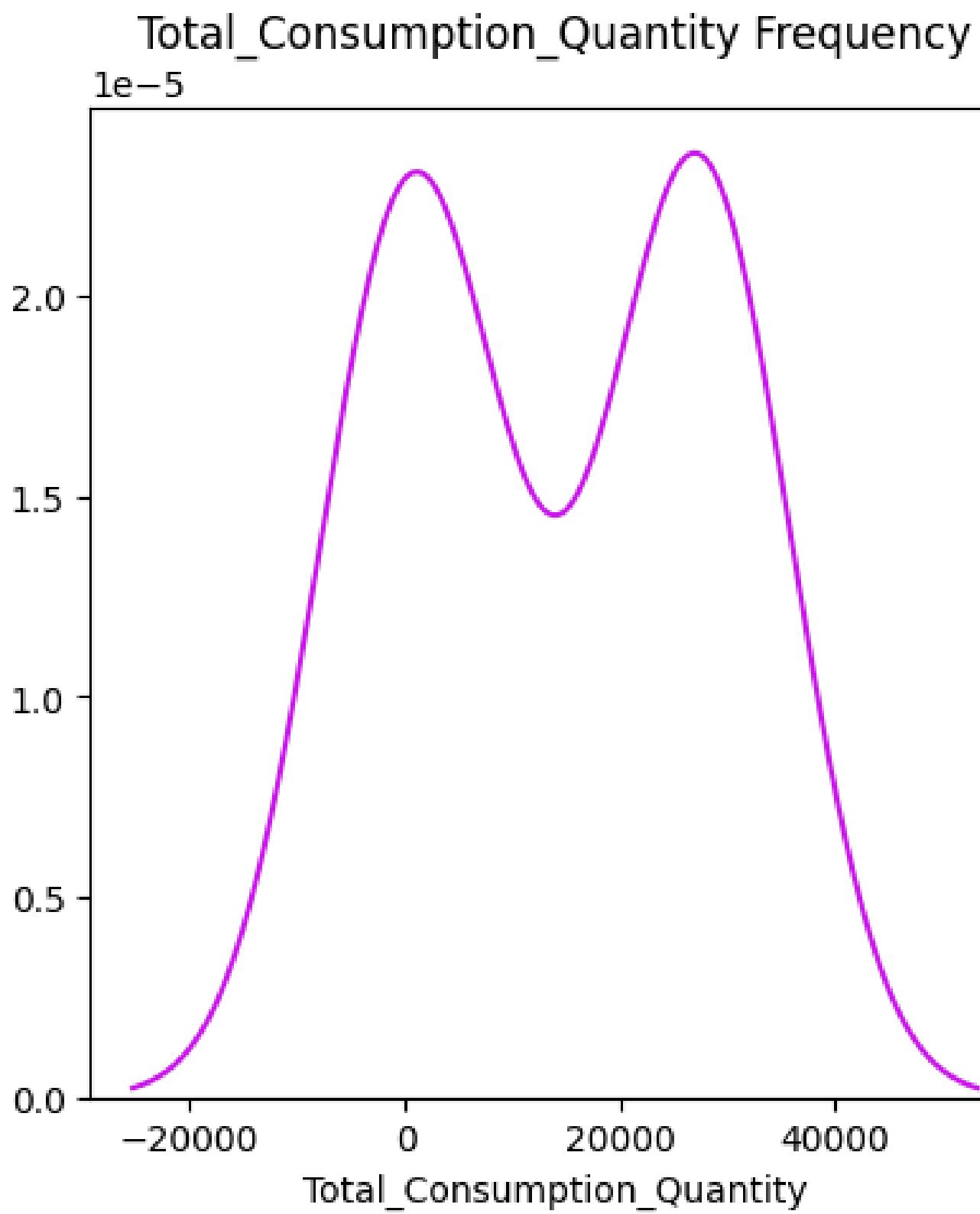
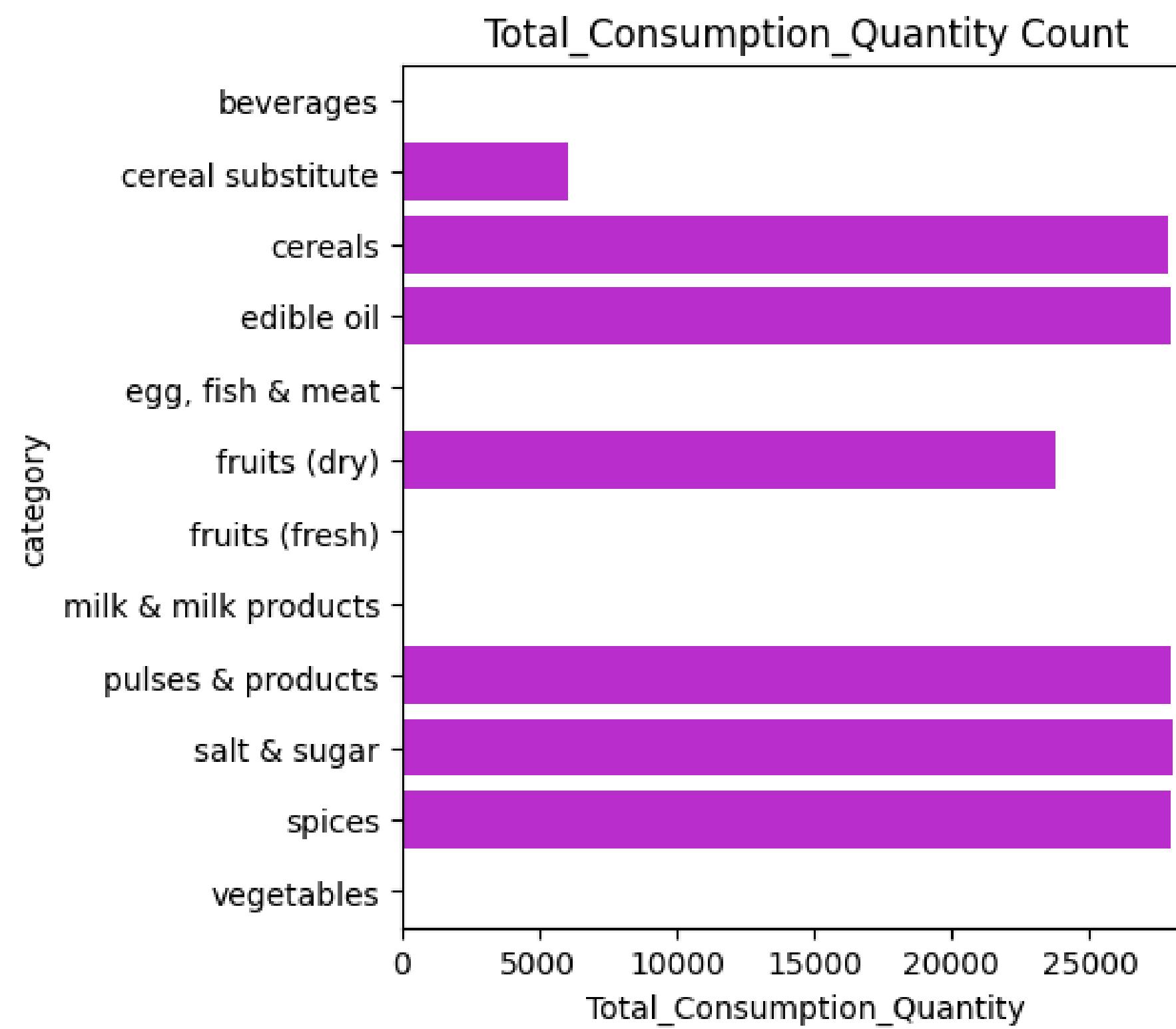




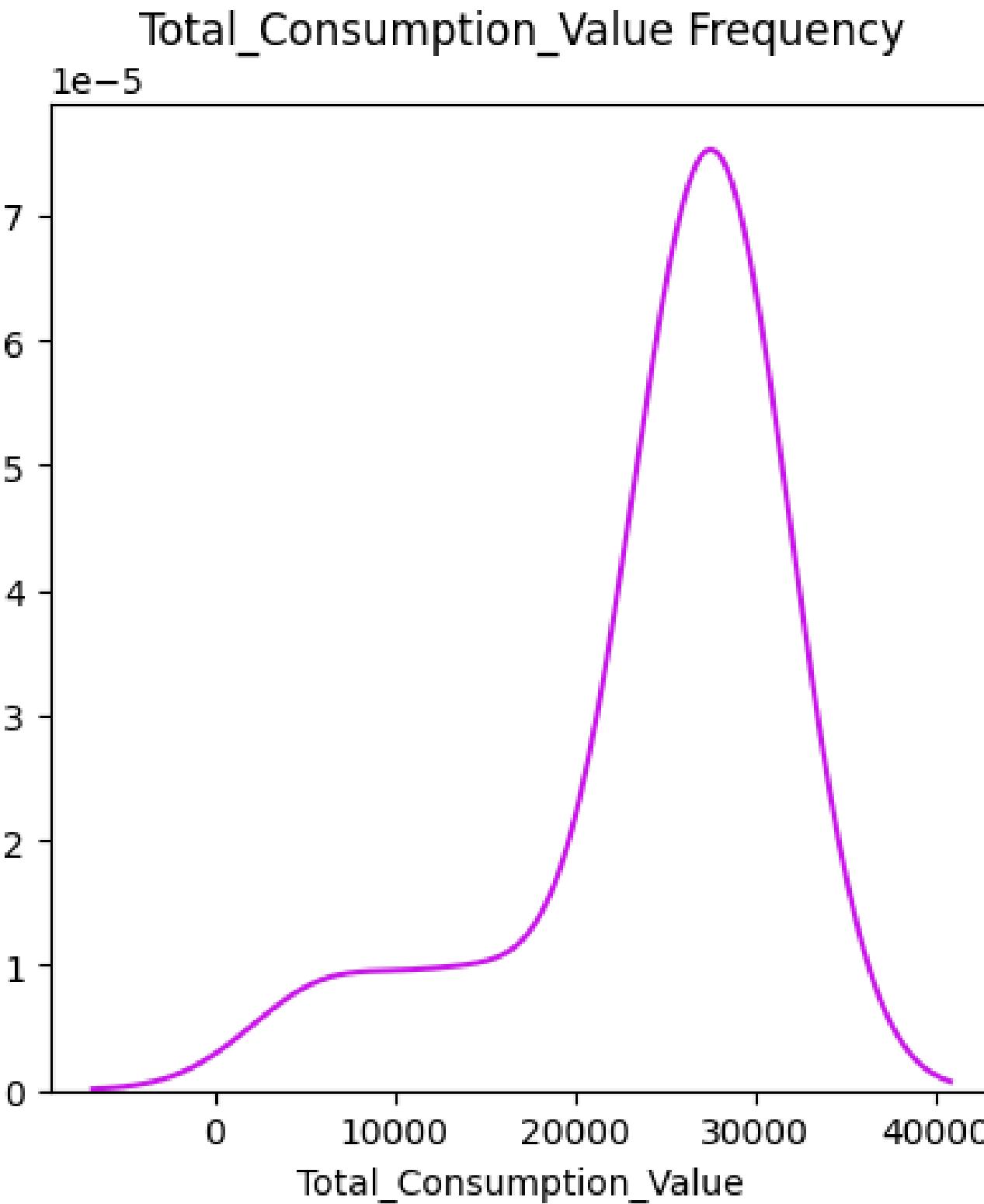
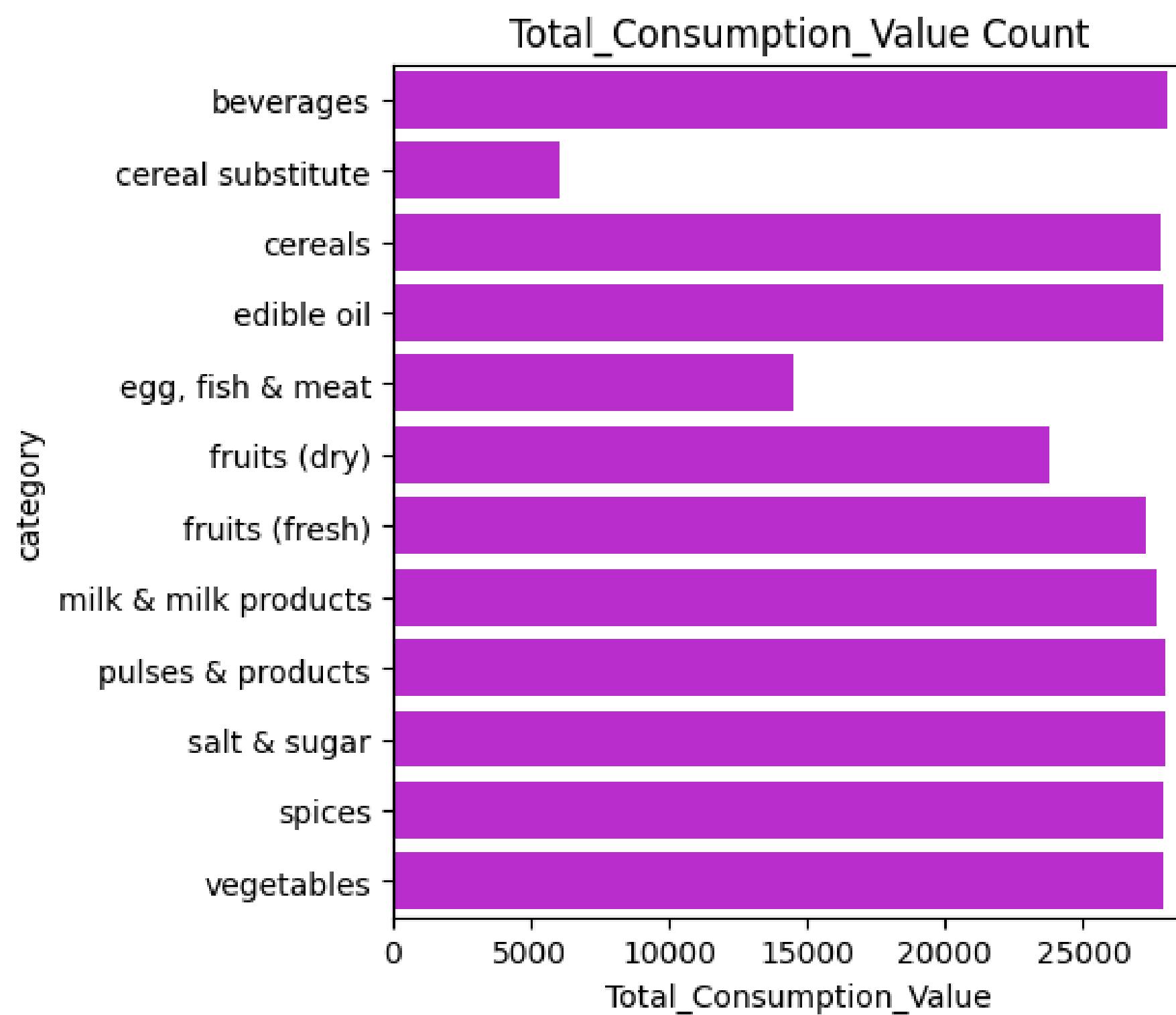
MILK & MILK PRODUCT

DURING THE LAST 7 DAYS

TOTAL QUANTITY



TOTAL VALUE

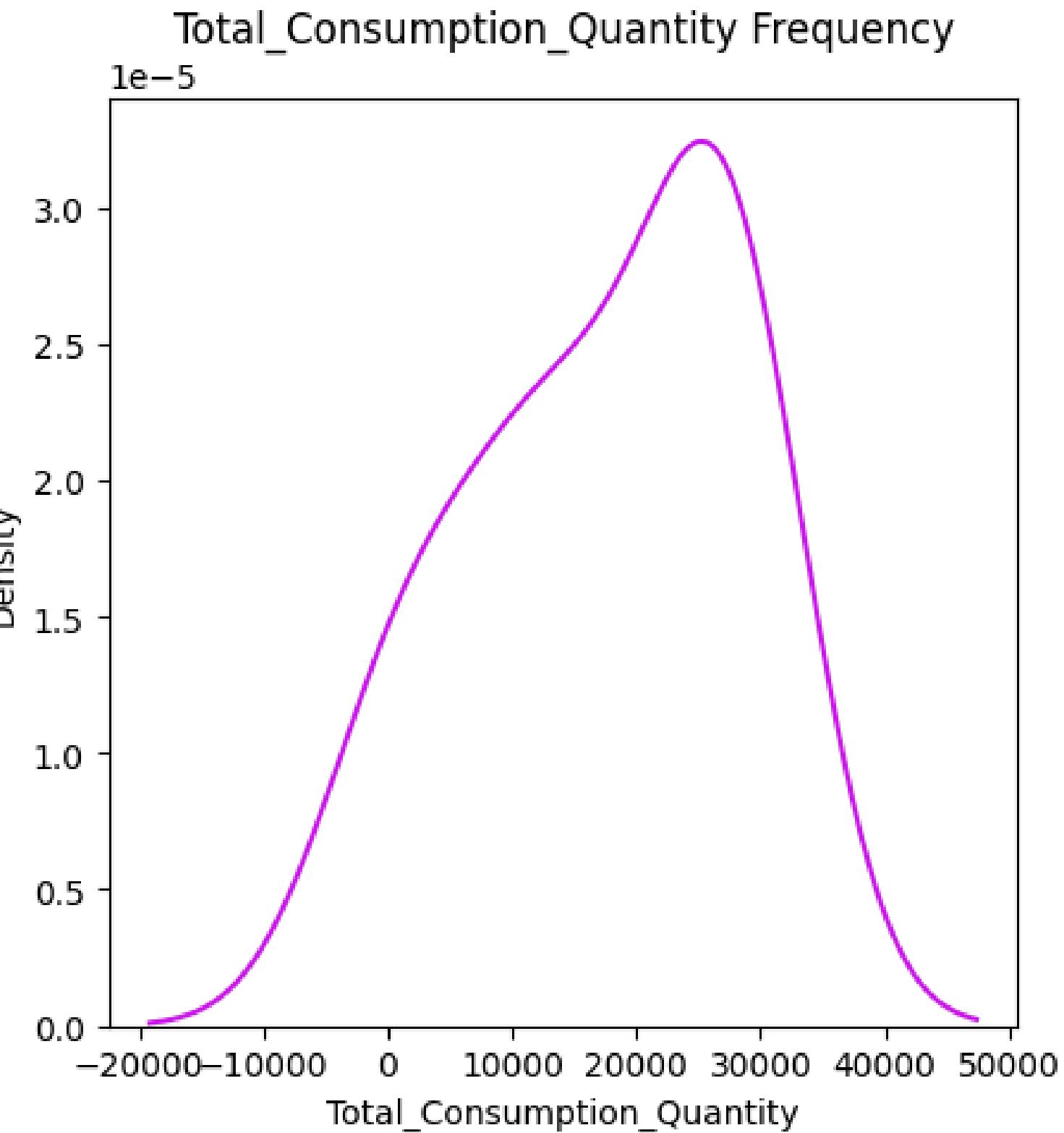
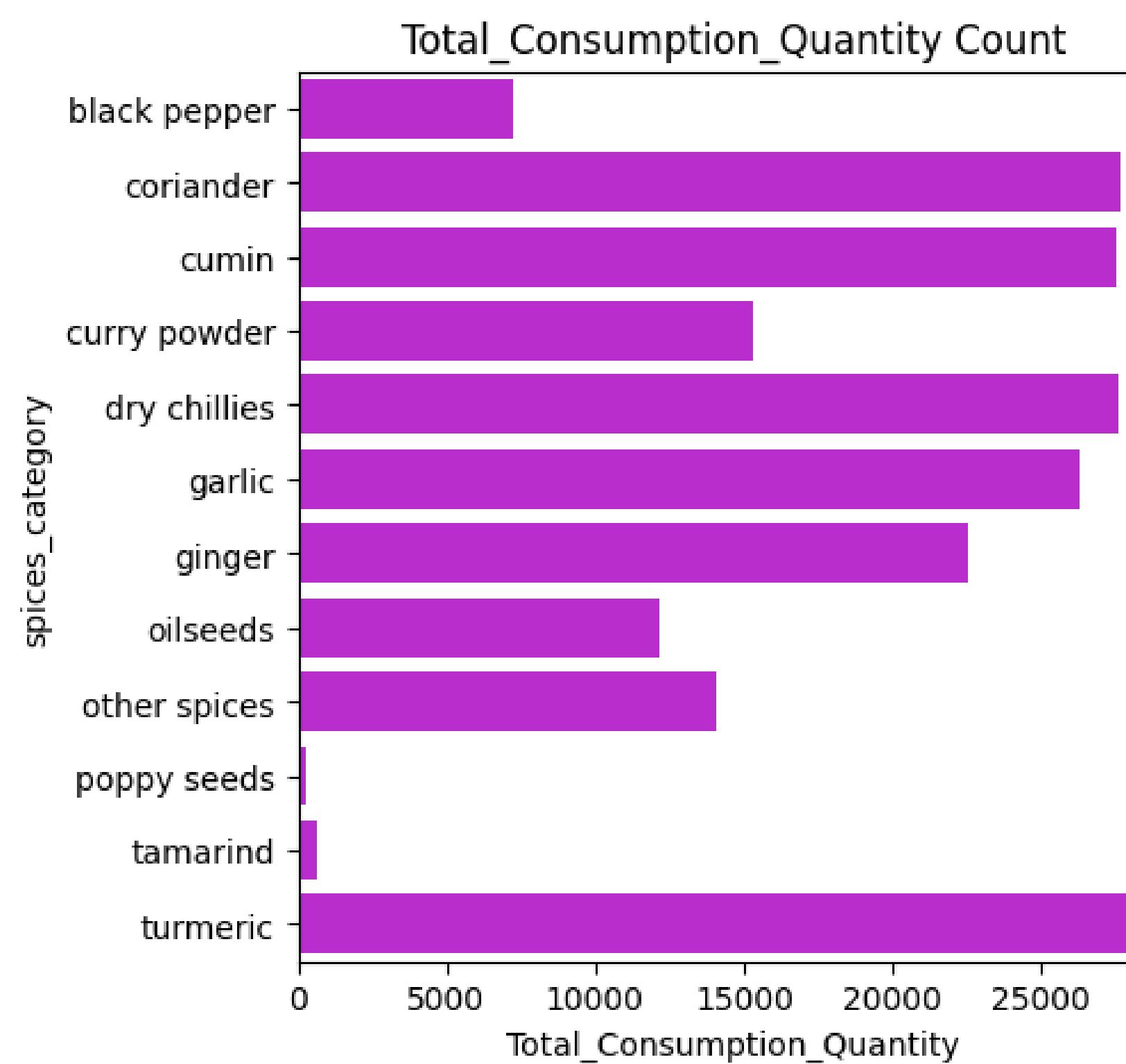




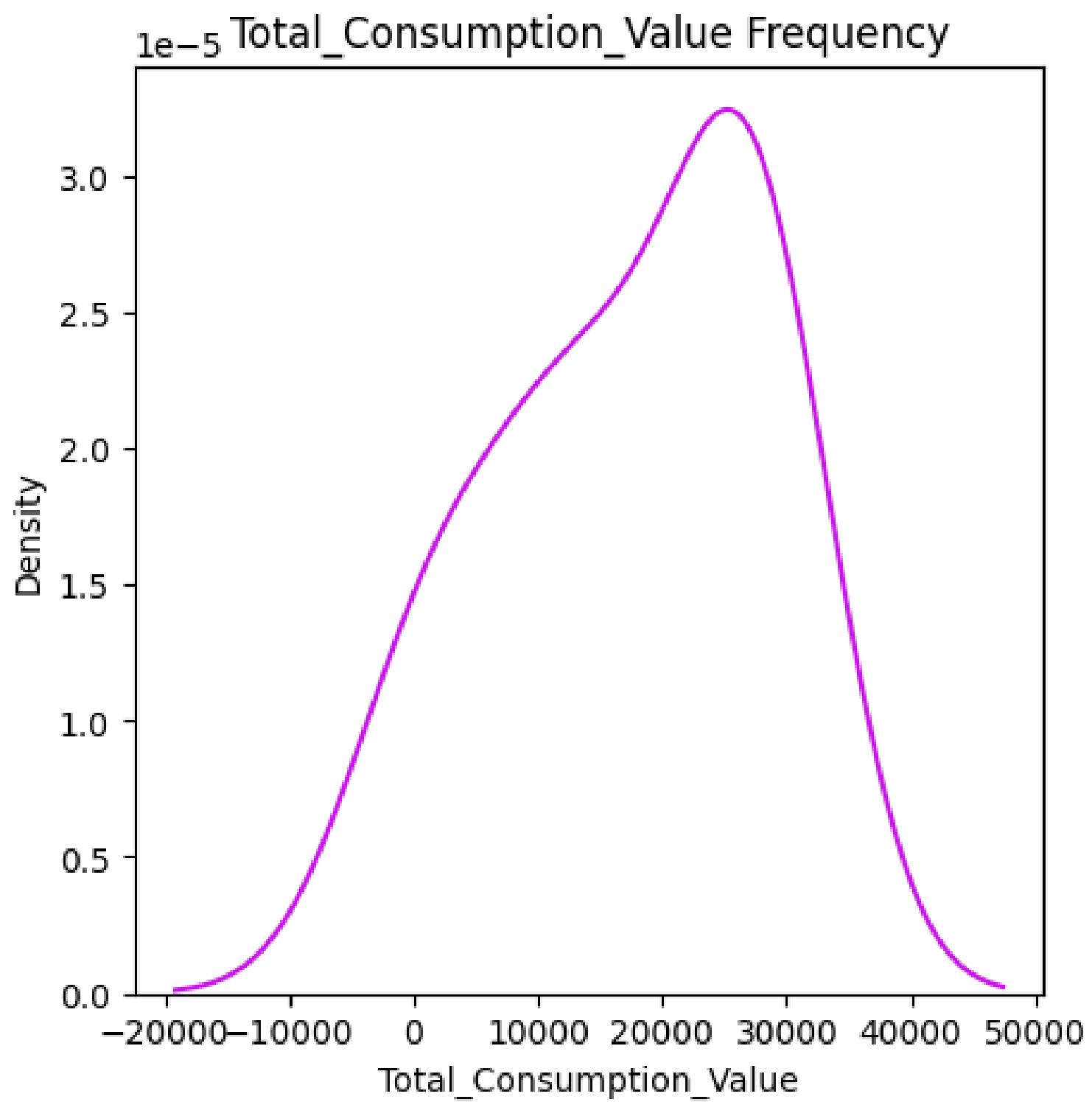
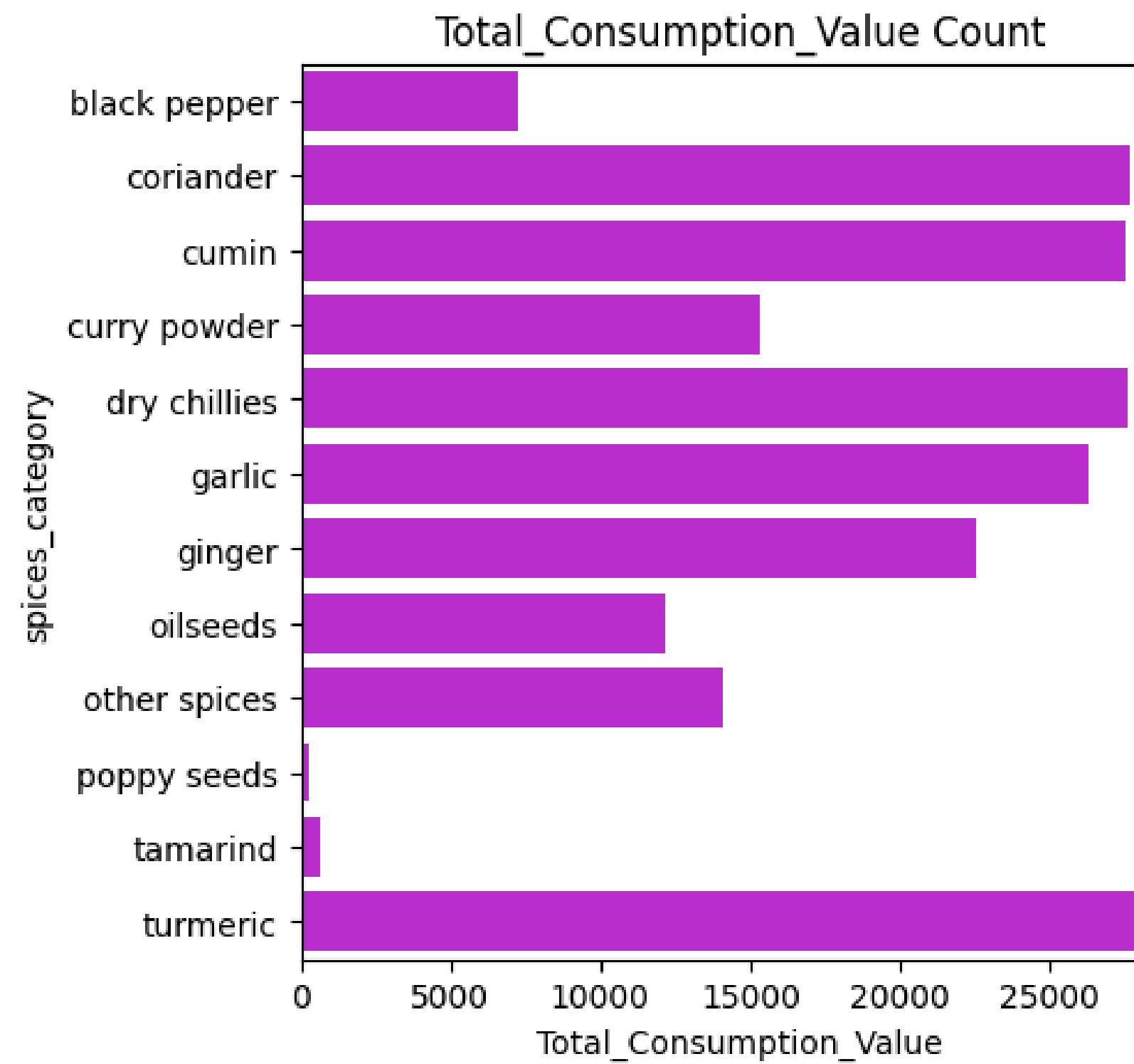
SPICES

DURING THE LAST 7 DAYS

TOTAL QUANTITY



TOTAL VALUE





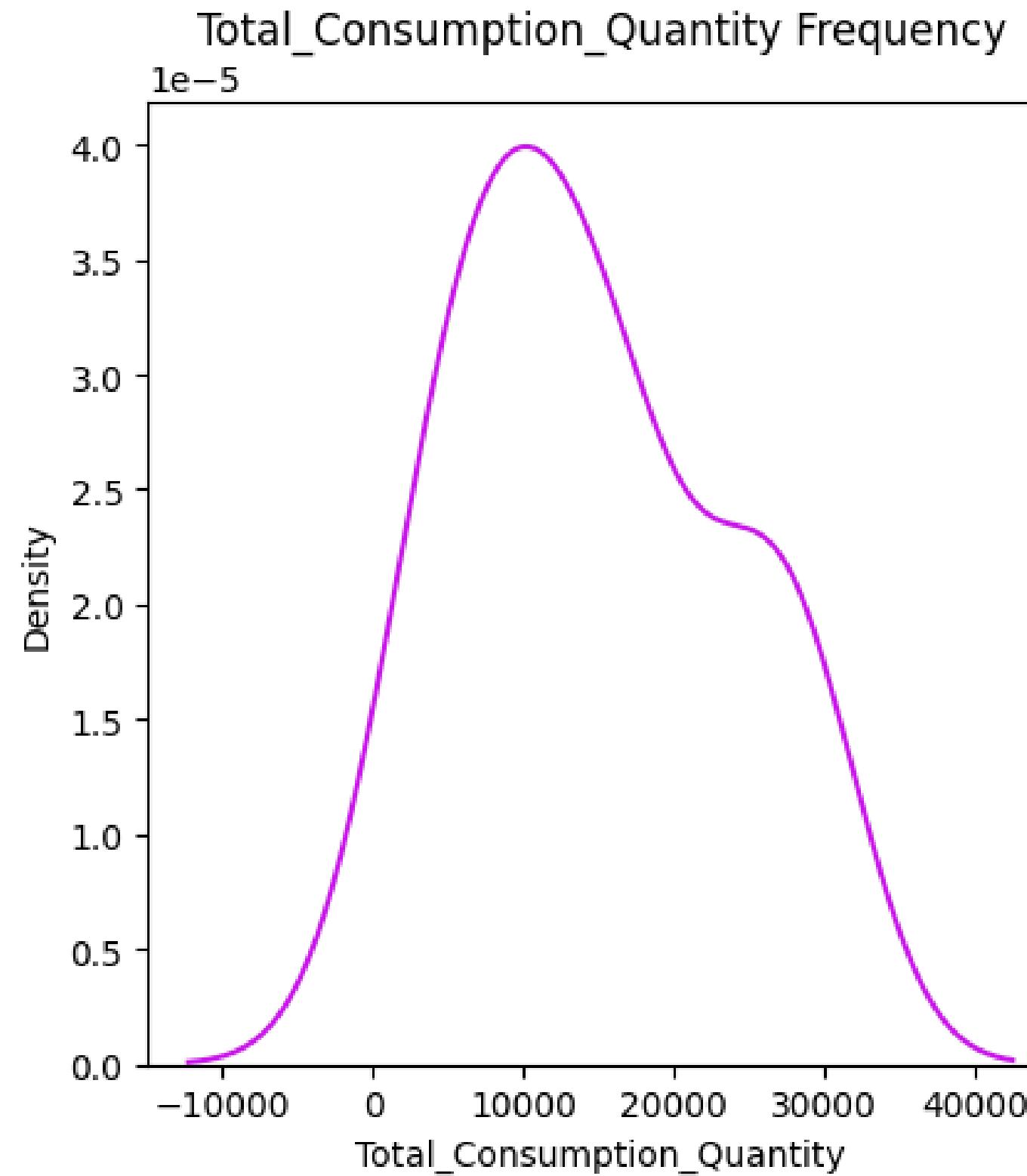
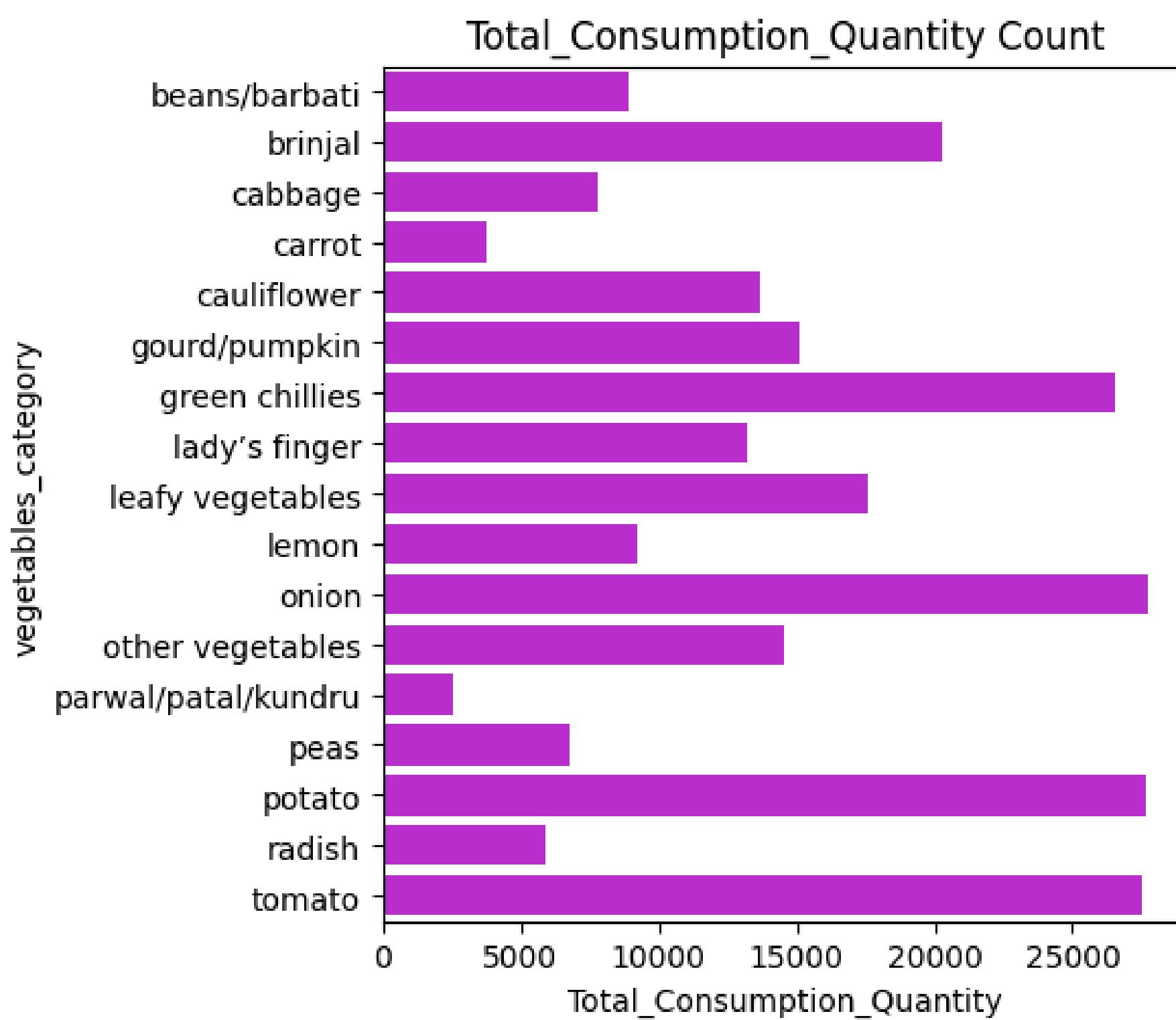
VEGETABLES

DURING THE LAST 7 DAYS

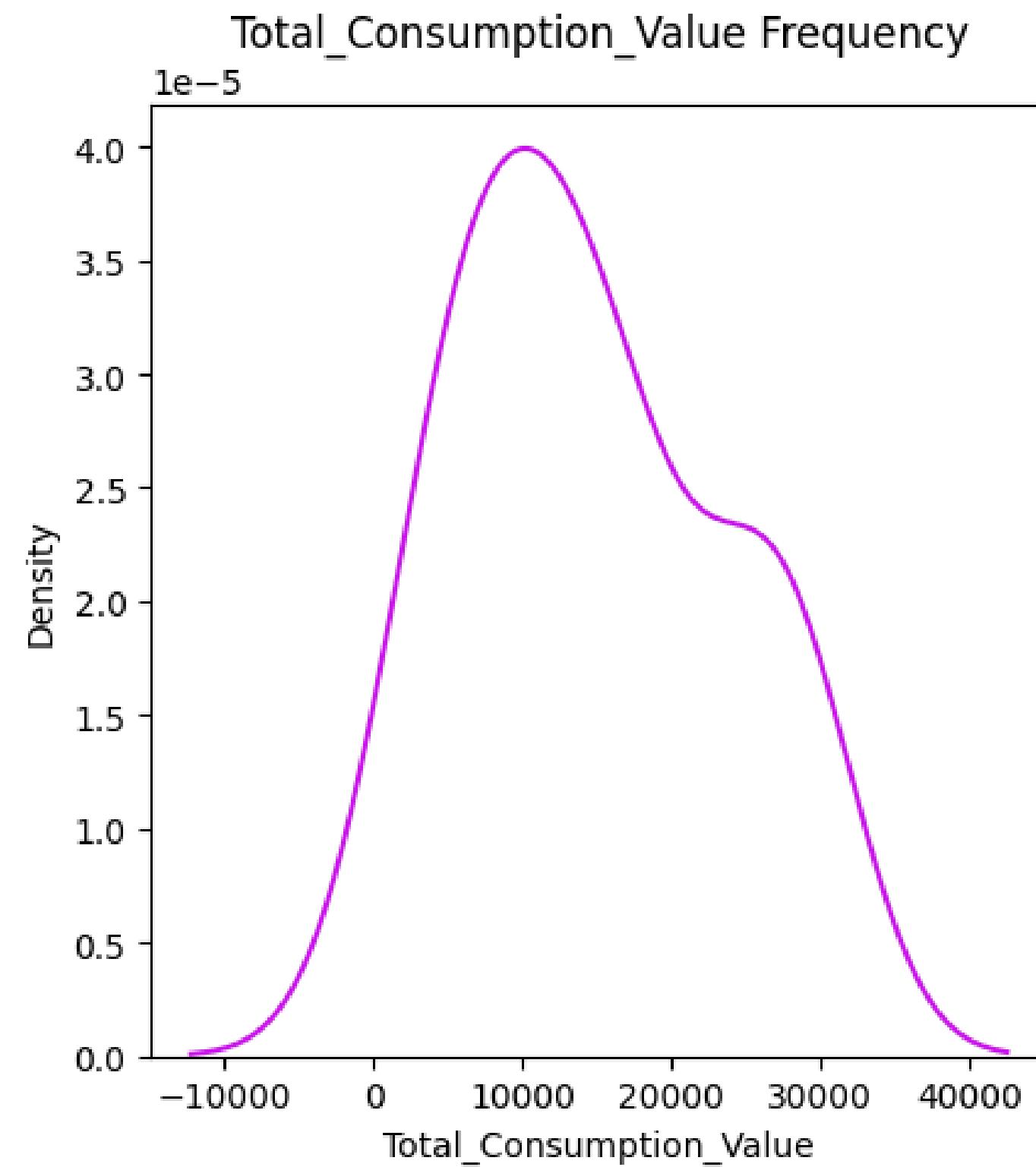
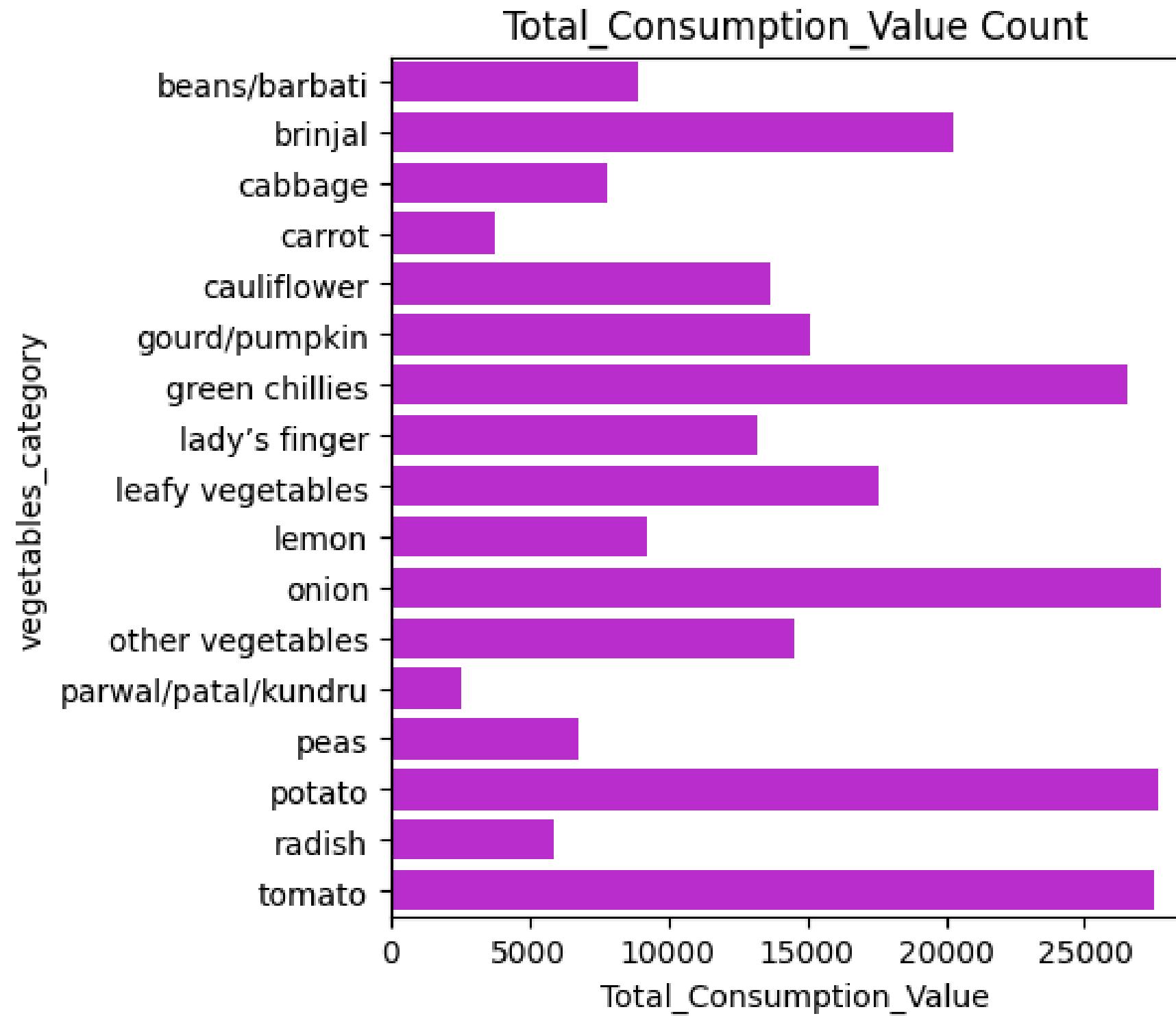
TABLE

vegetables_category	beans/barbati	brinjal	cabbage	carrot	cauliflower	gourd/pumpkin	green chillies	lady's finger	leafy vegetables			
OutOfHome_Consumption_Value	410	1022	12	34	124	1340	616	206	1158			
OutOfHome_Consumption_Quantity	410	1022	12	34	124	1340	616	206	1158			
Total_Consumption_Quantity	8900	20282	7802	3722	13688	15102	26546	13226	17544			
Total_Consumption_Value	8900	20282	7802	3722	13688	15102	26546	13226	17544			
gourd/pumpkin	green chillies	lady's finger	leafy vegetables	lemon	onion	other vegetables	parwal/patal/kundru	peas	potato	radish	tomato	
1	1340	616	206	1158	504	826	722	38	150	498	344	504
1	1340	616	206	1158	504	826	722	38	150	498	344	504
3	15102	26546	13226	17544	9258	27772	14570	2568	6752	27628	5906	27484
3	15102	26546	13226	17544	9258	27772	14570	2568	6752	27628	5906	27484

TOTAL QUANTITY



TOTAL VALUE

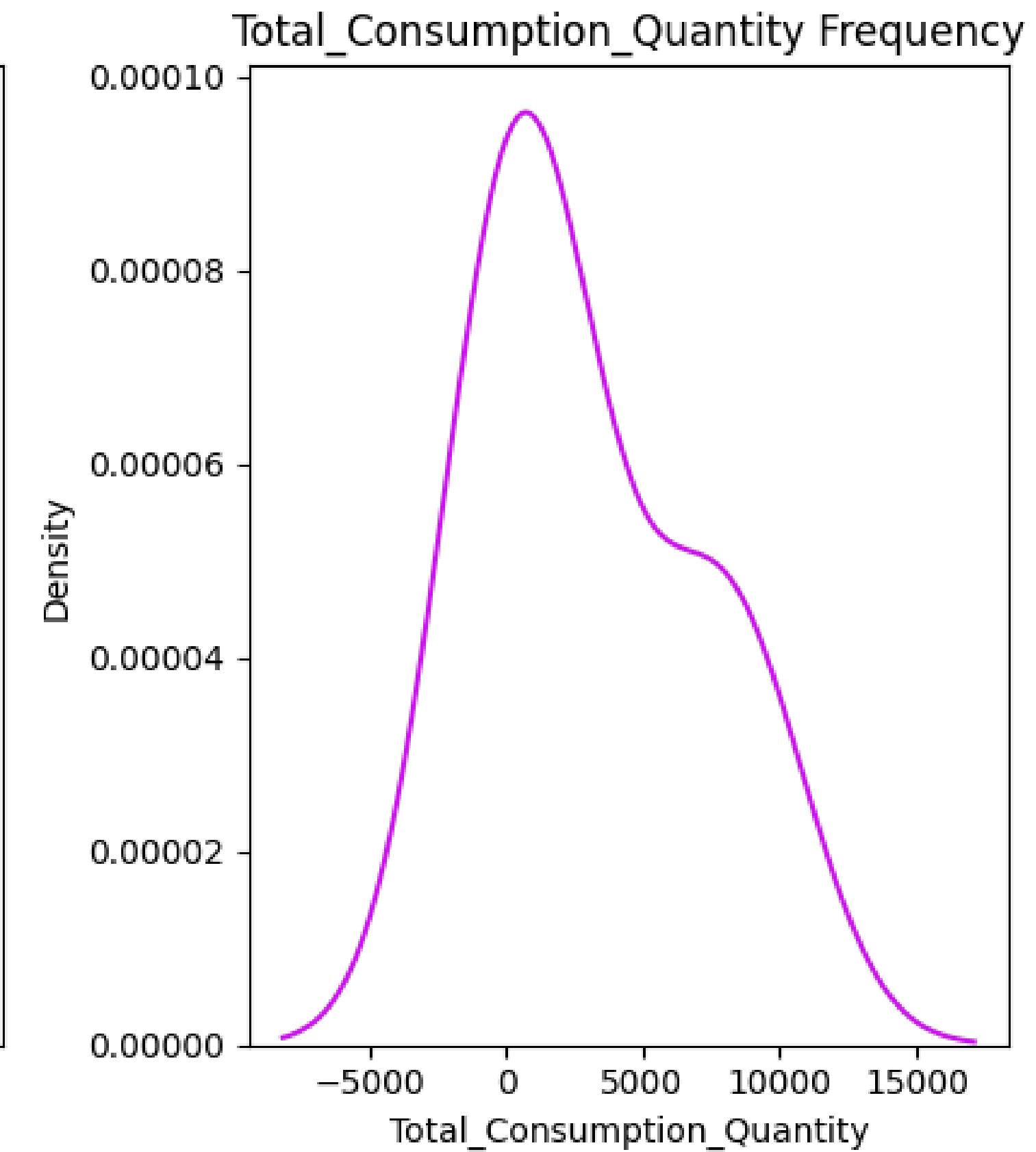
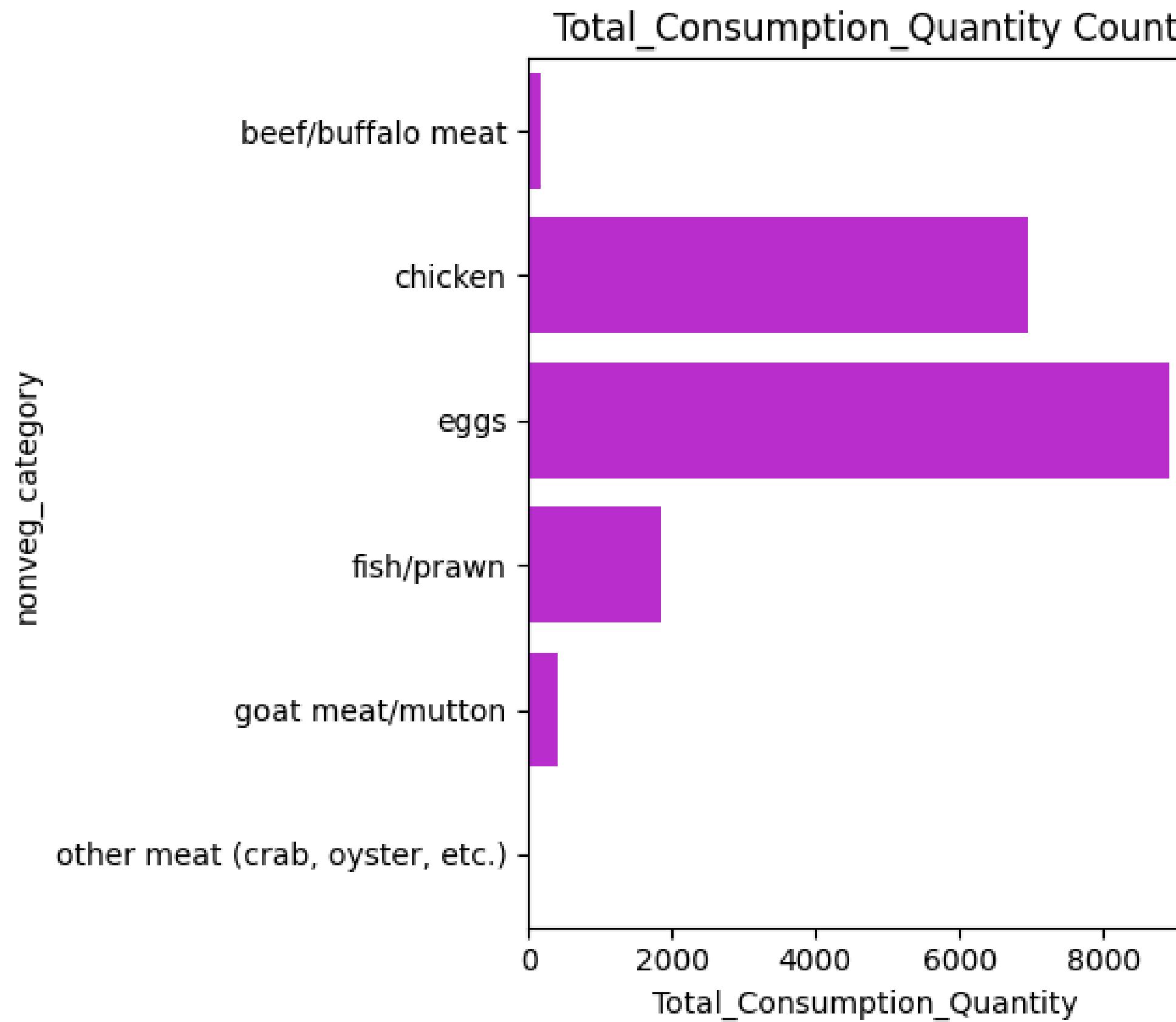




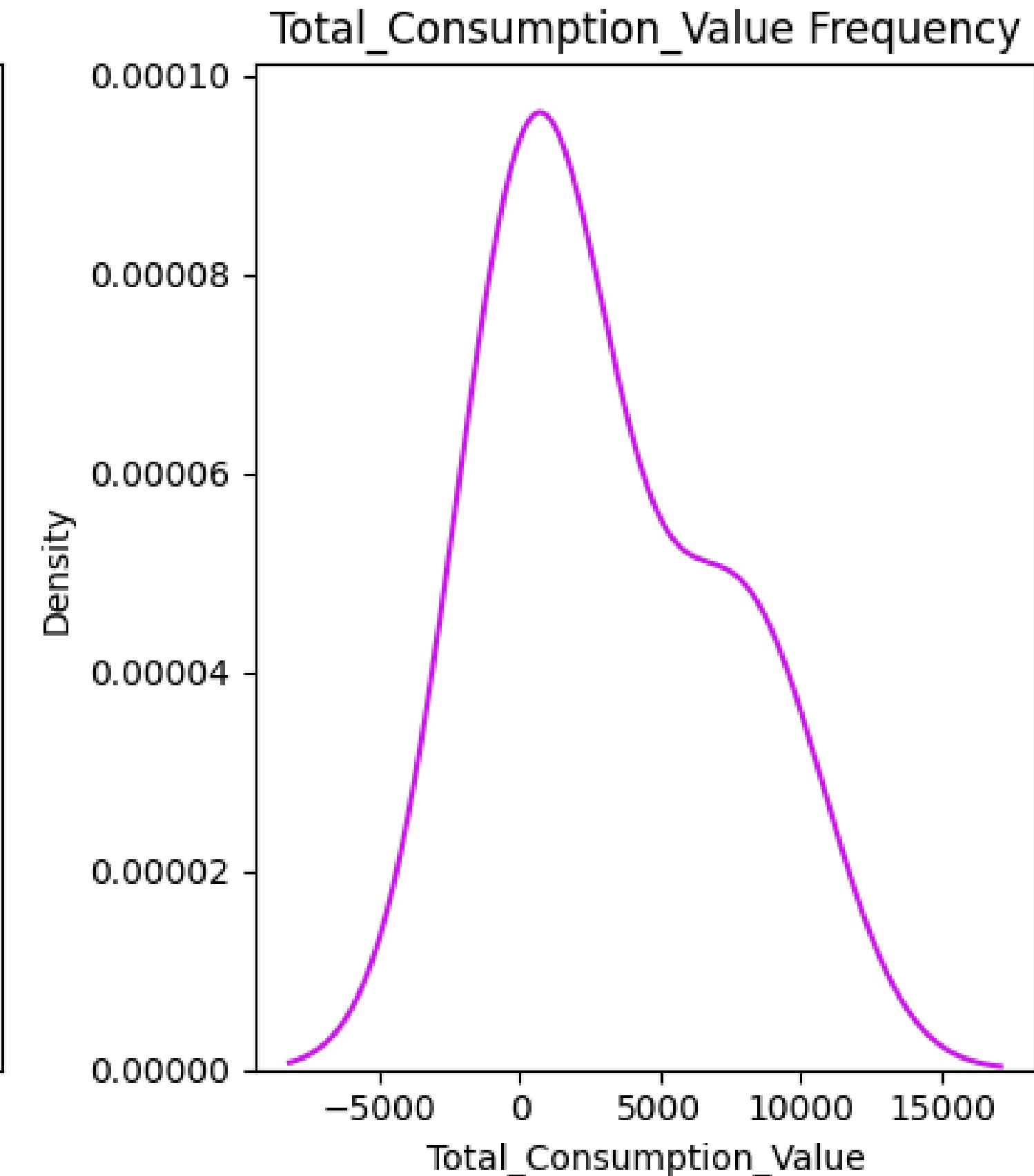
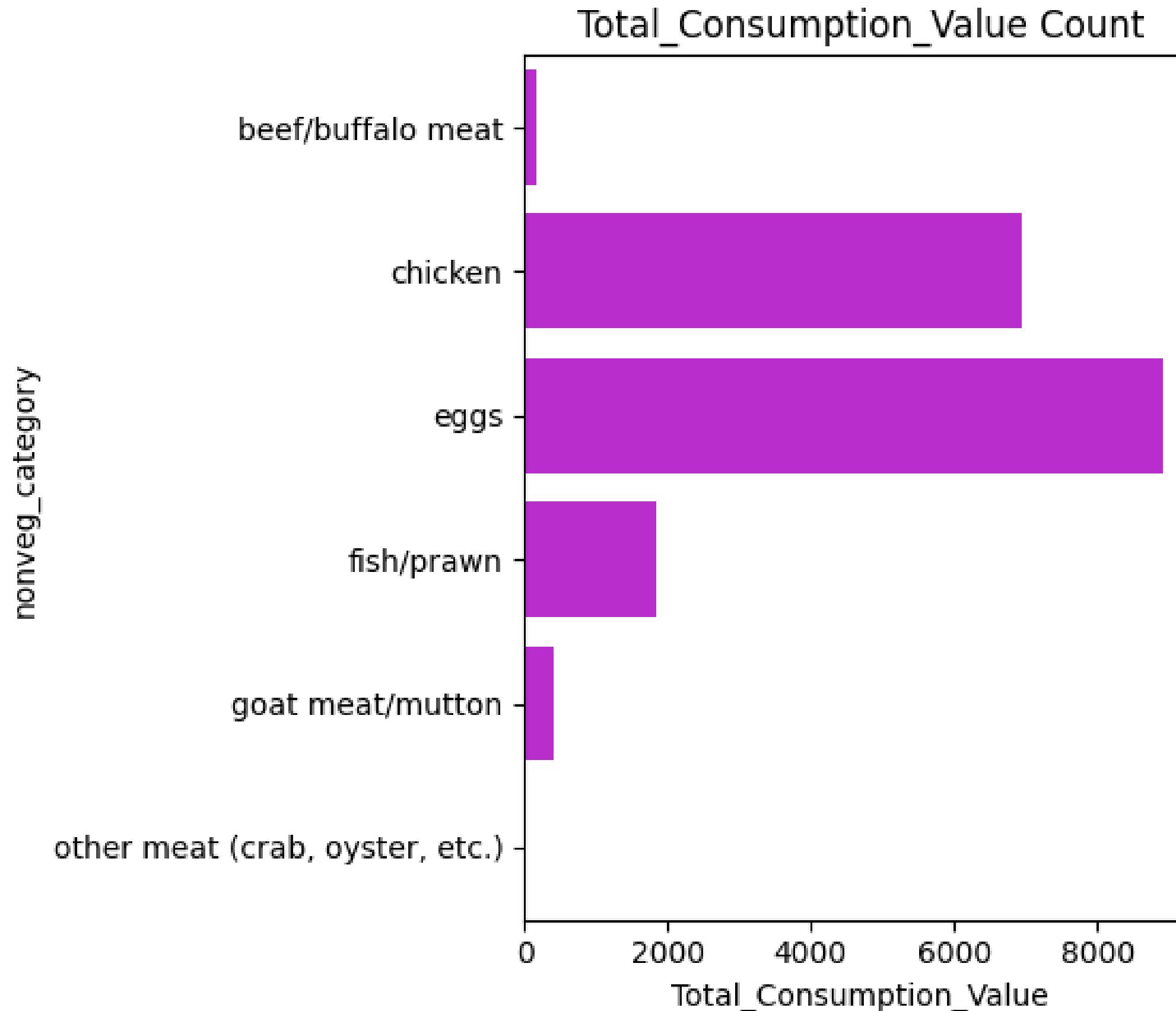
NON - VEG

DURING THE LAST 7 DAYS

TOTAL QUANTITY



TOTAL VALUE



LEVEL 06

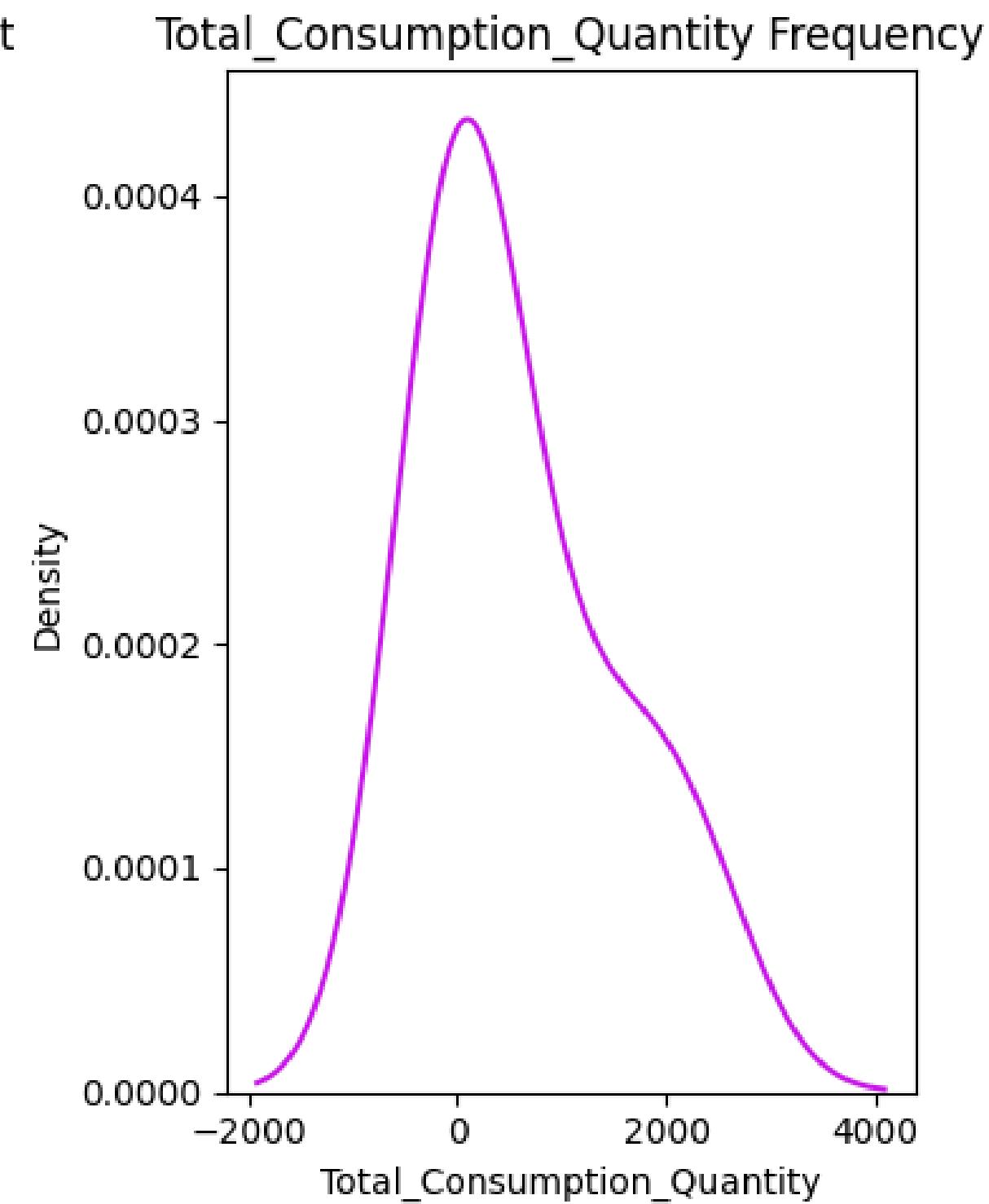
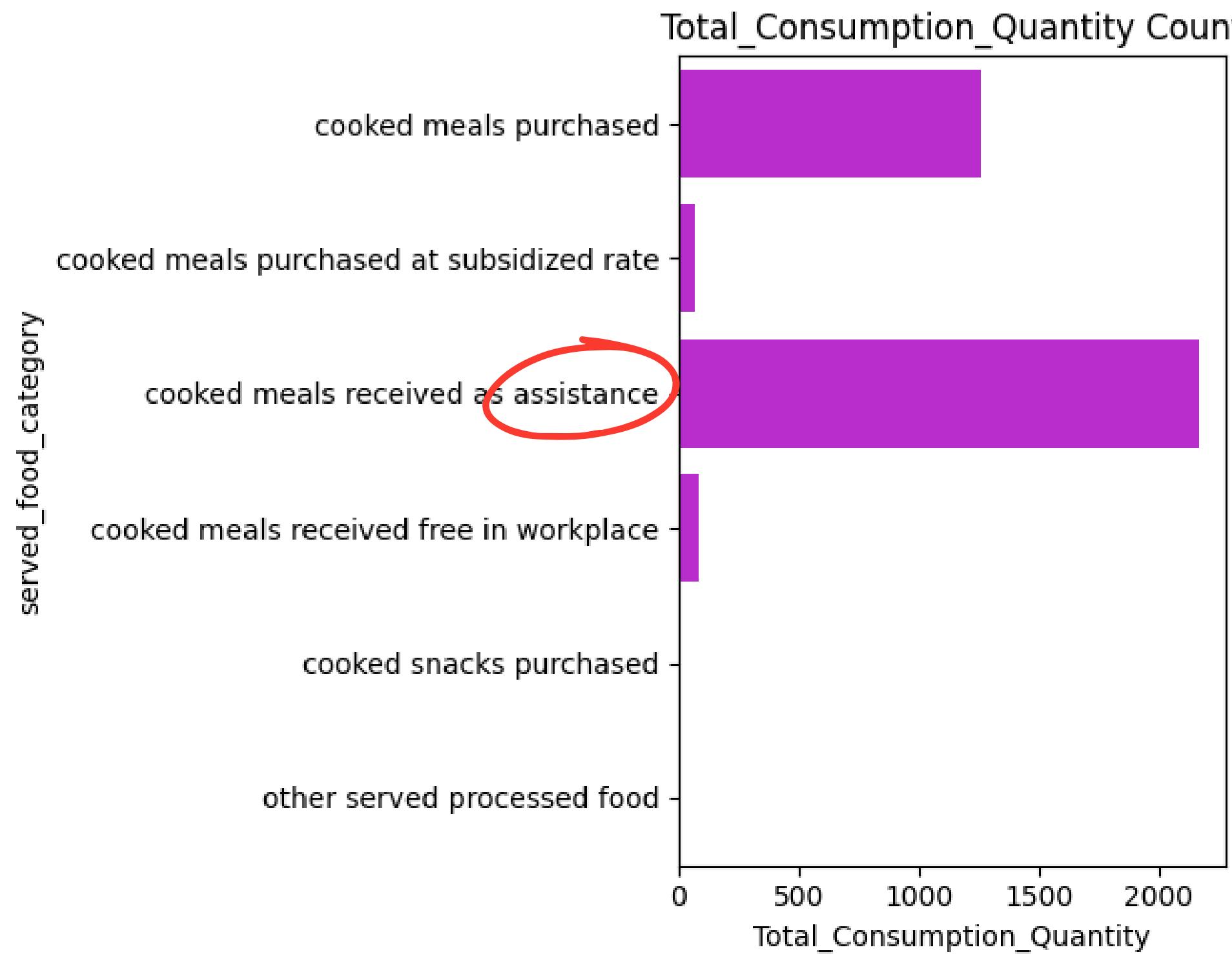
Served Food & Package Food



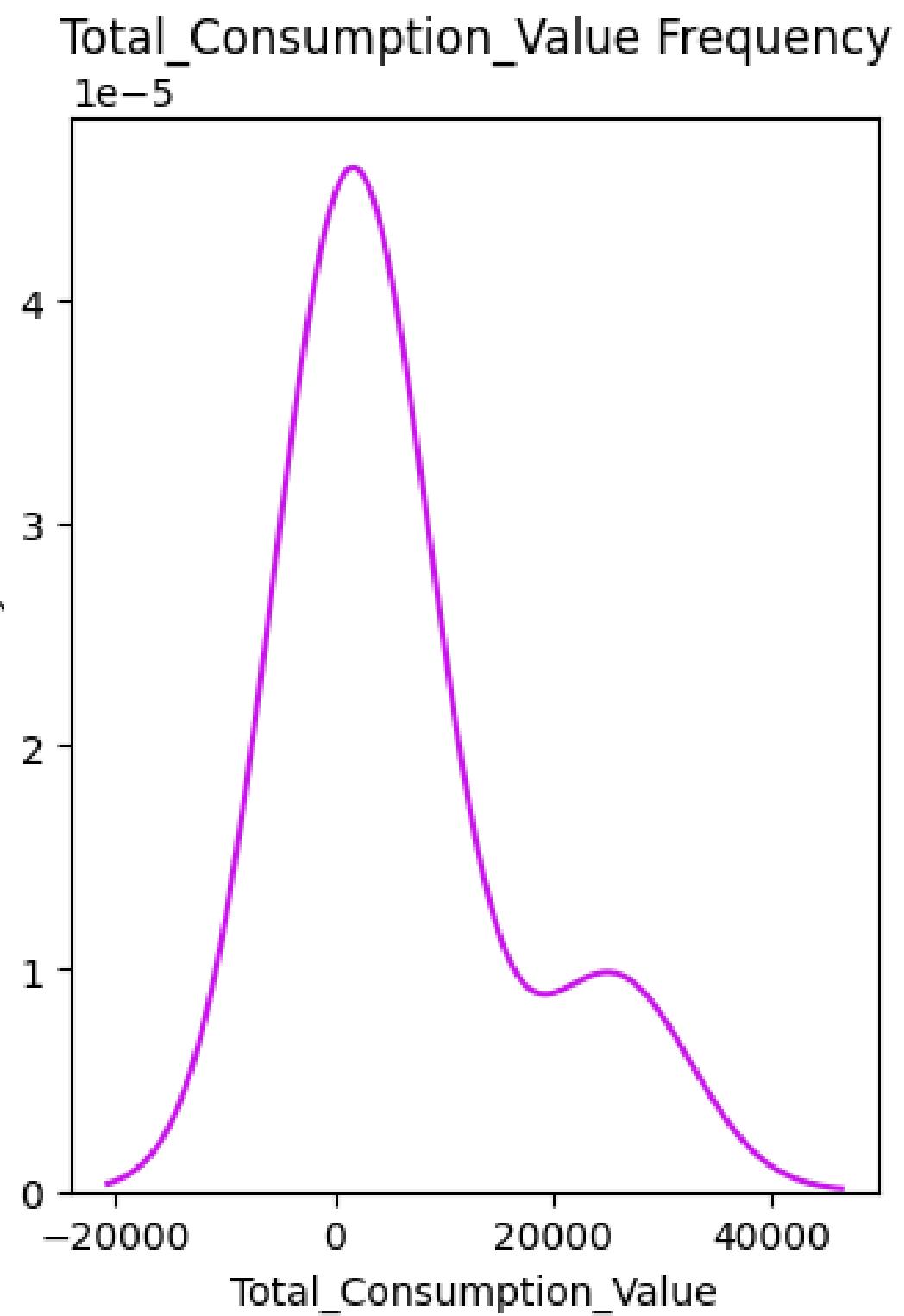
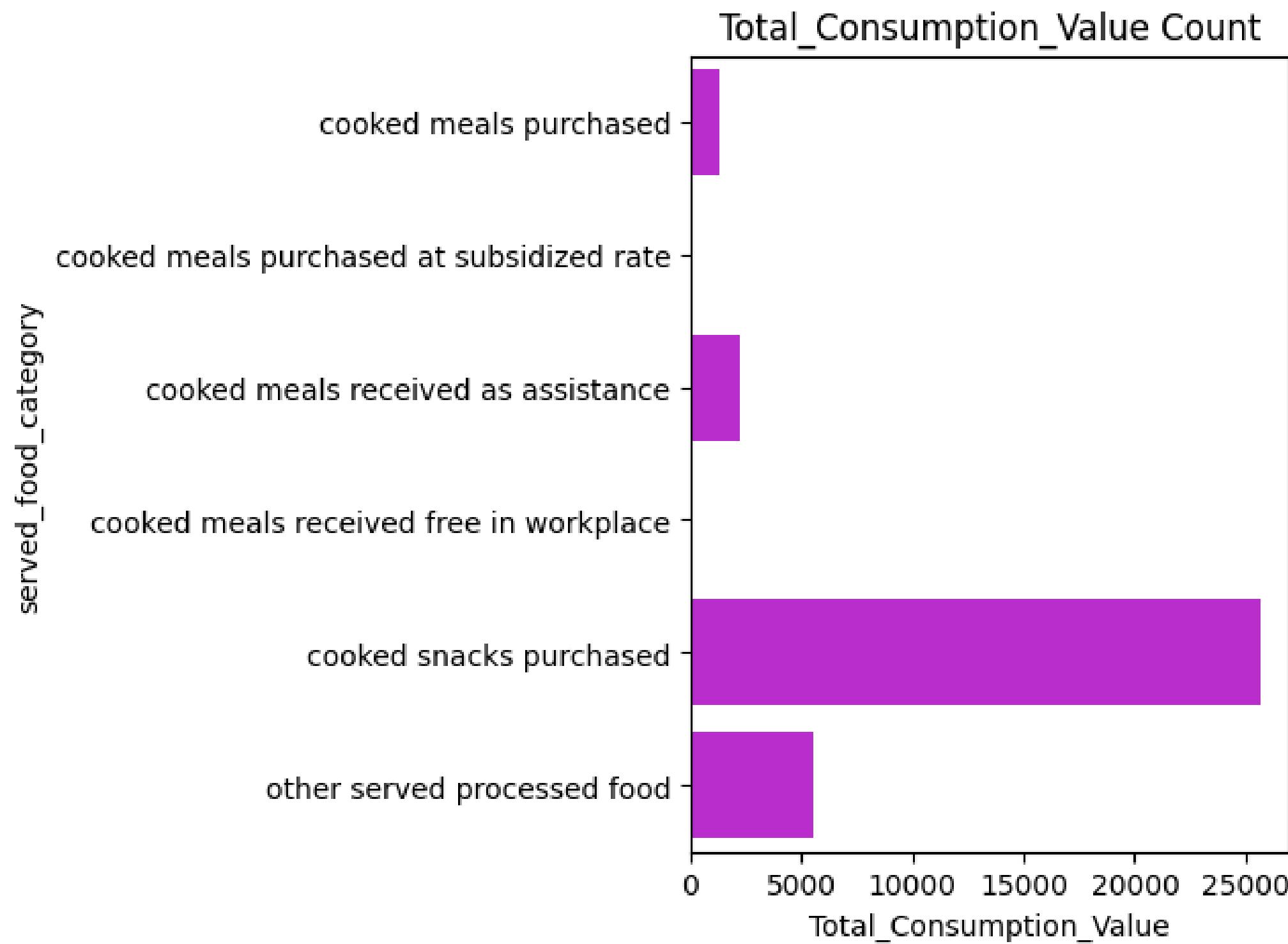
SERVED FOOD

DURING THE LAST 7 DAYS

TOTAL QUANTITY



TOTAL VALUE

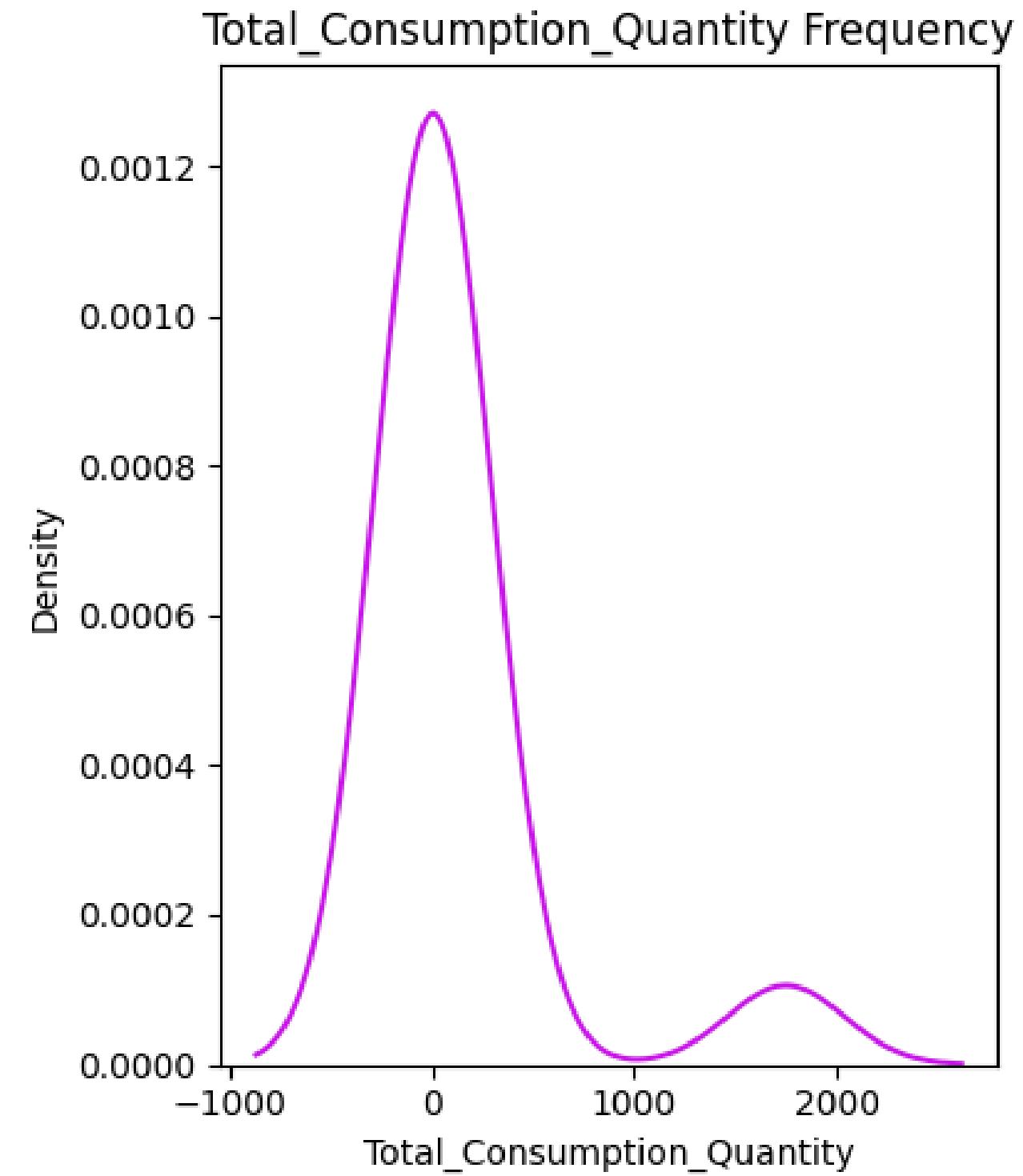
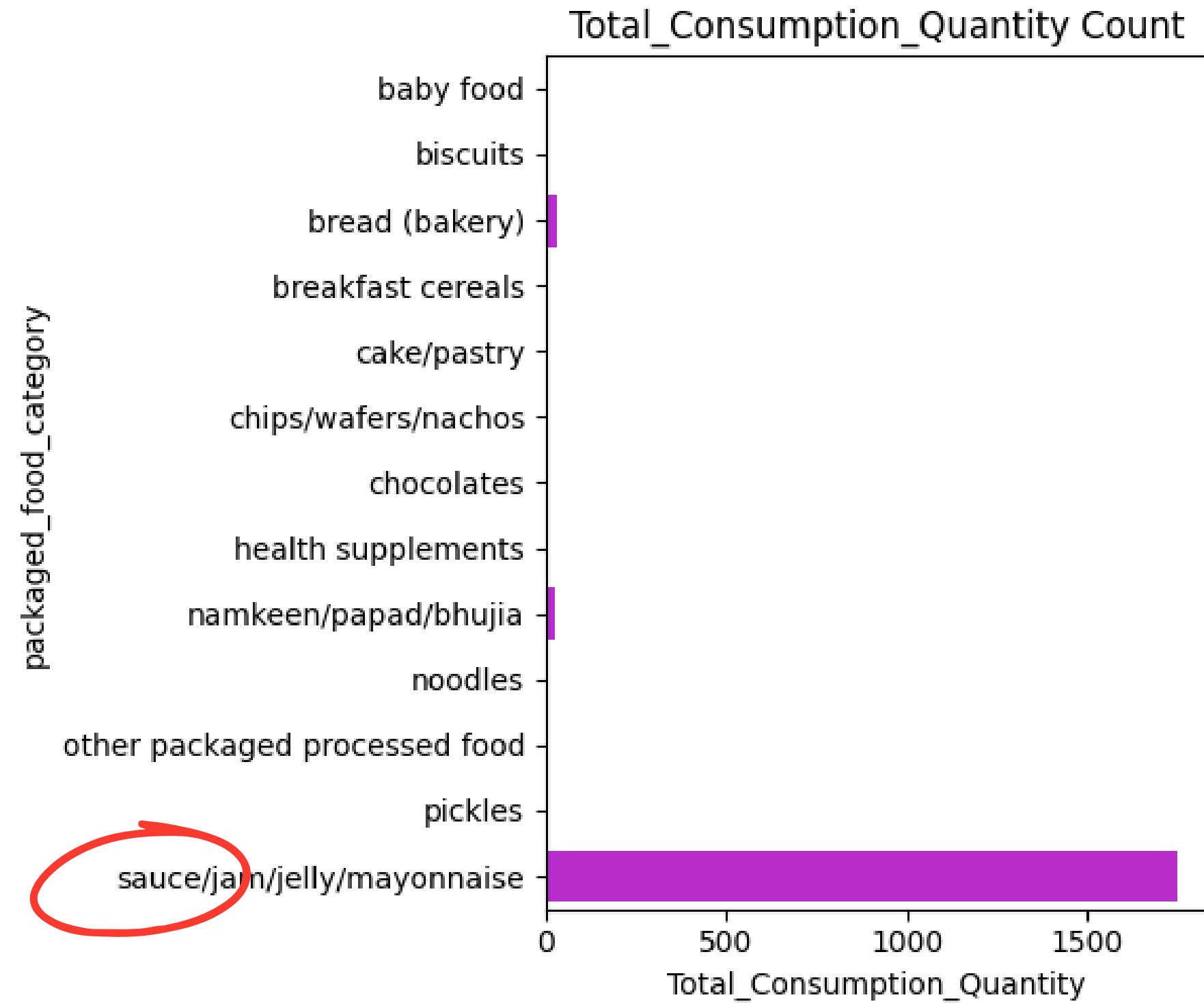




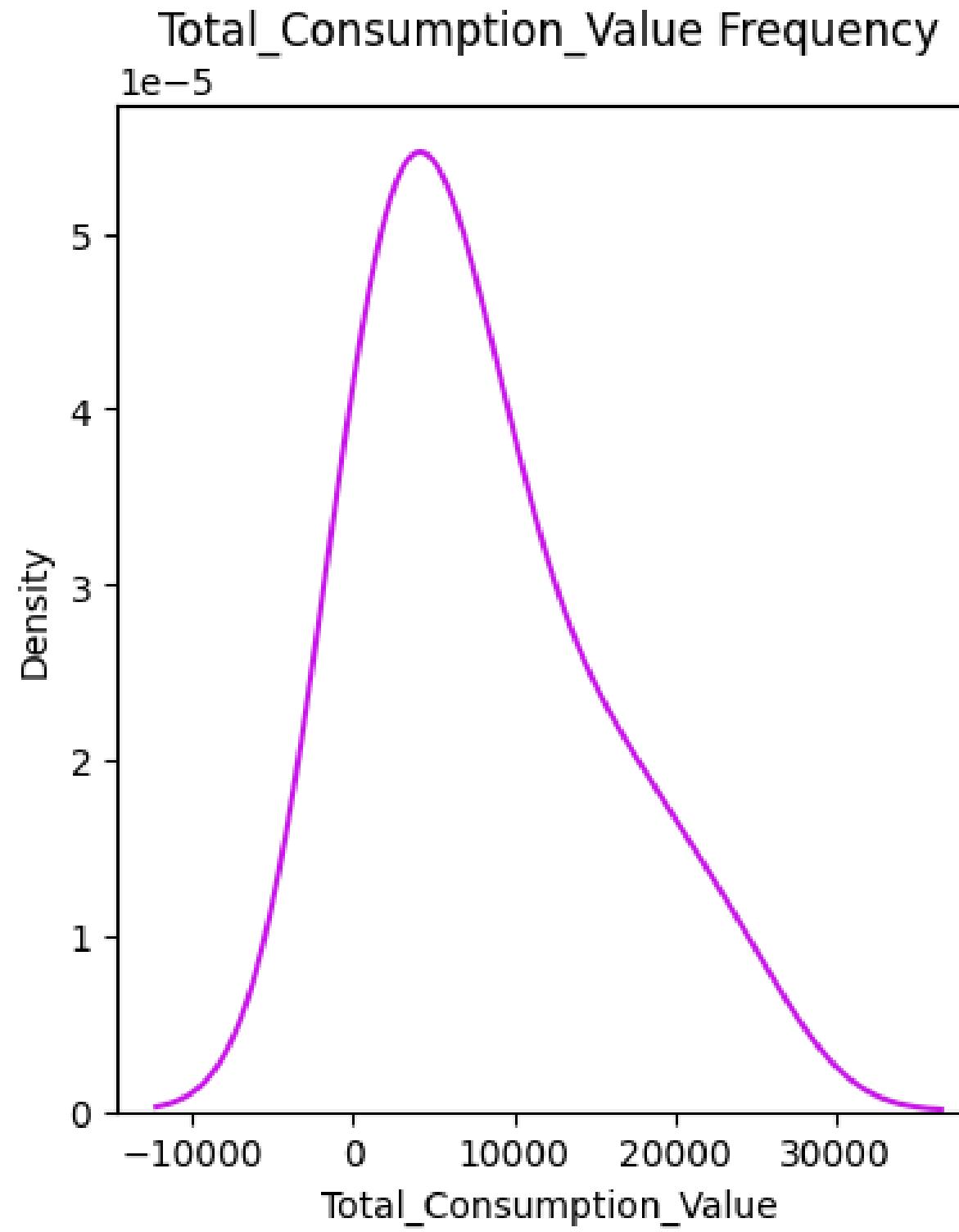
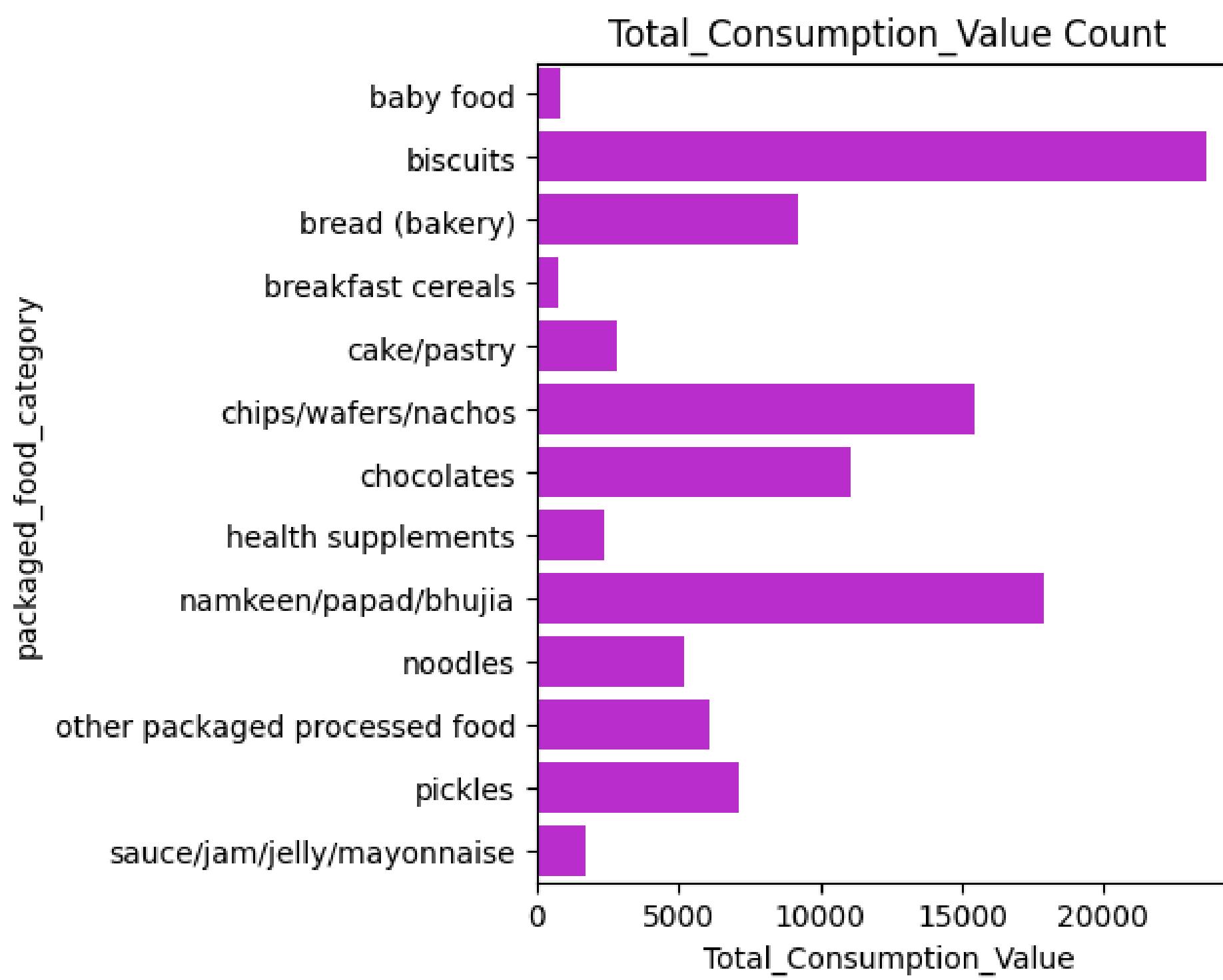
PACKAGED FOOD

DURING THE LAST 7 DAYS

TOTAL QUANTITY



TOTAL VALUE



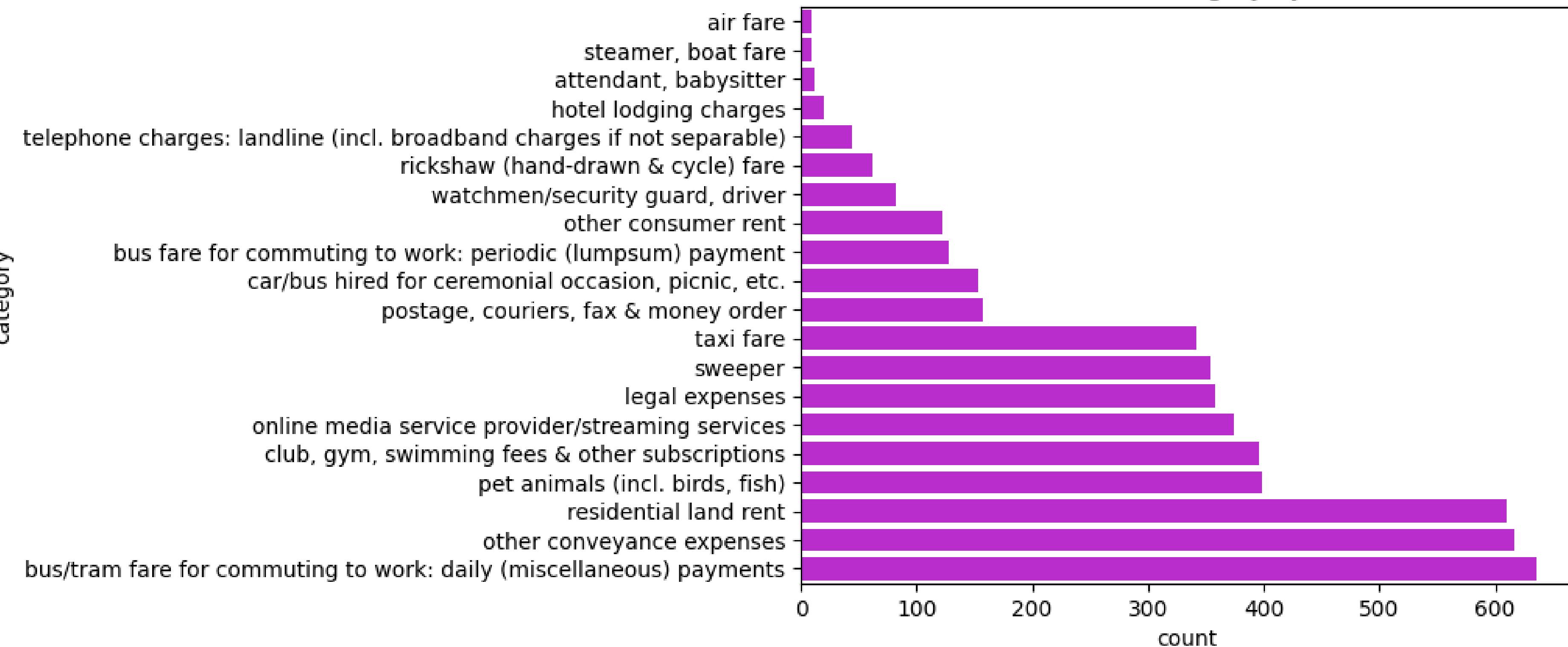
LEVEL 09

Overall (Smallest & Largest)

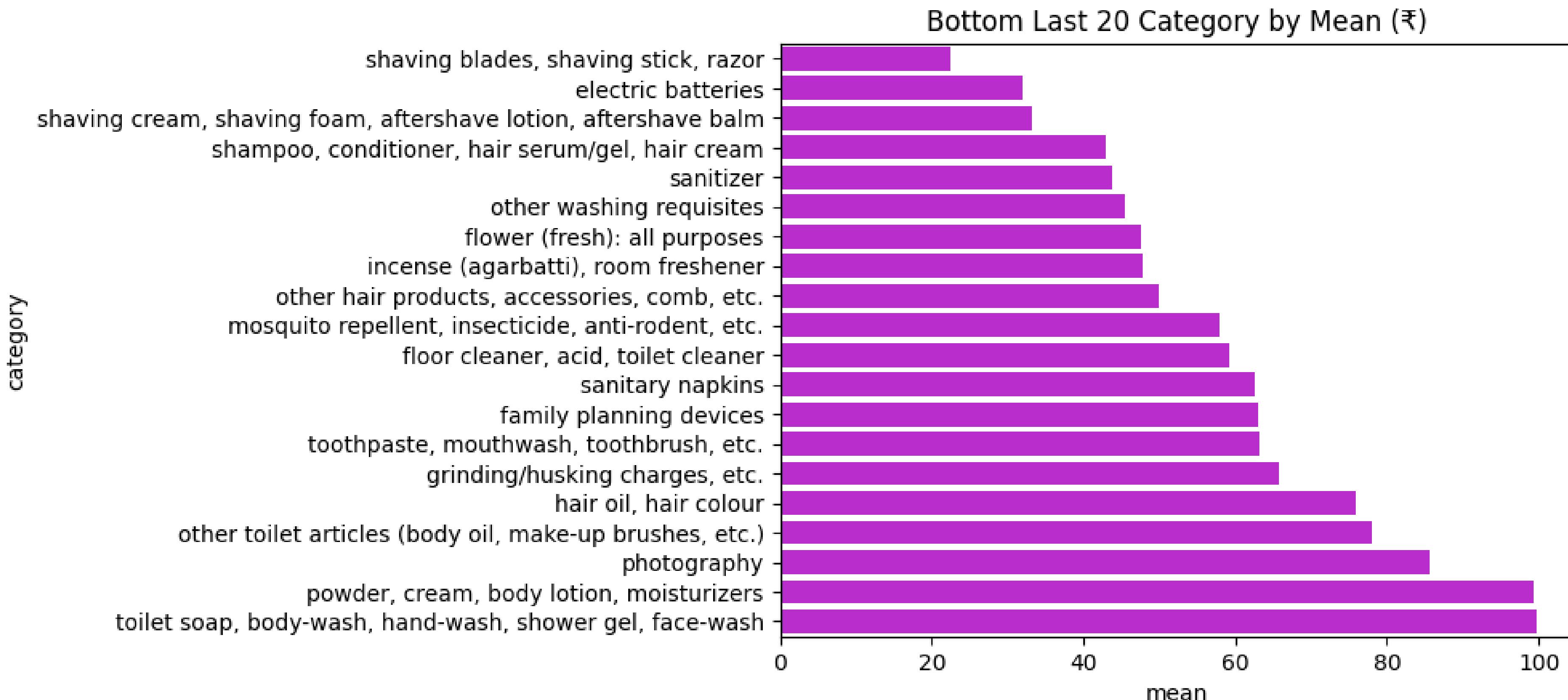
This level is analysed by showing the mean, count, and mean. With top and bottom graphs.

TOP 20 COUNT

Bottom Last 20 Category by Count (₹)

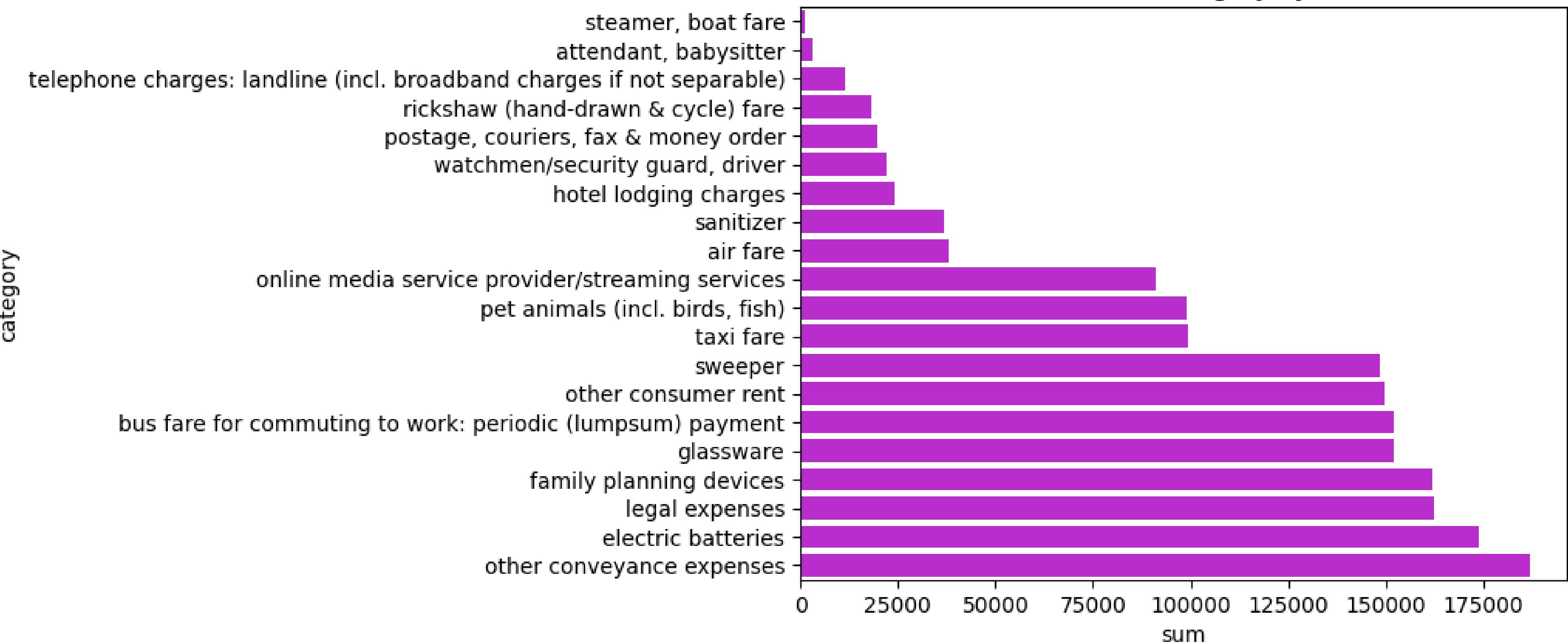


TOP 20 MEAN



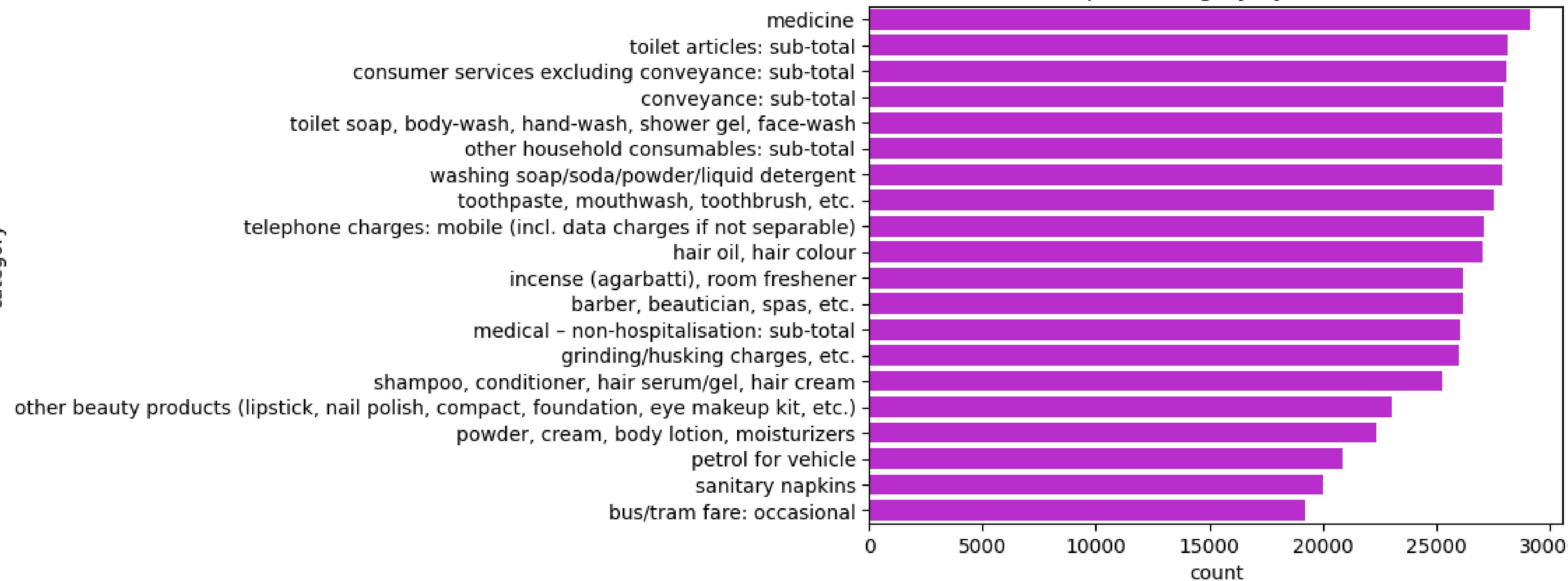
TOP 20 SUM

Bottom Last 20 Category by Sum (₹)

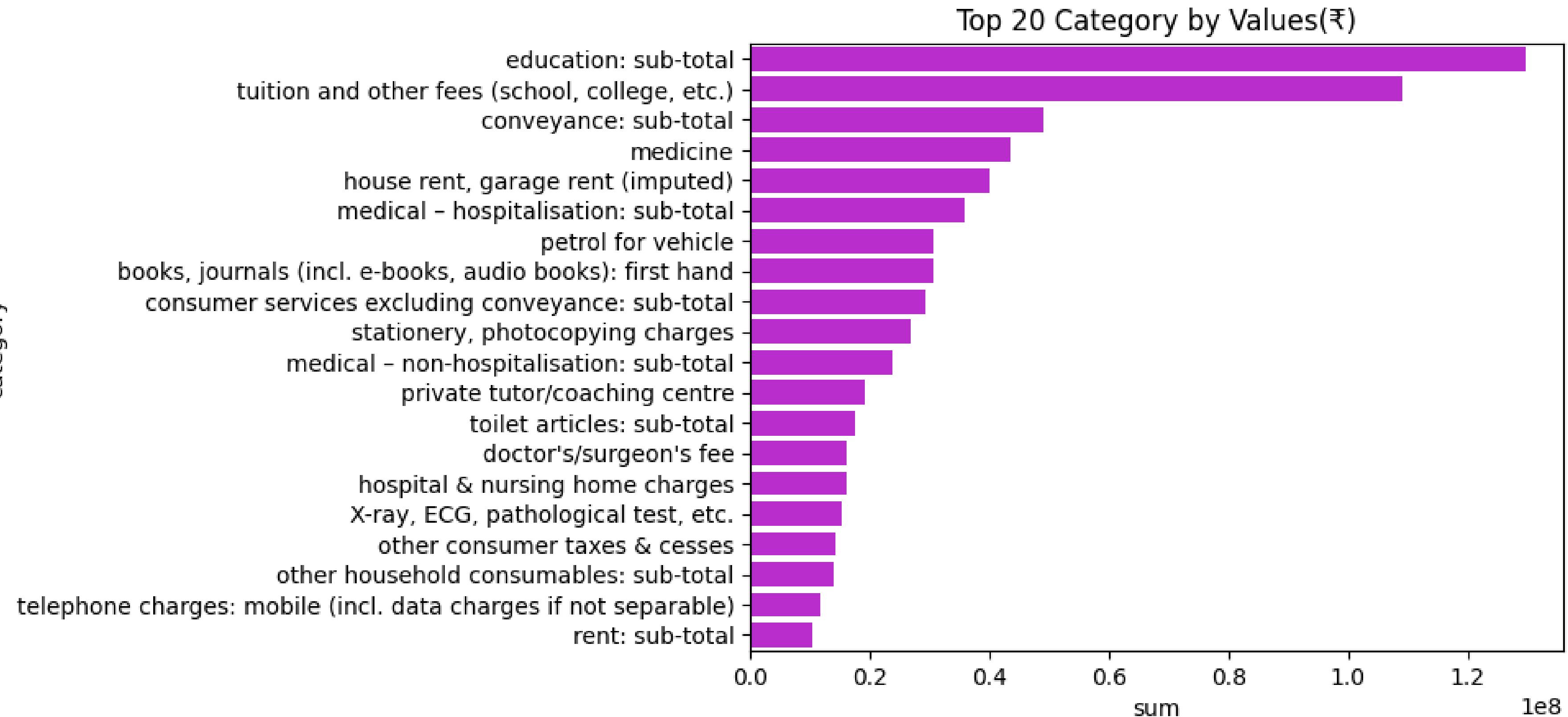


BOTTOM 20 COUNT

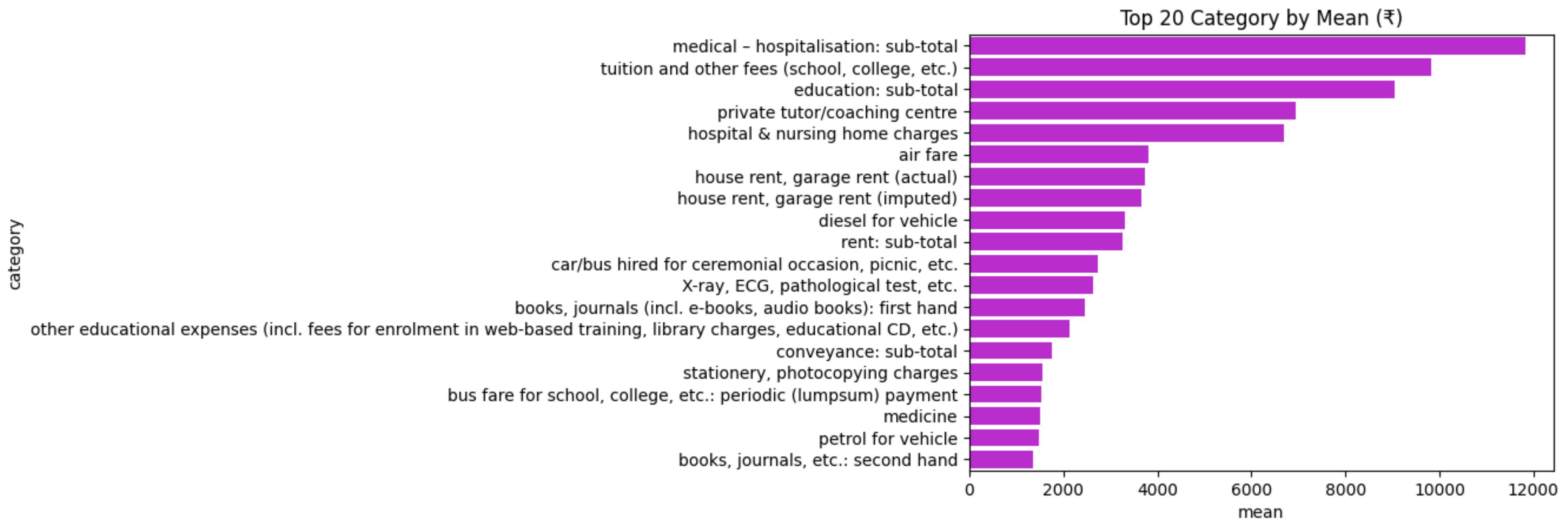
Top 20 Category by Count



BOTTOM 20 SUM



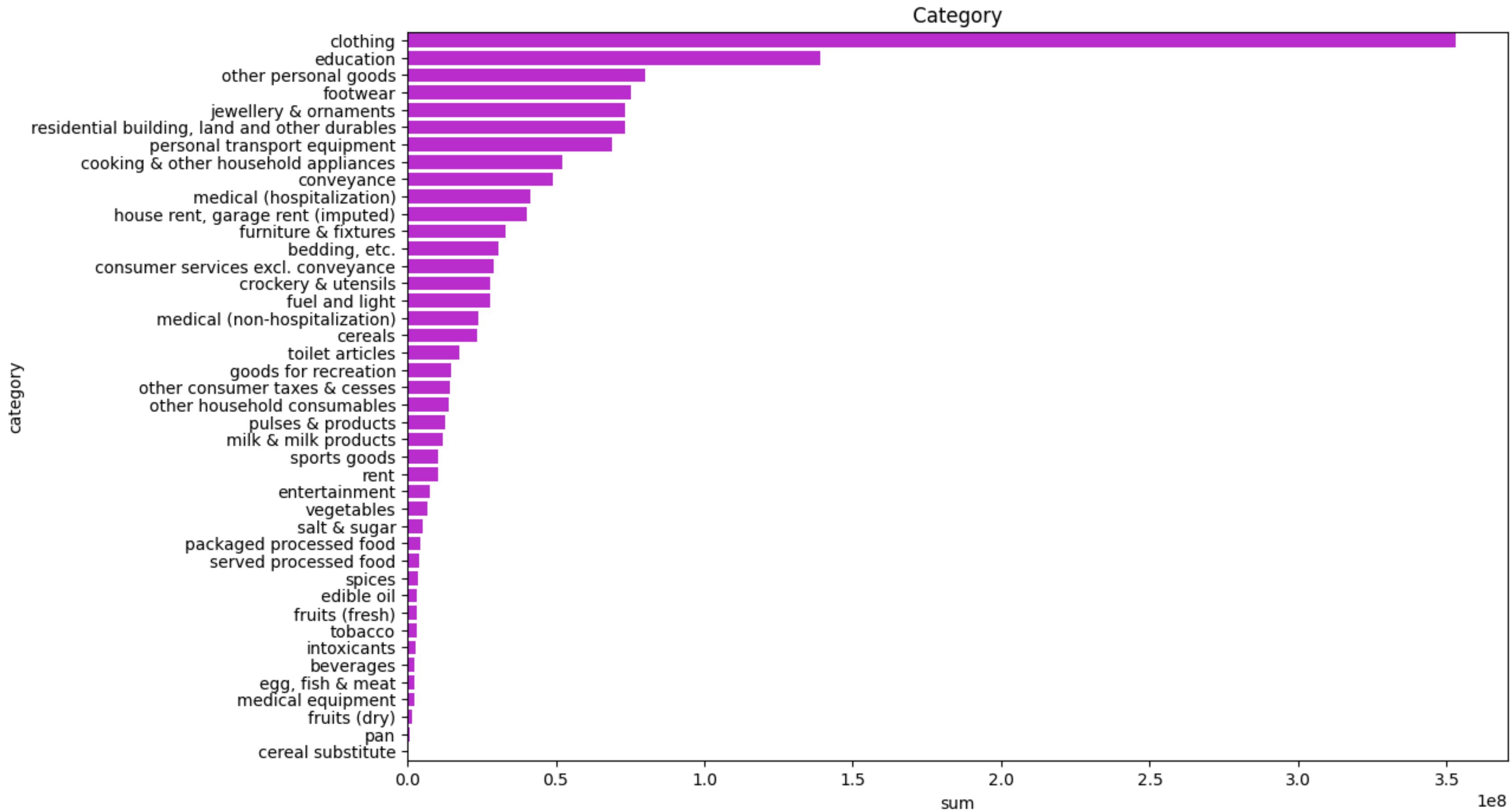
BOTTOM 20 MEAN



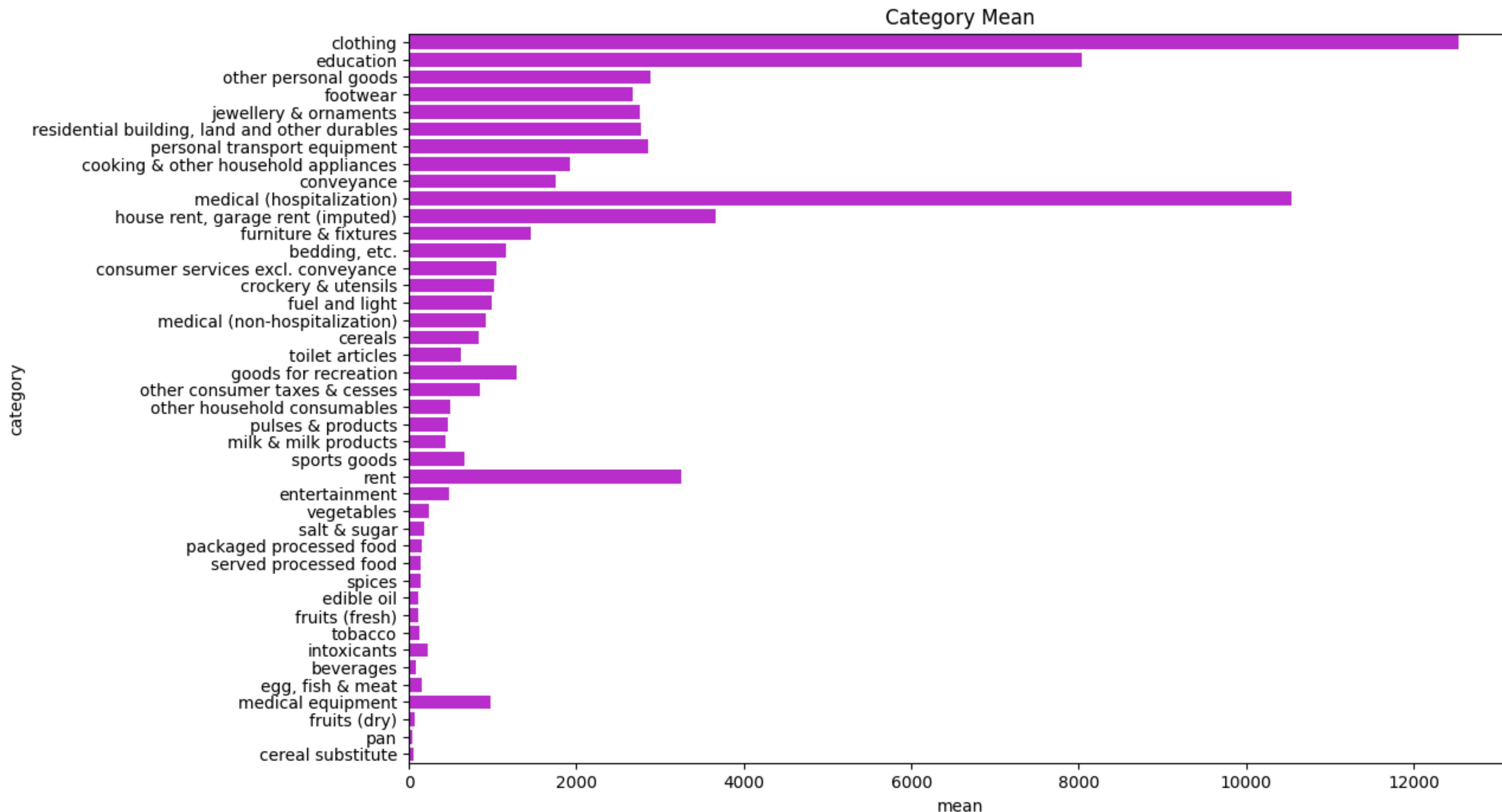
LEVEL 14

Total Expenditure

CATEGORY SUM

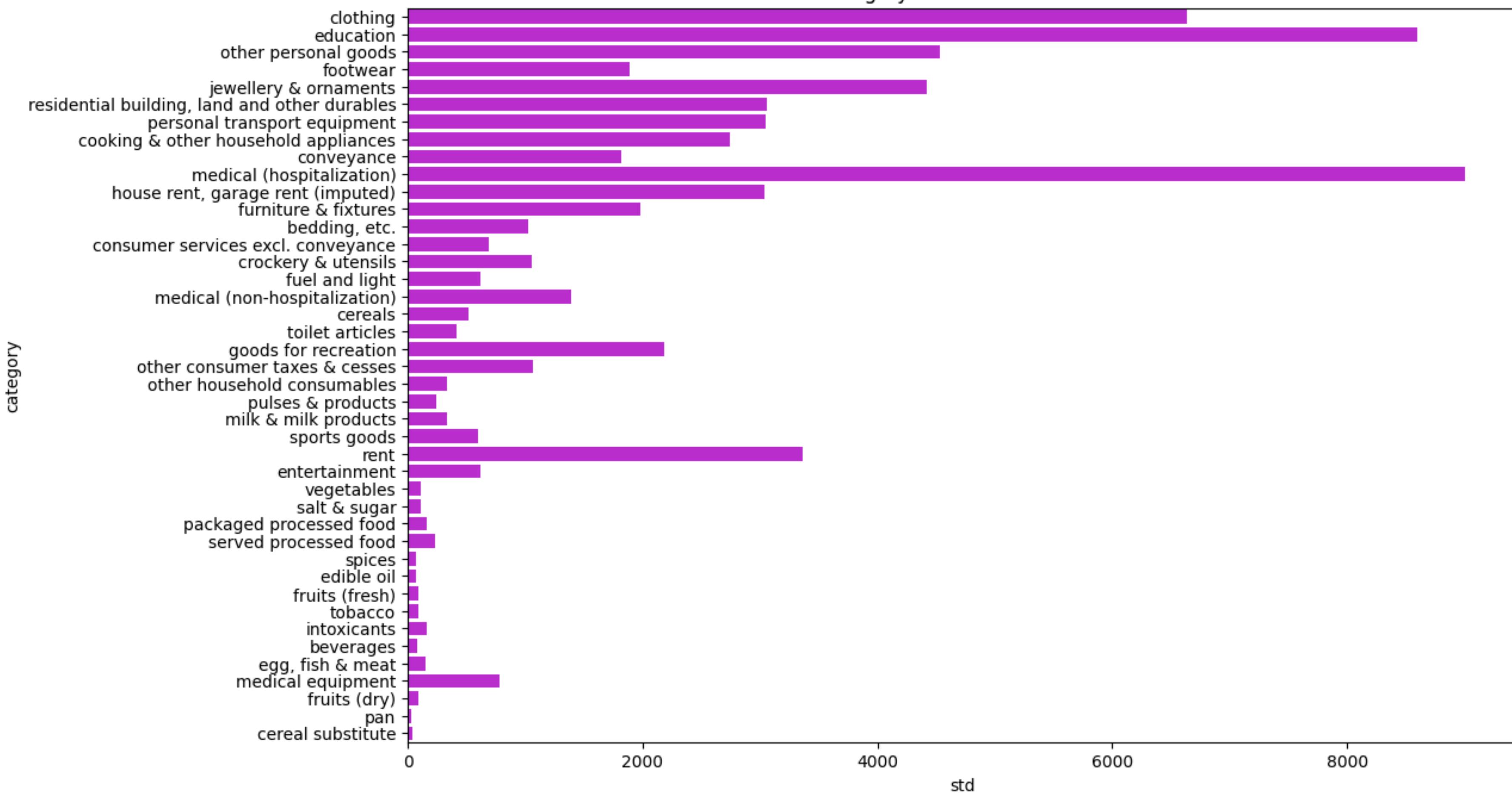


CATEGORY MEAN



CATEGORY STD

Category Standard Deviation



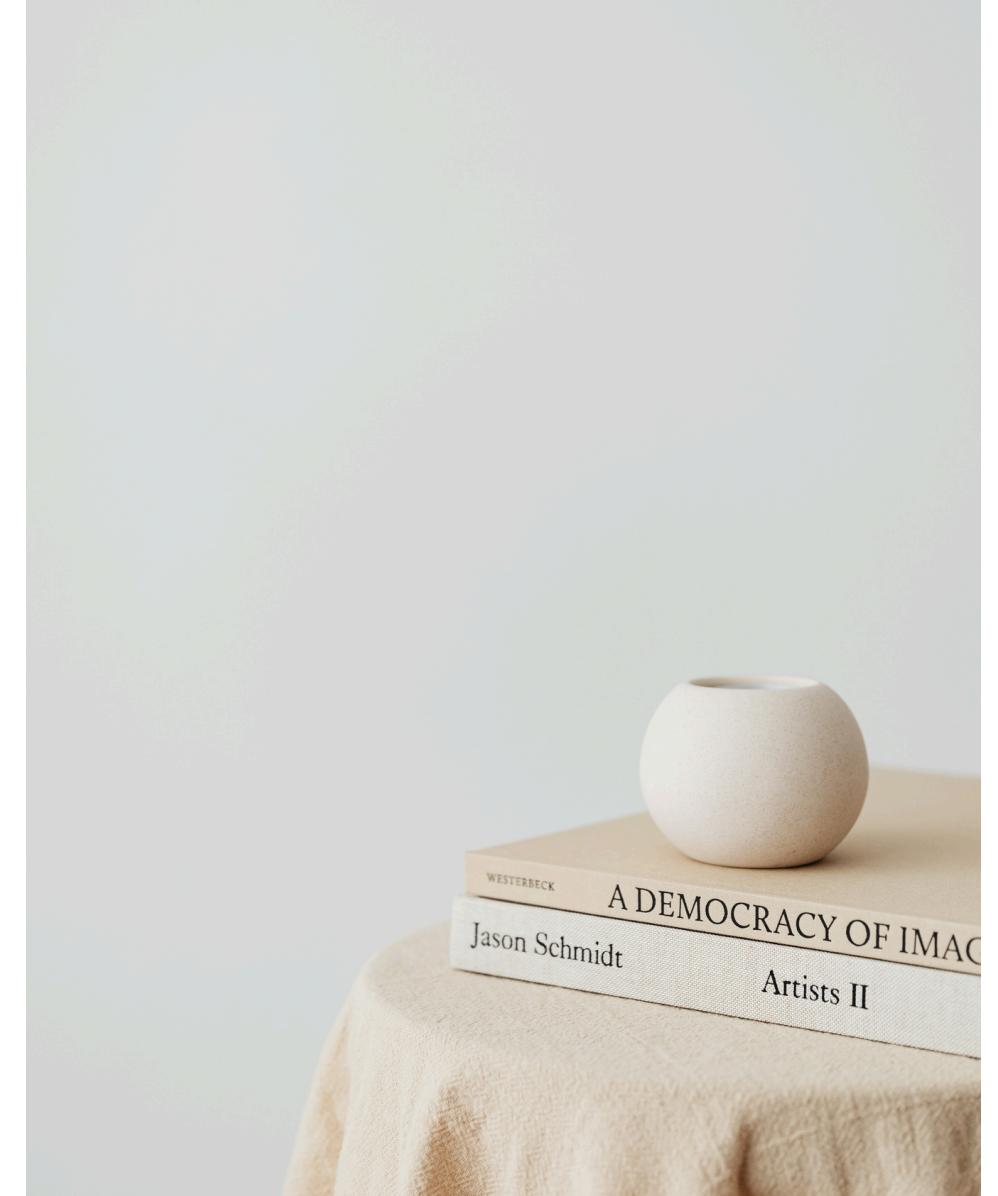
SOURCES

[Notebook 05 05 Link](#)

[Notebook 06 05 Link](#)

[Notebook 09 03 Link](#)

[Notebook 14 Link](#)





THANK YOU

RUDRA
PRASAD
BHUYAN