

CATEGORY ANALYSIS

Author: Rudra Prasad Bhuyan

Position: Data Scientist Intern

Organisation: SBC Labs

Guidance: Anushka Ashok, Alok Gangaramany

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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



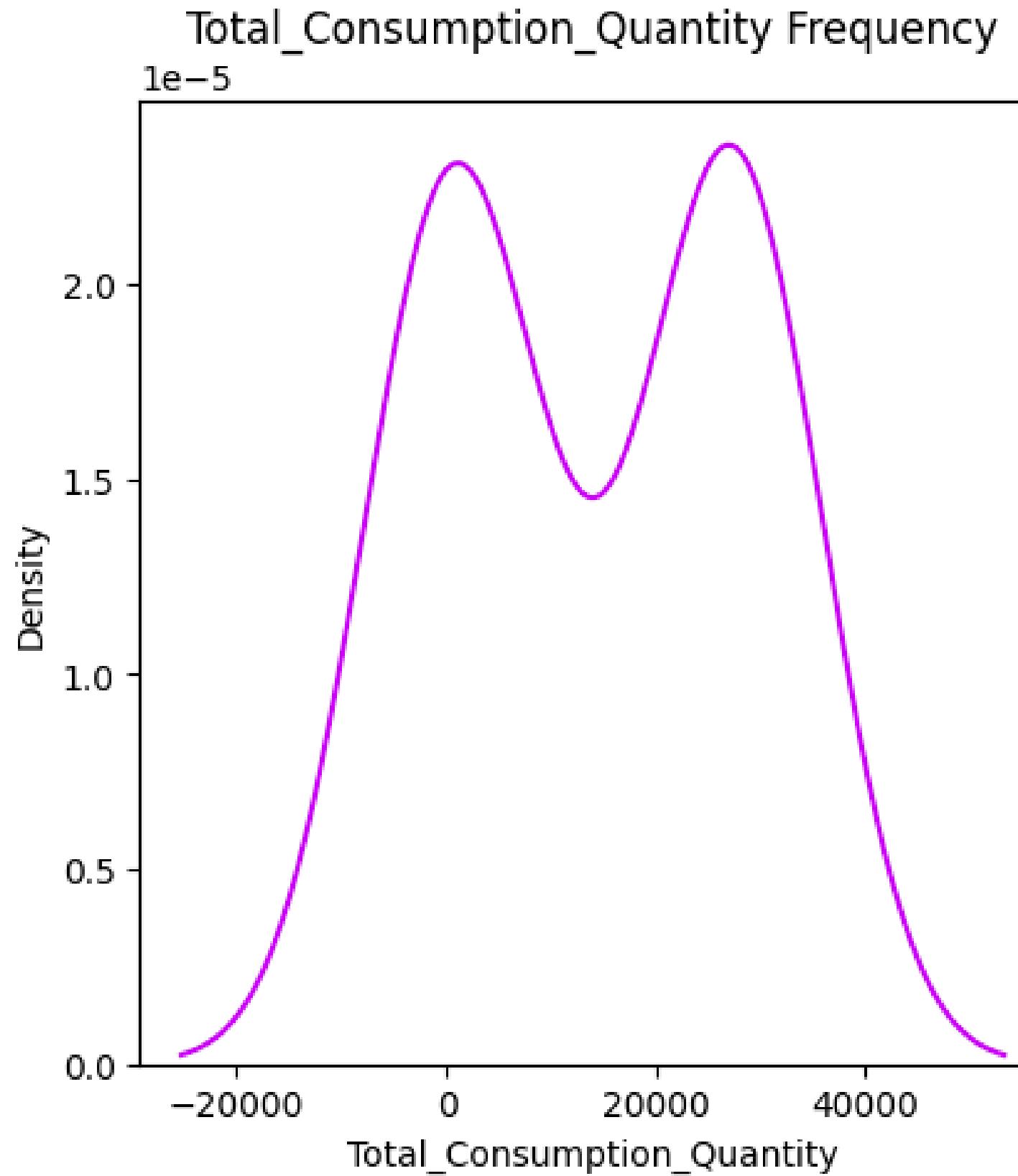
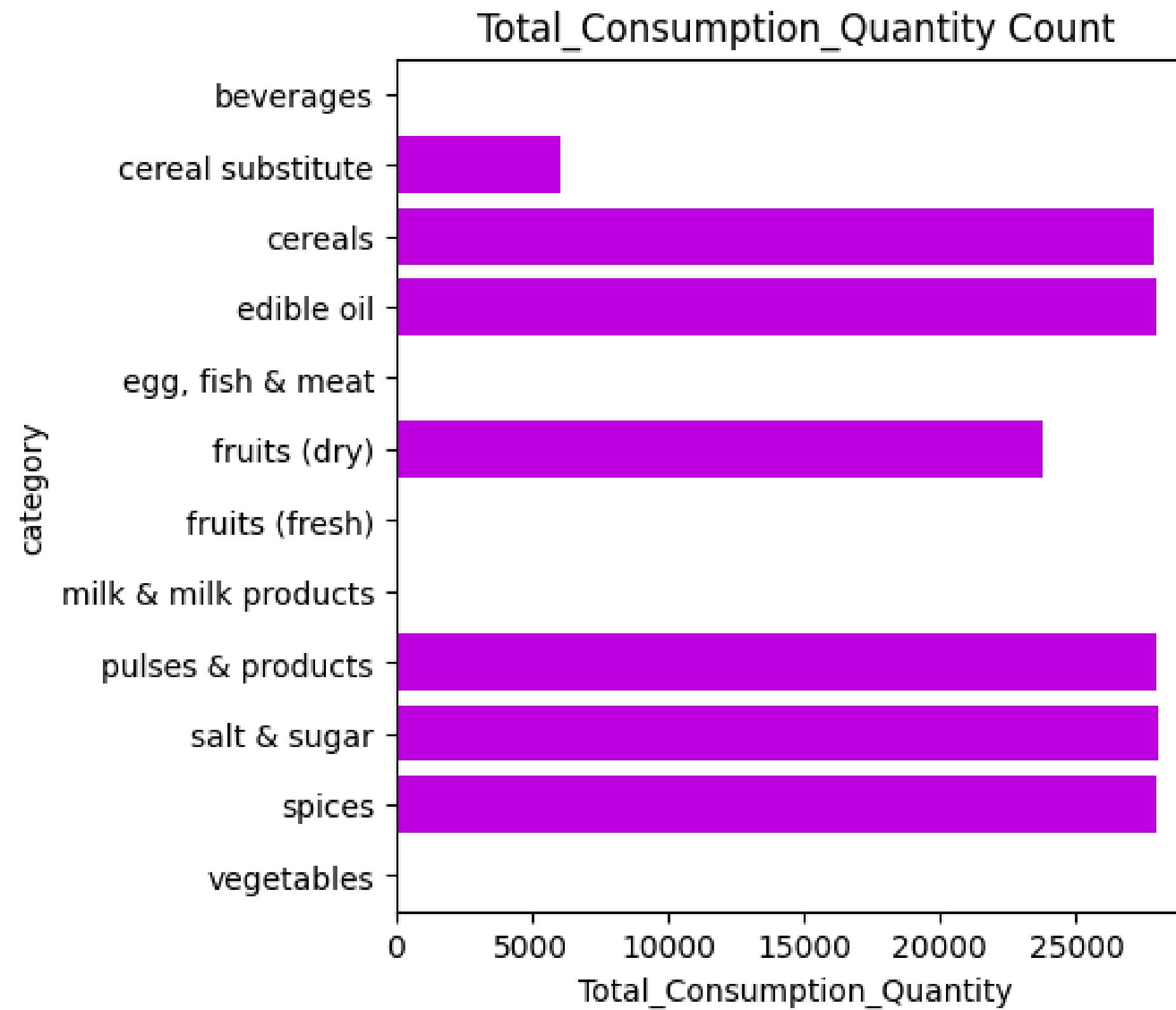


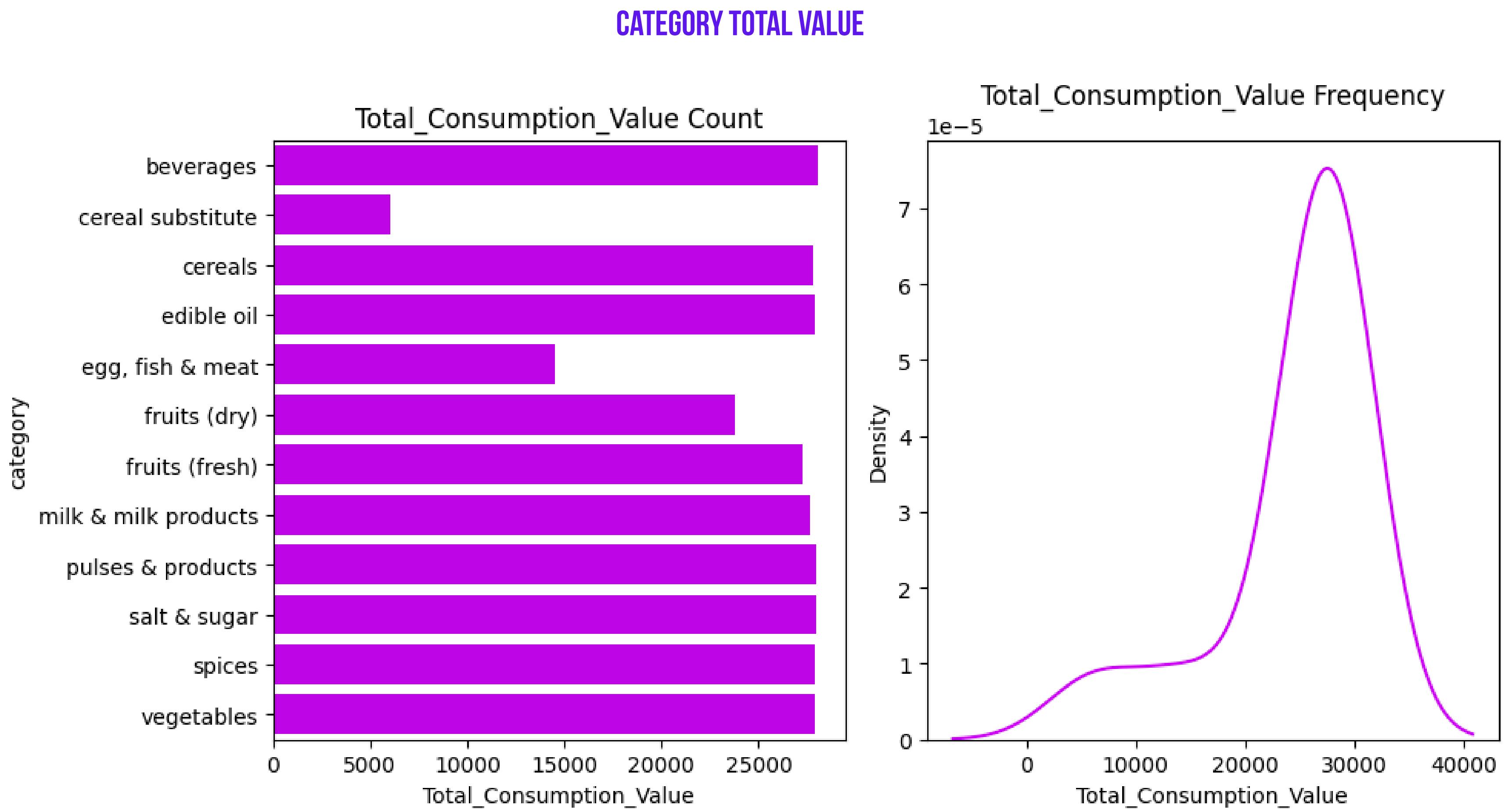
CATEGORY

TABLE

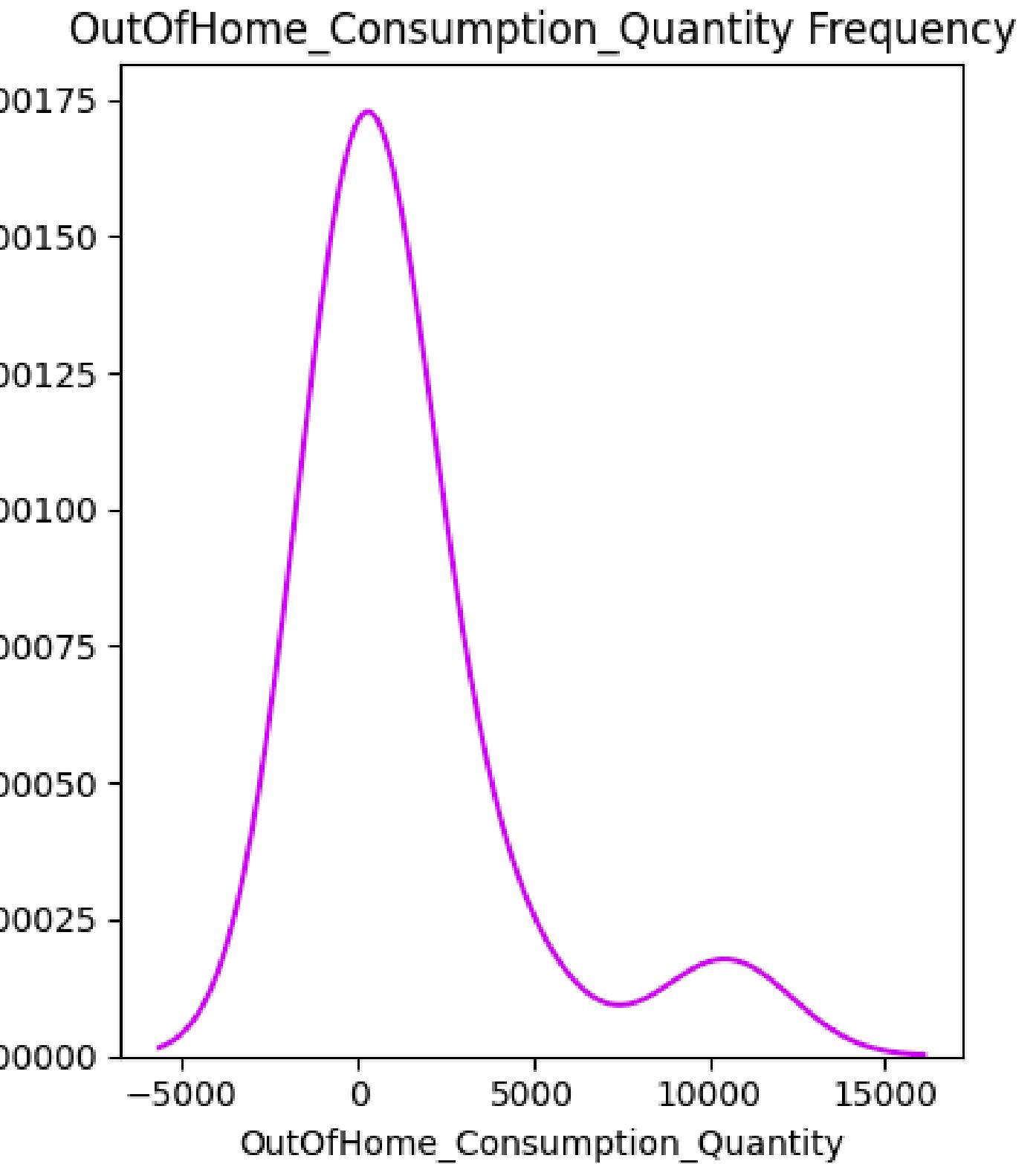
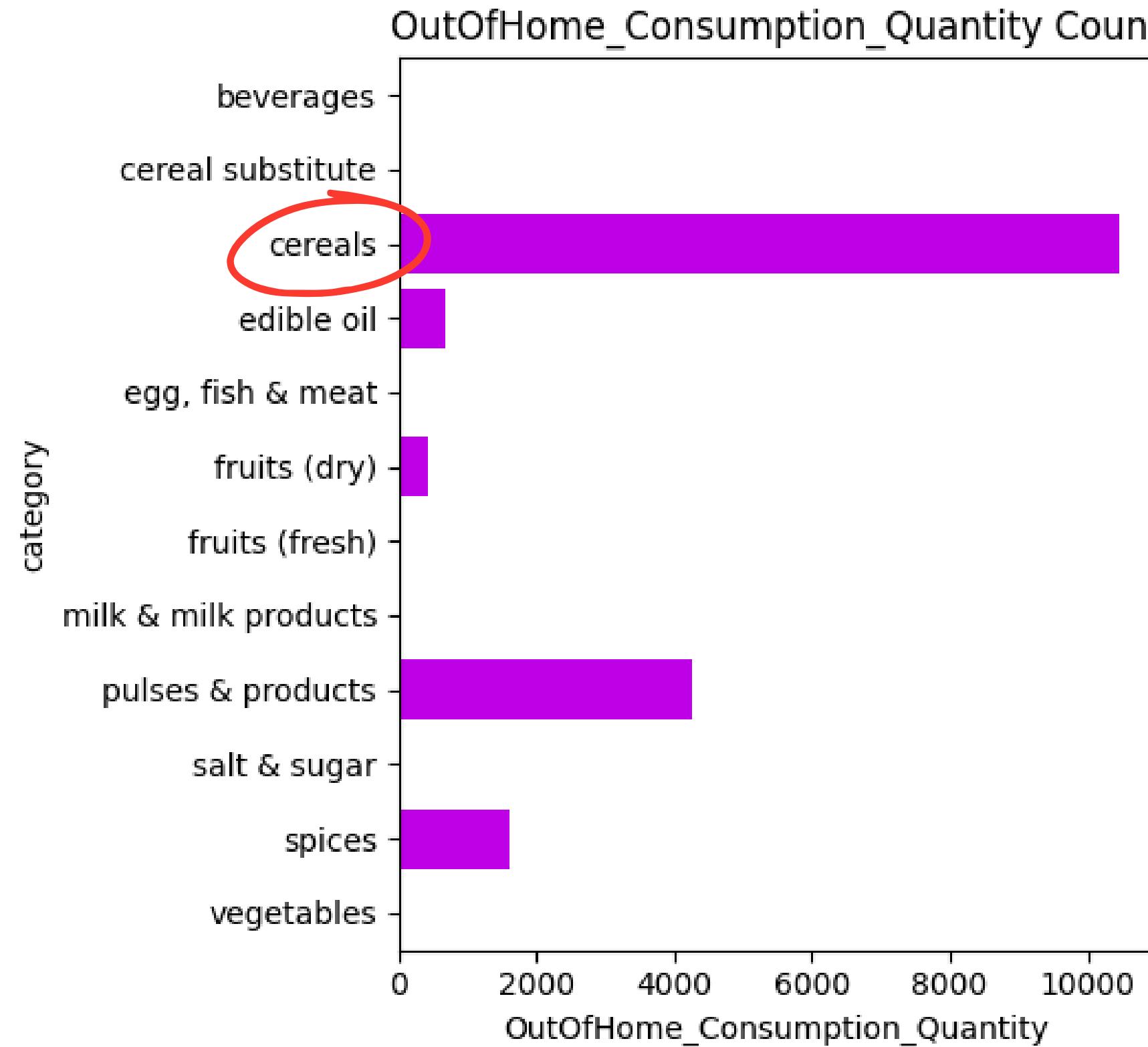
category	beverages	cereal substitute	cereals	edible oil	egg, fish & meat	fruits (dry)	fruits (fresh)	milk & milk products	pulses & products	salt & sugar	spices	vegetables
totalOfHome_Consumption_Value	0	0	10460	698	318	426	1110	6974	4252	16	1600	4038
Home_Consumption_Quantity	0	0	10460	698	0	426	0	0	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

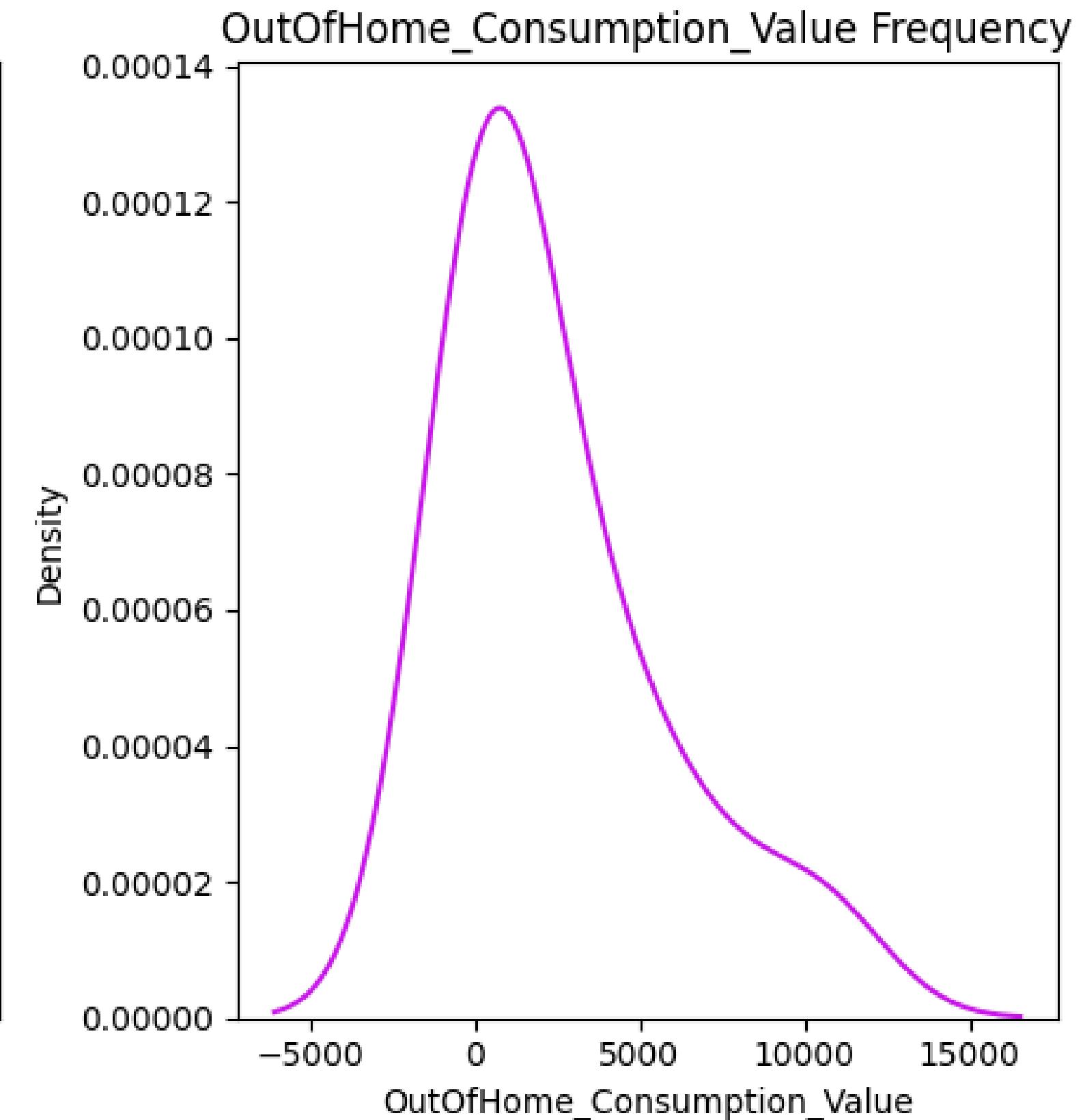
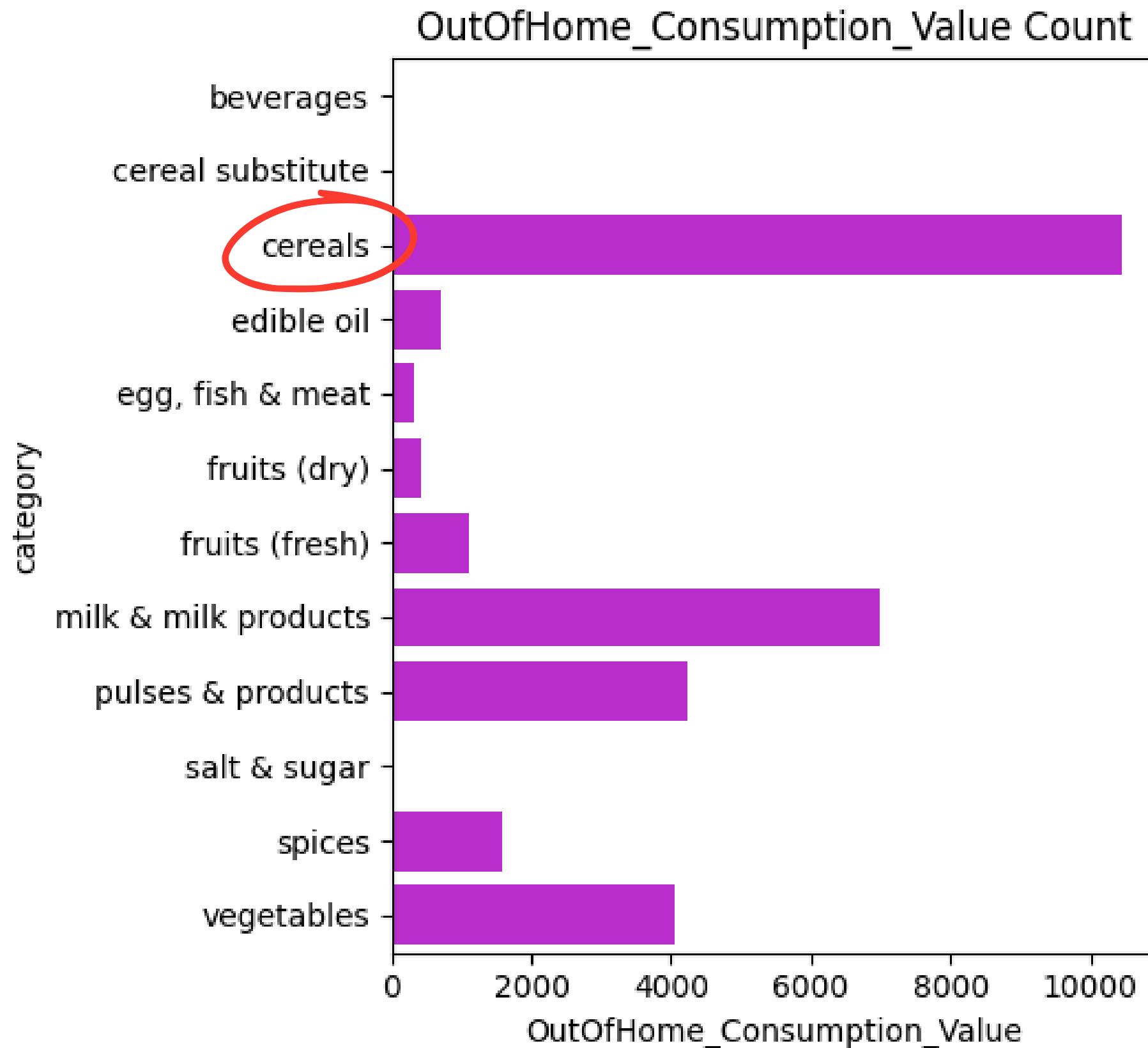




OUT OF HOME CATEGORY TOTAL QUANTITY



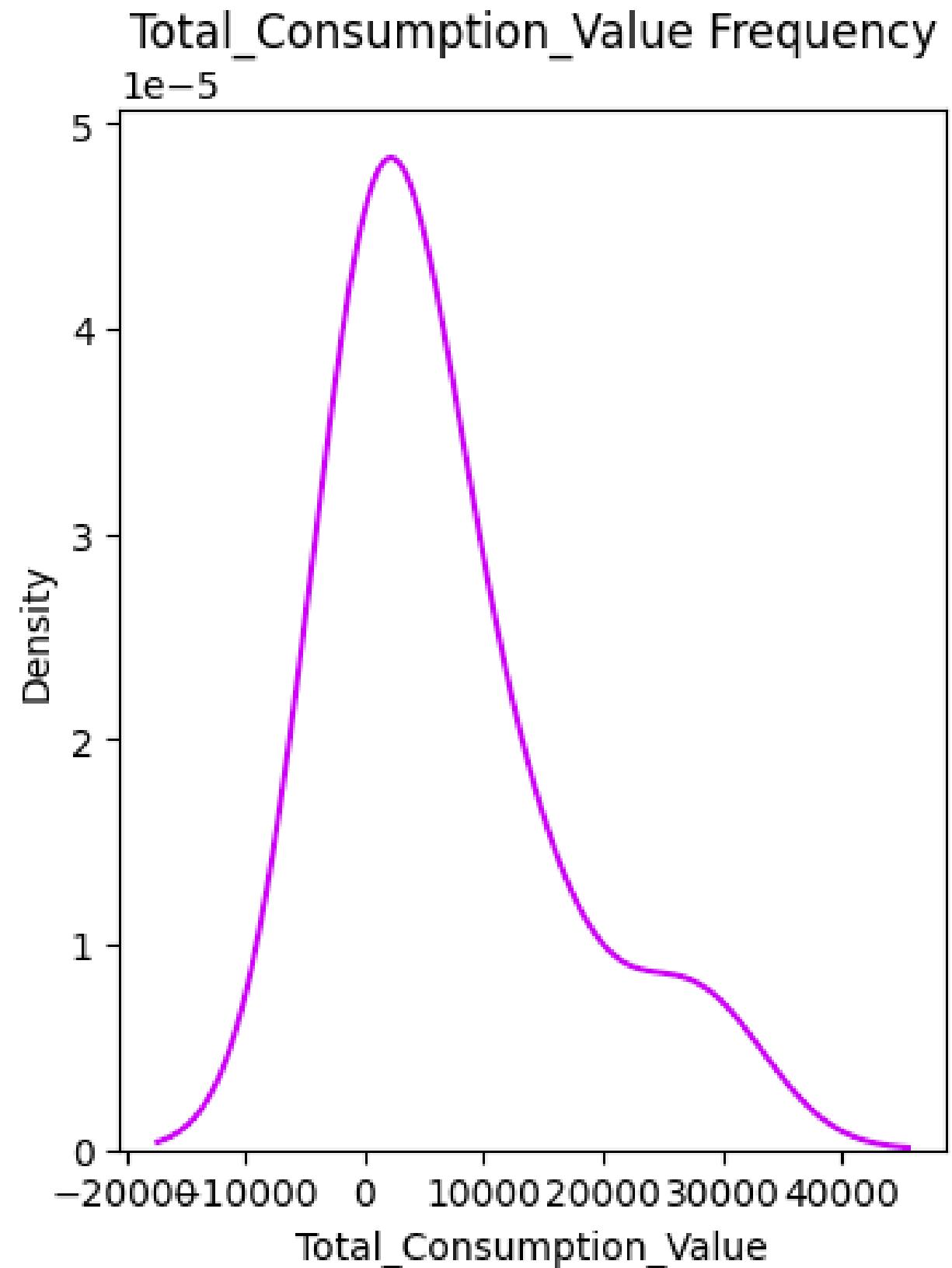
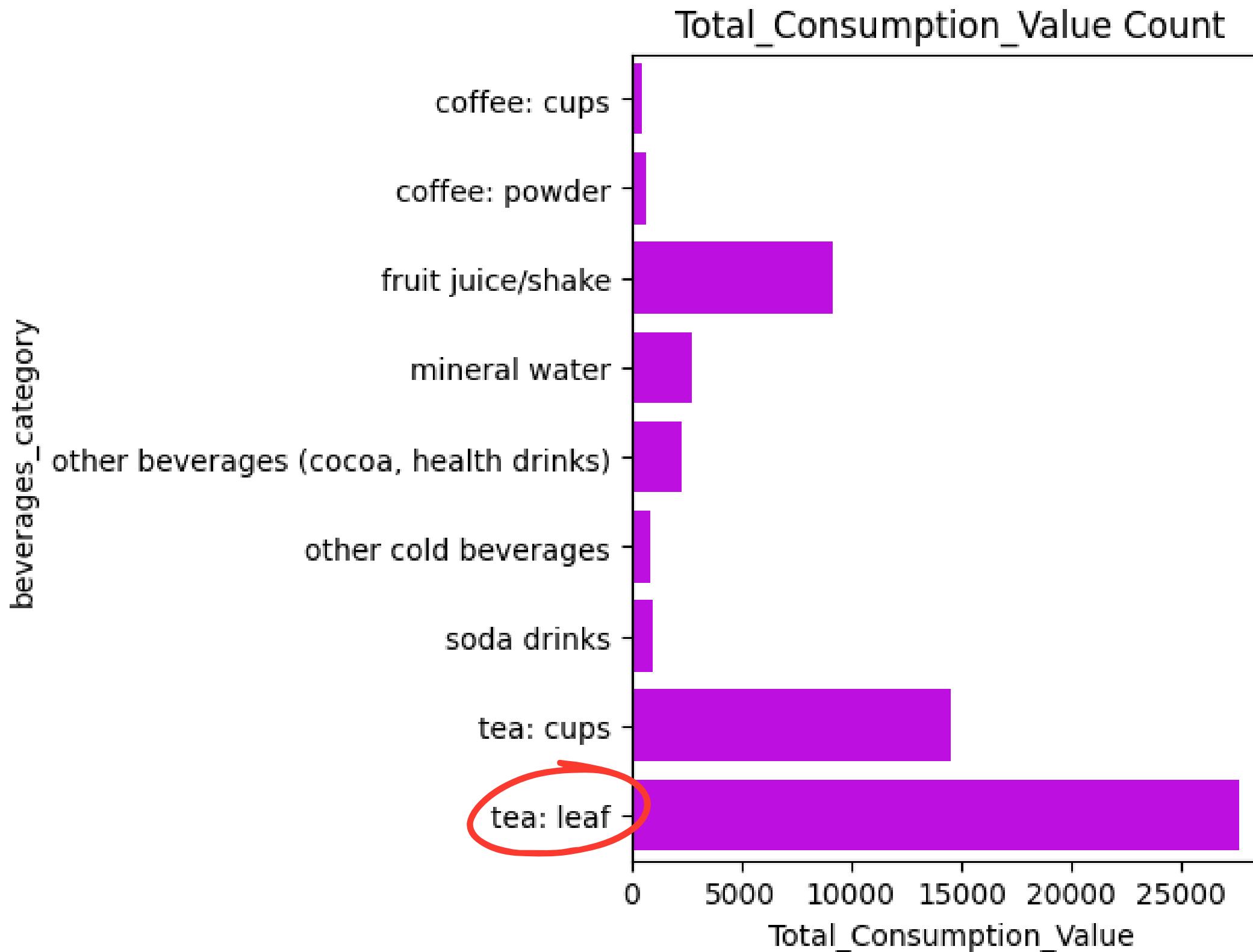
OUT OF HOME CATEGORY TOTAL VALUE



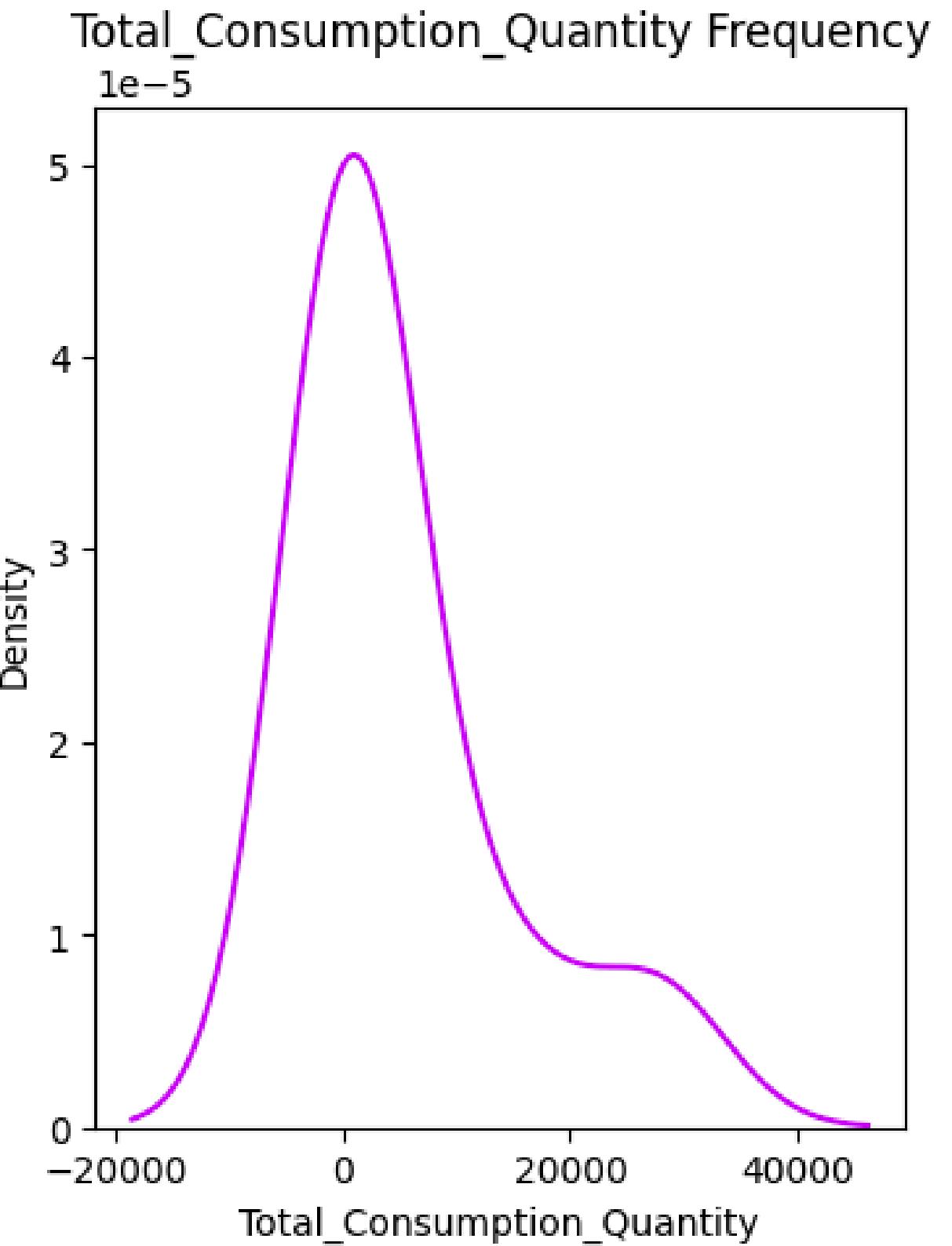
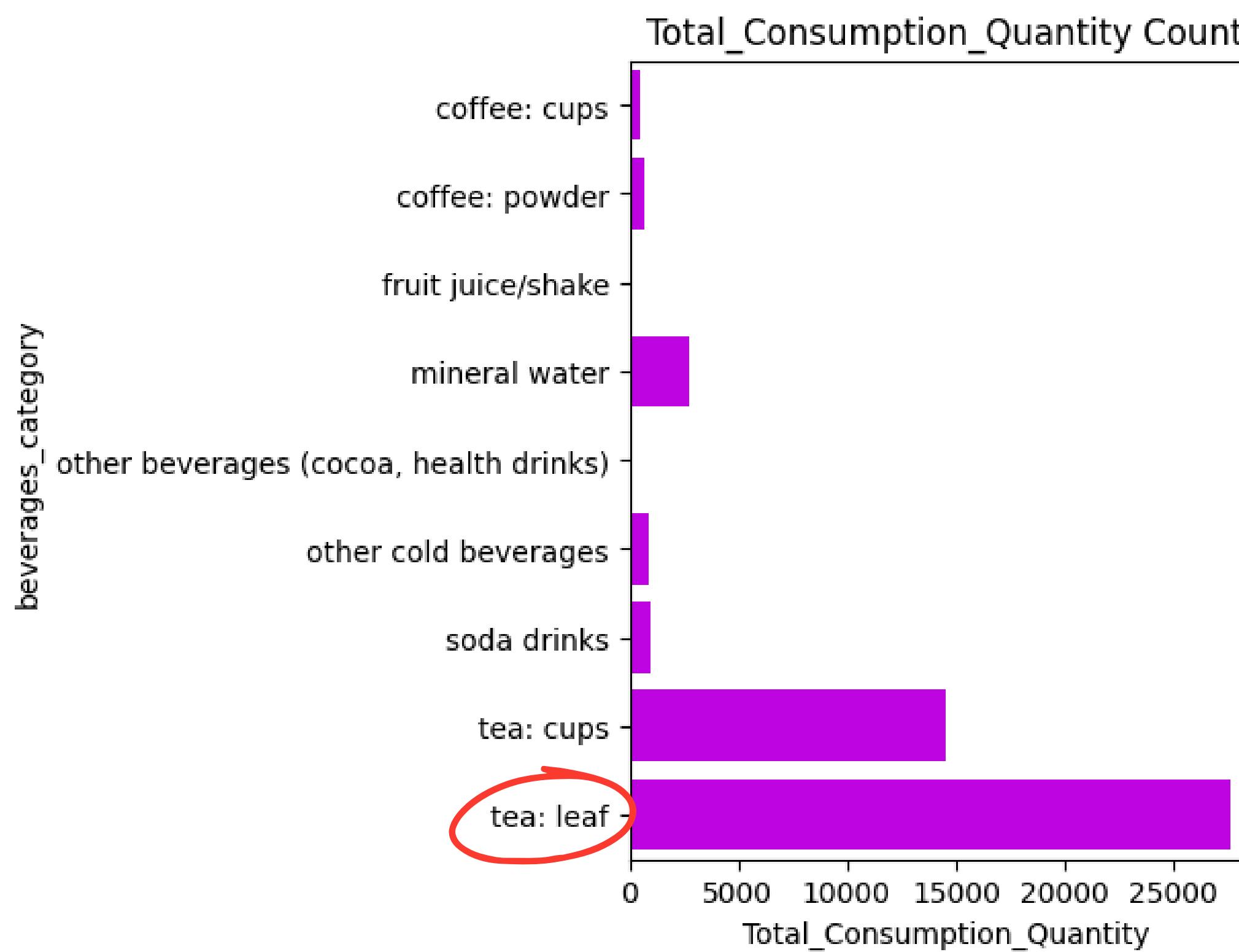


BEVERAGES

BEVERAGES CATEGORY TOTAL VALUE



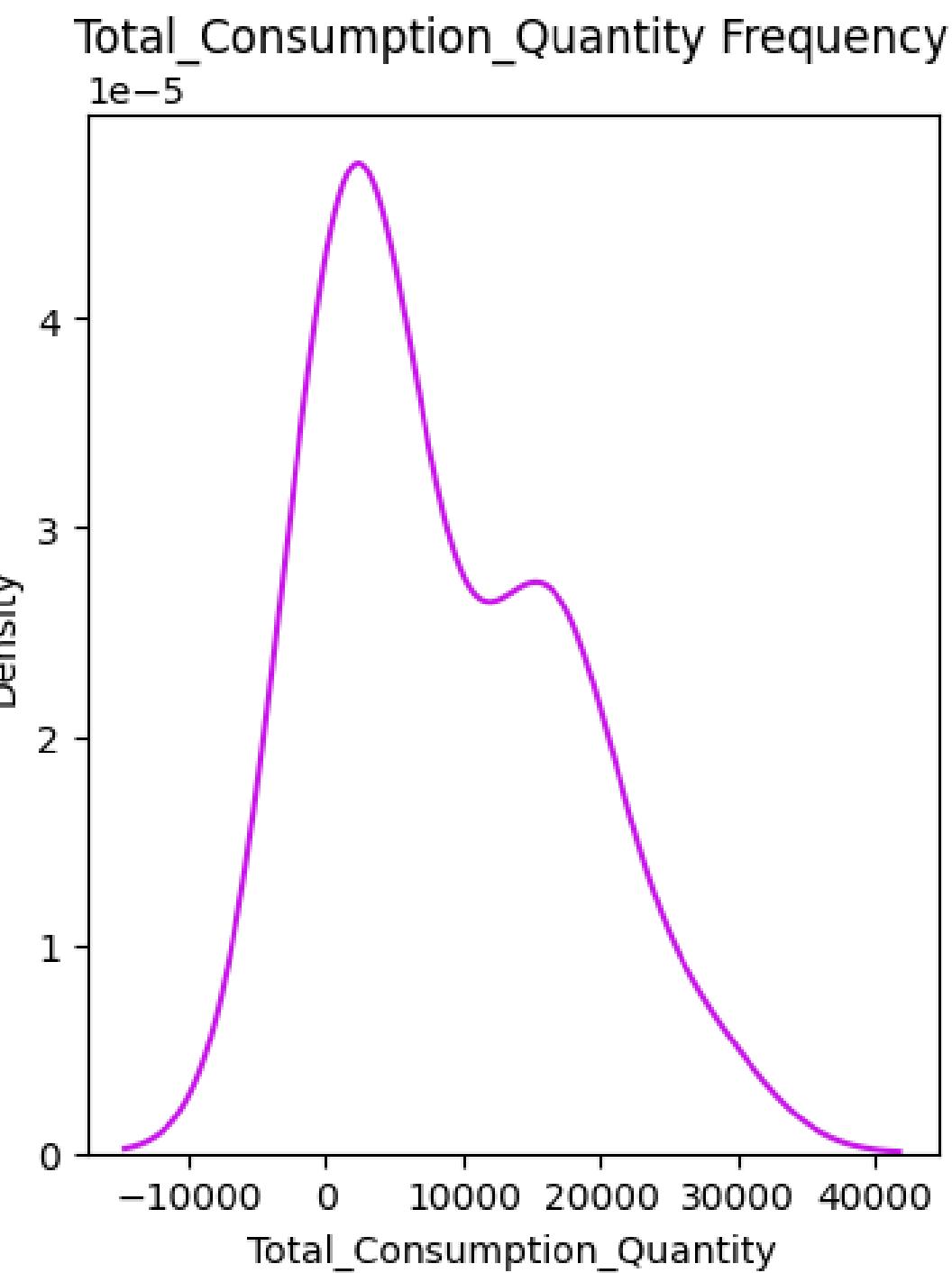
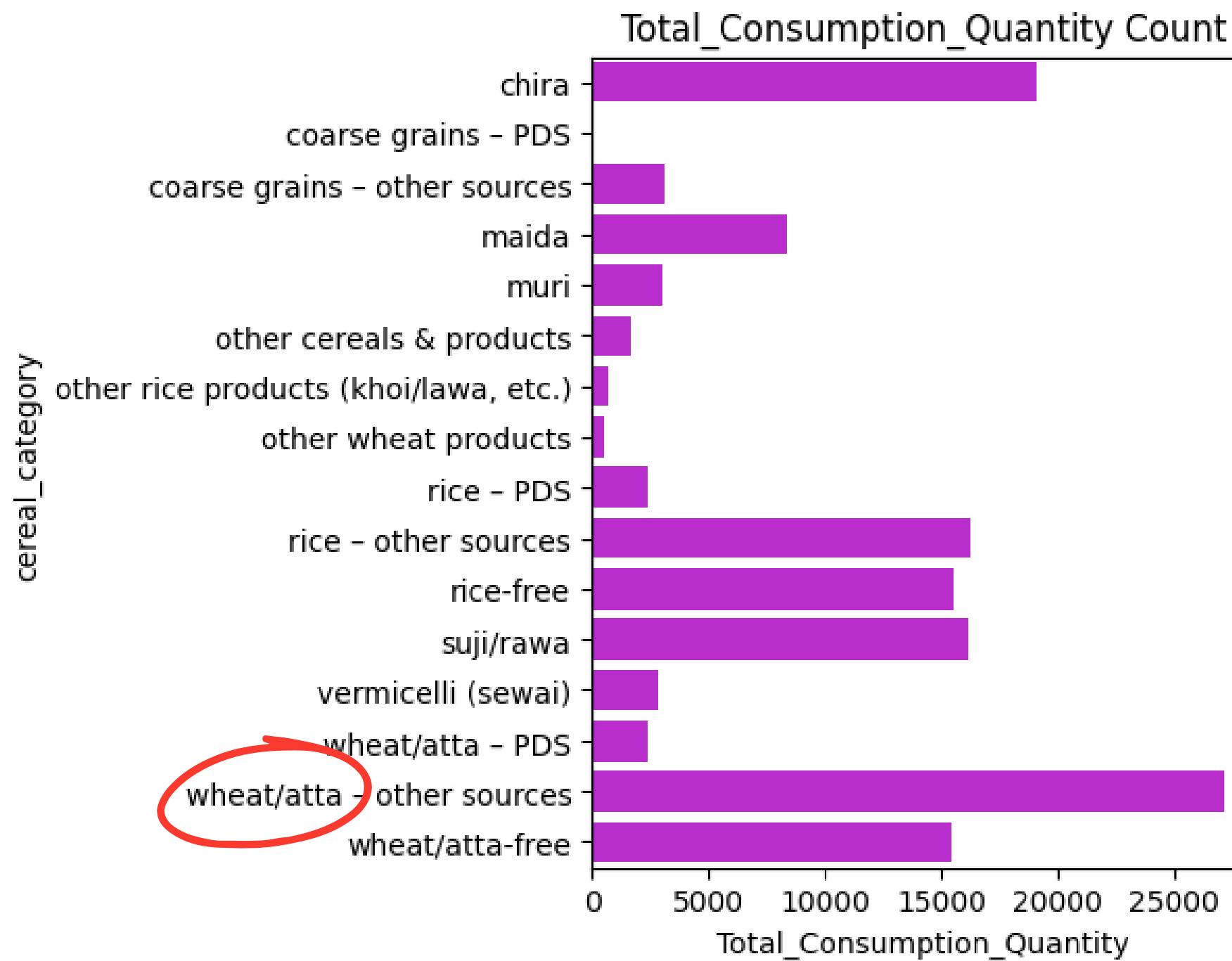
BEVERAGES CATEGORY TOTAL QUANTITY



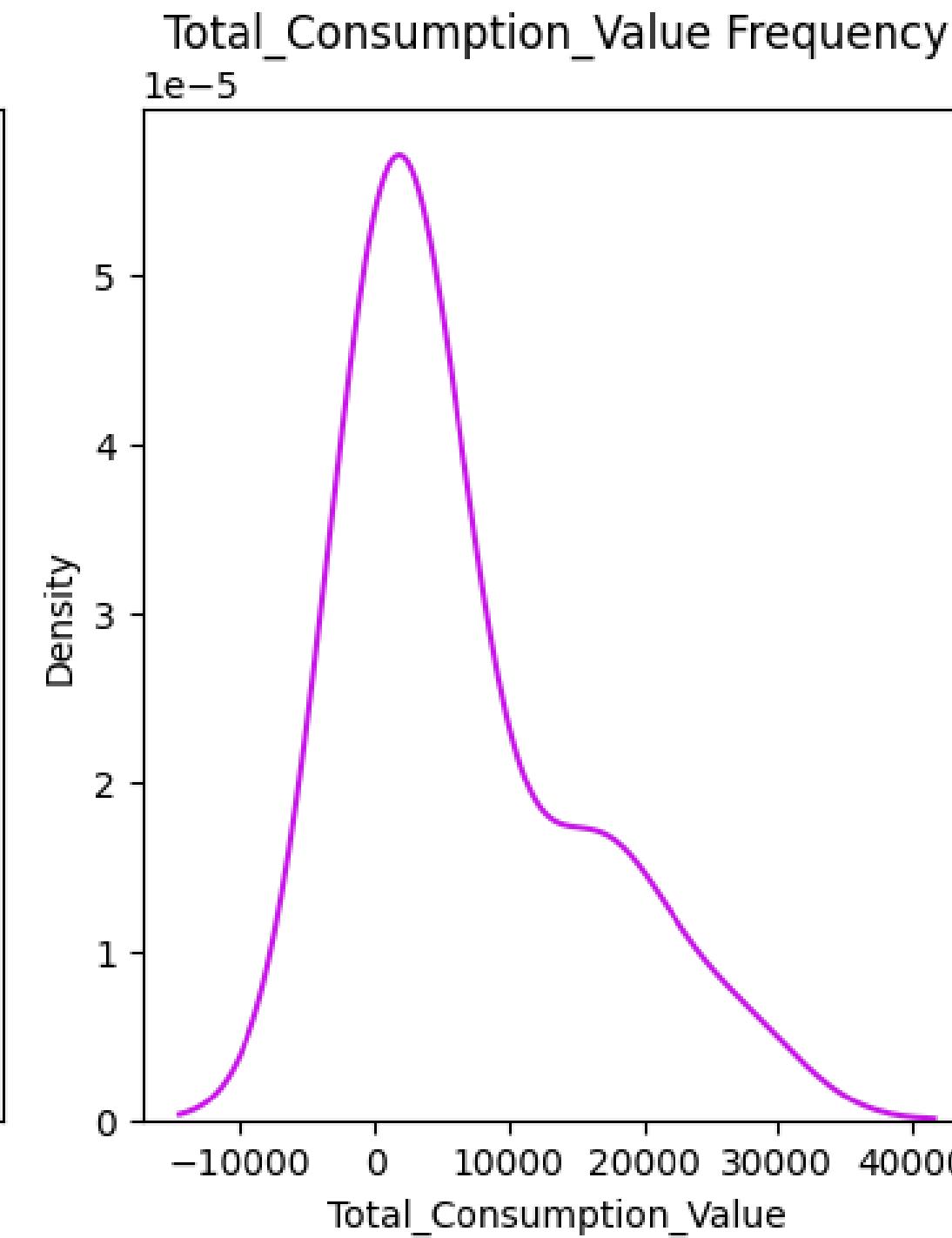
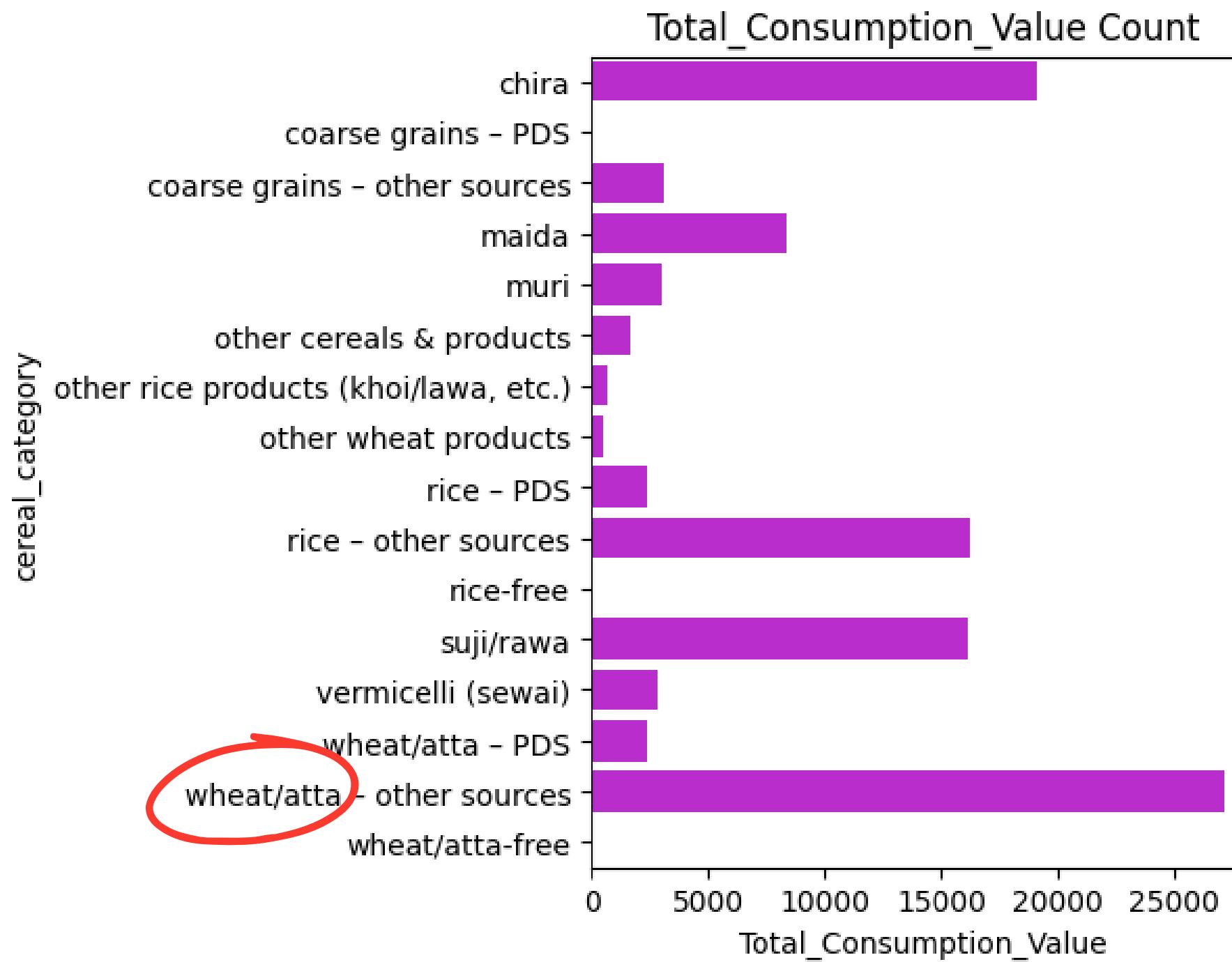


CEREAL

TOTAL QUANTITY



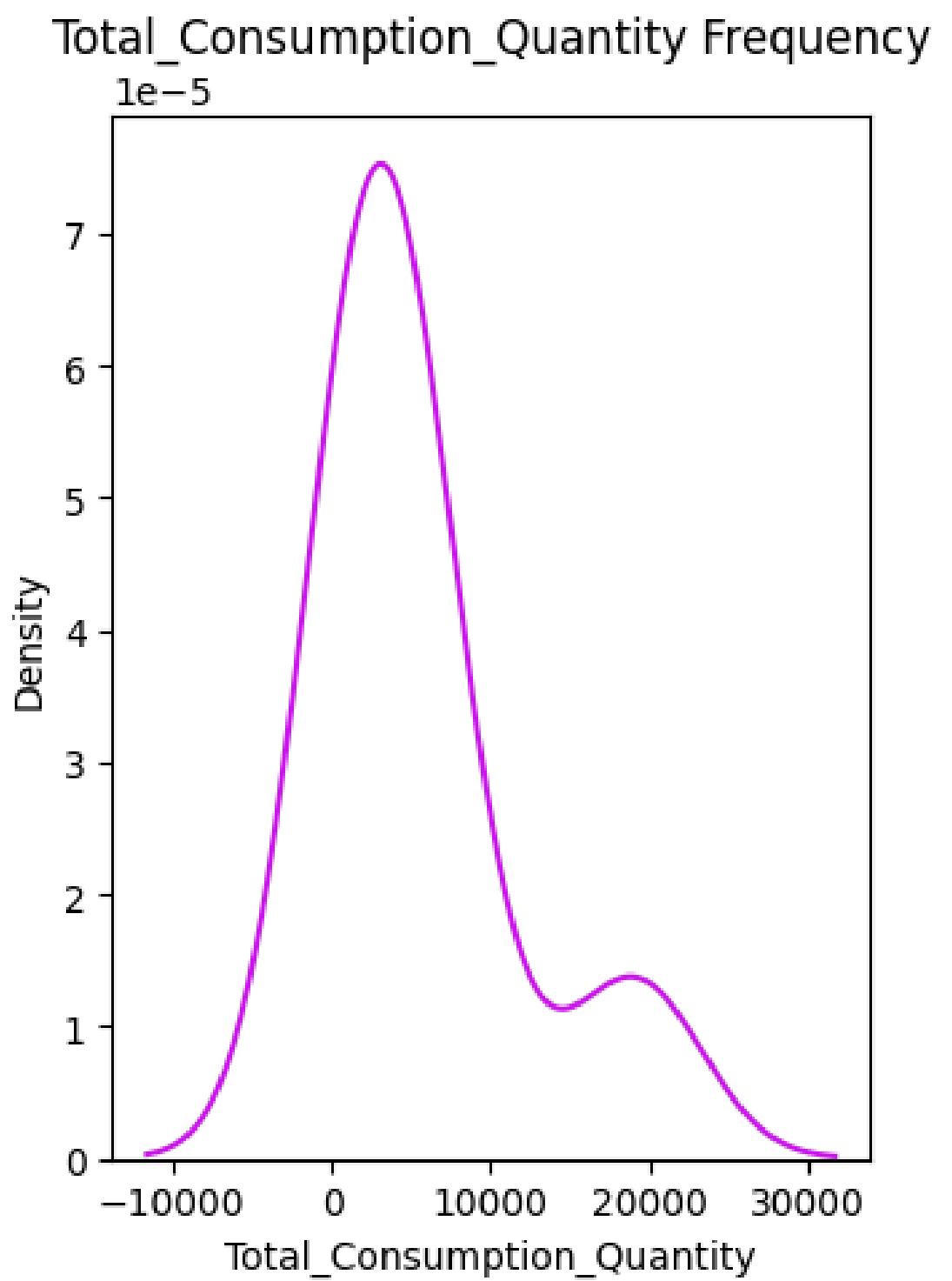
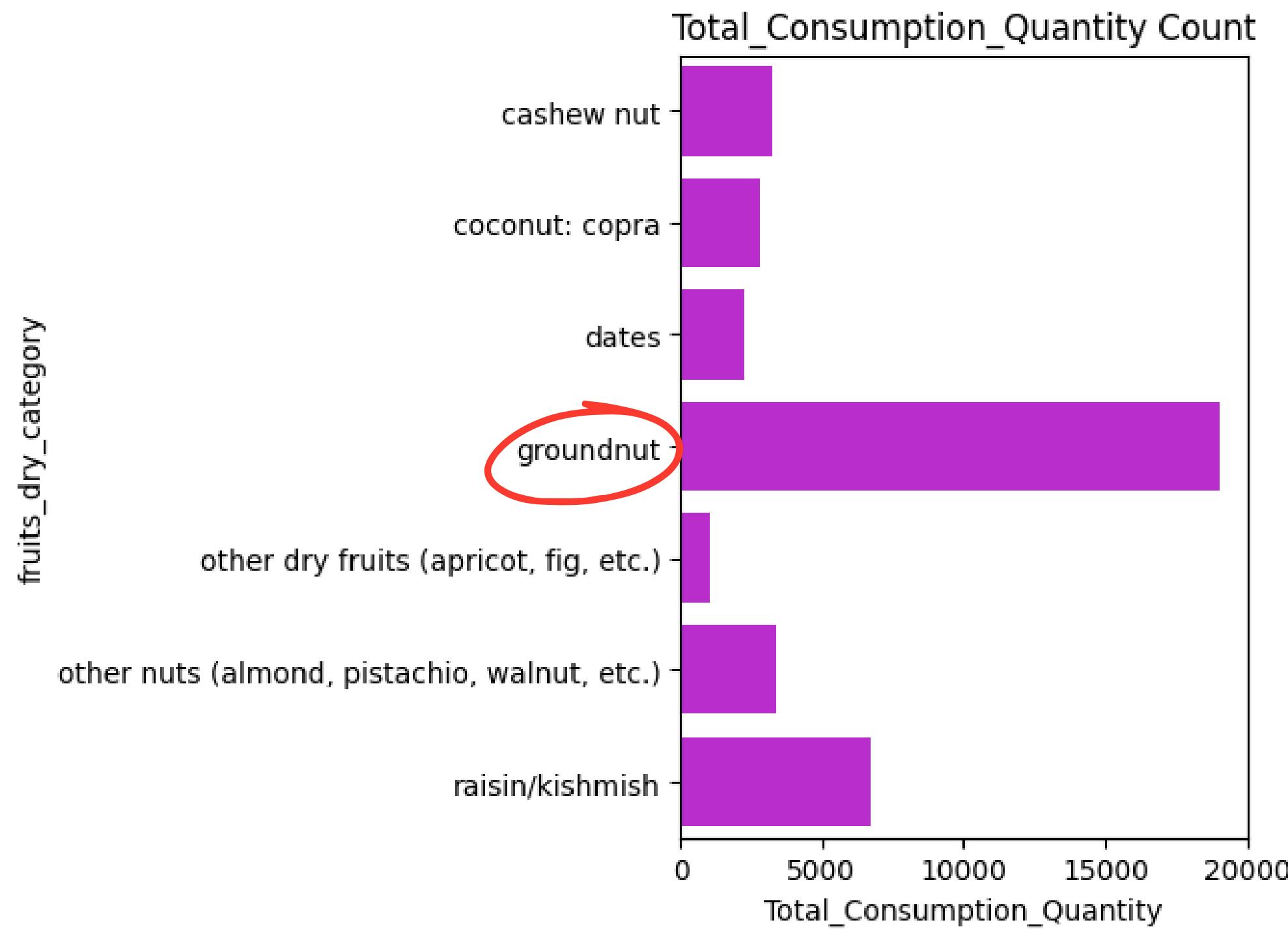
TOTAL VALUE



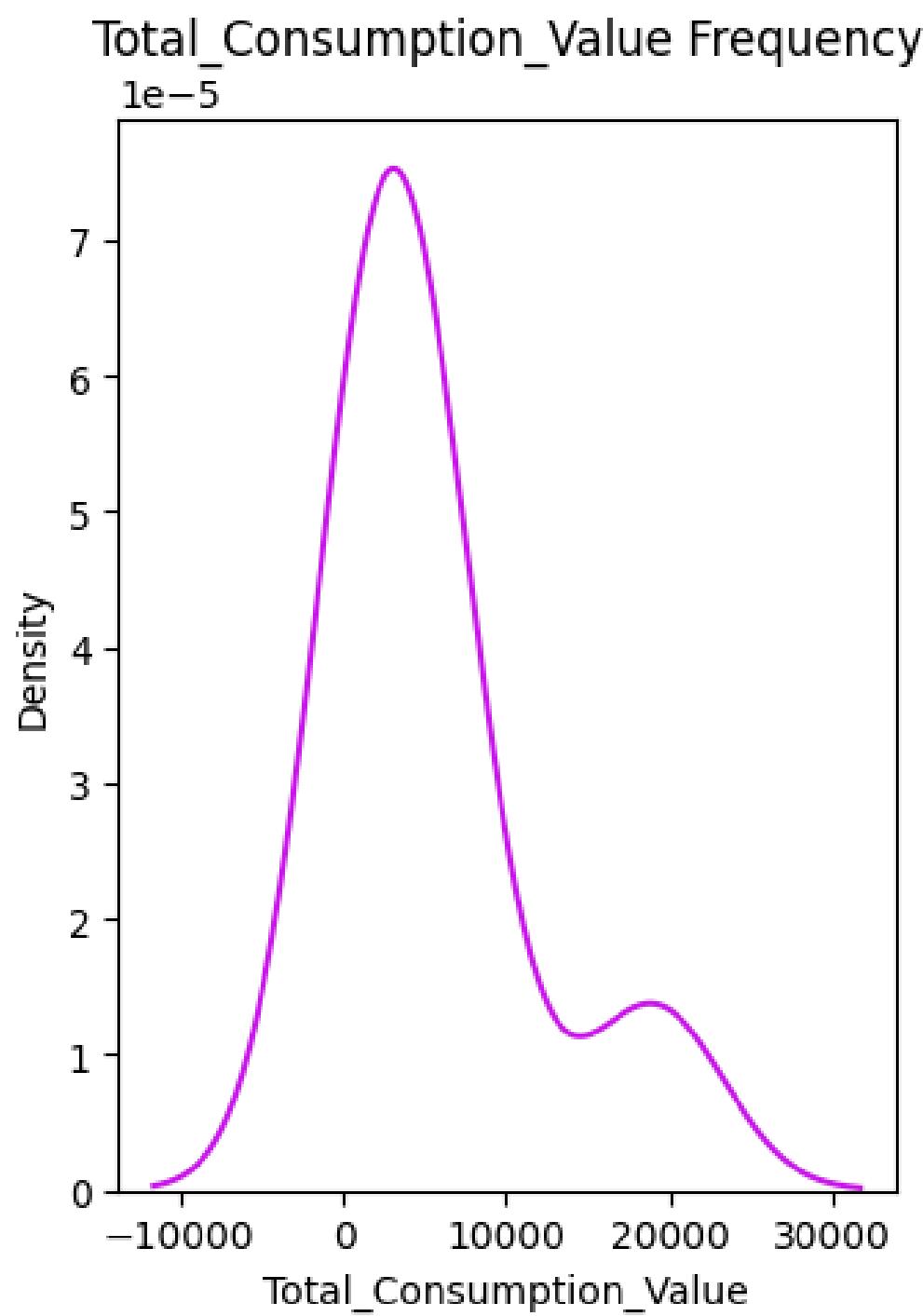
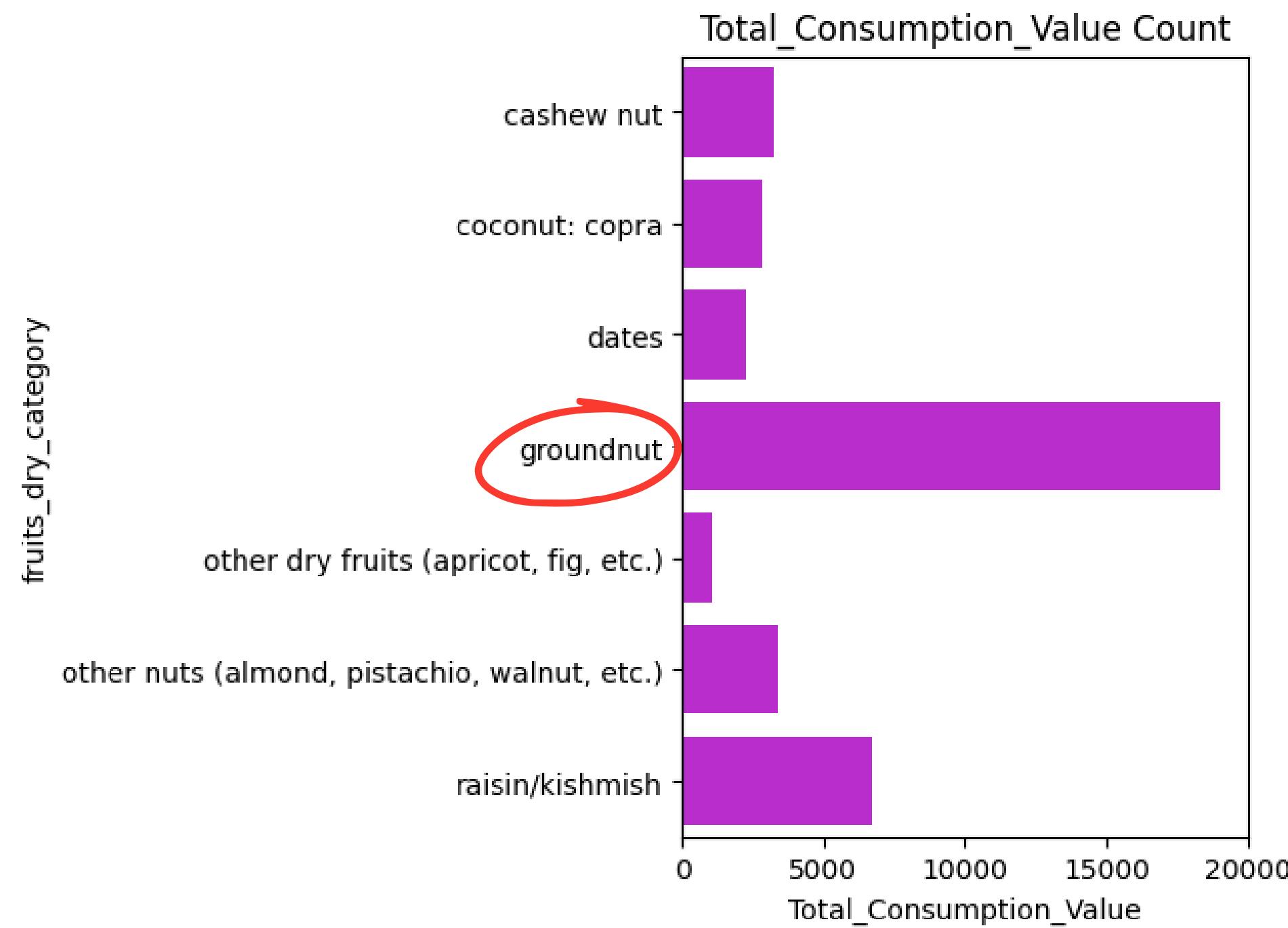


DRY FRUITS

TOTAL QUANTITY



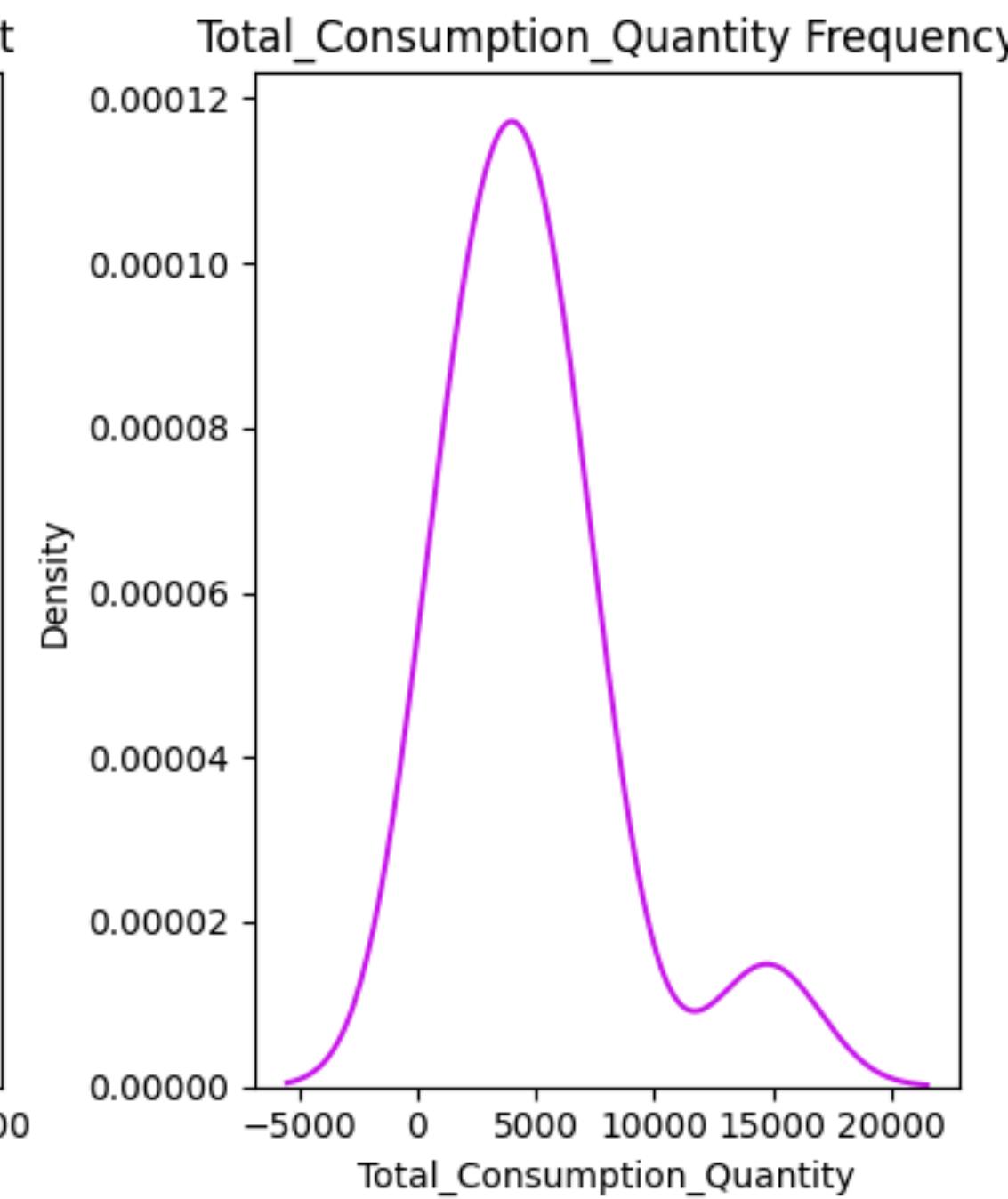
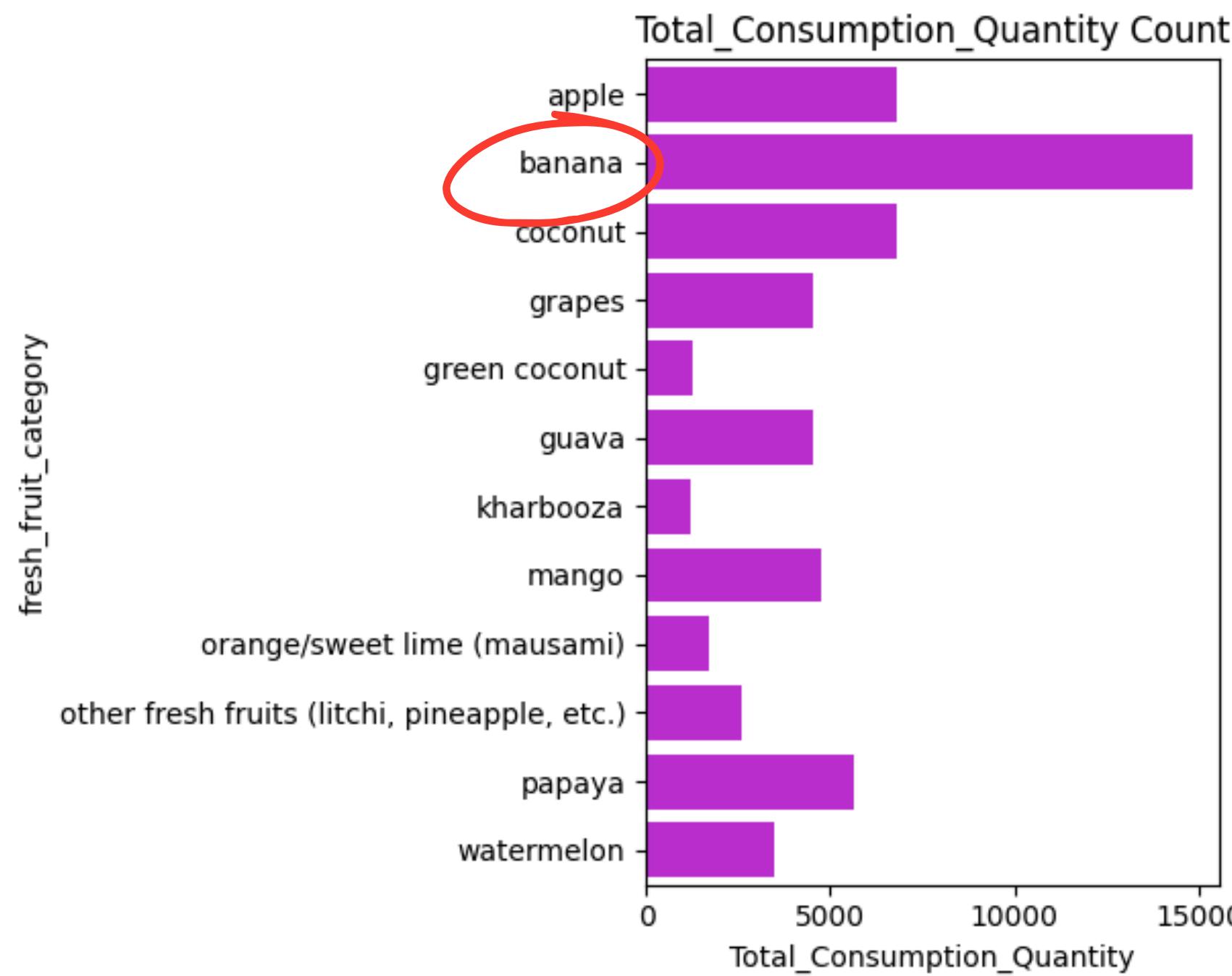
TOTAL VALUE



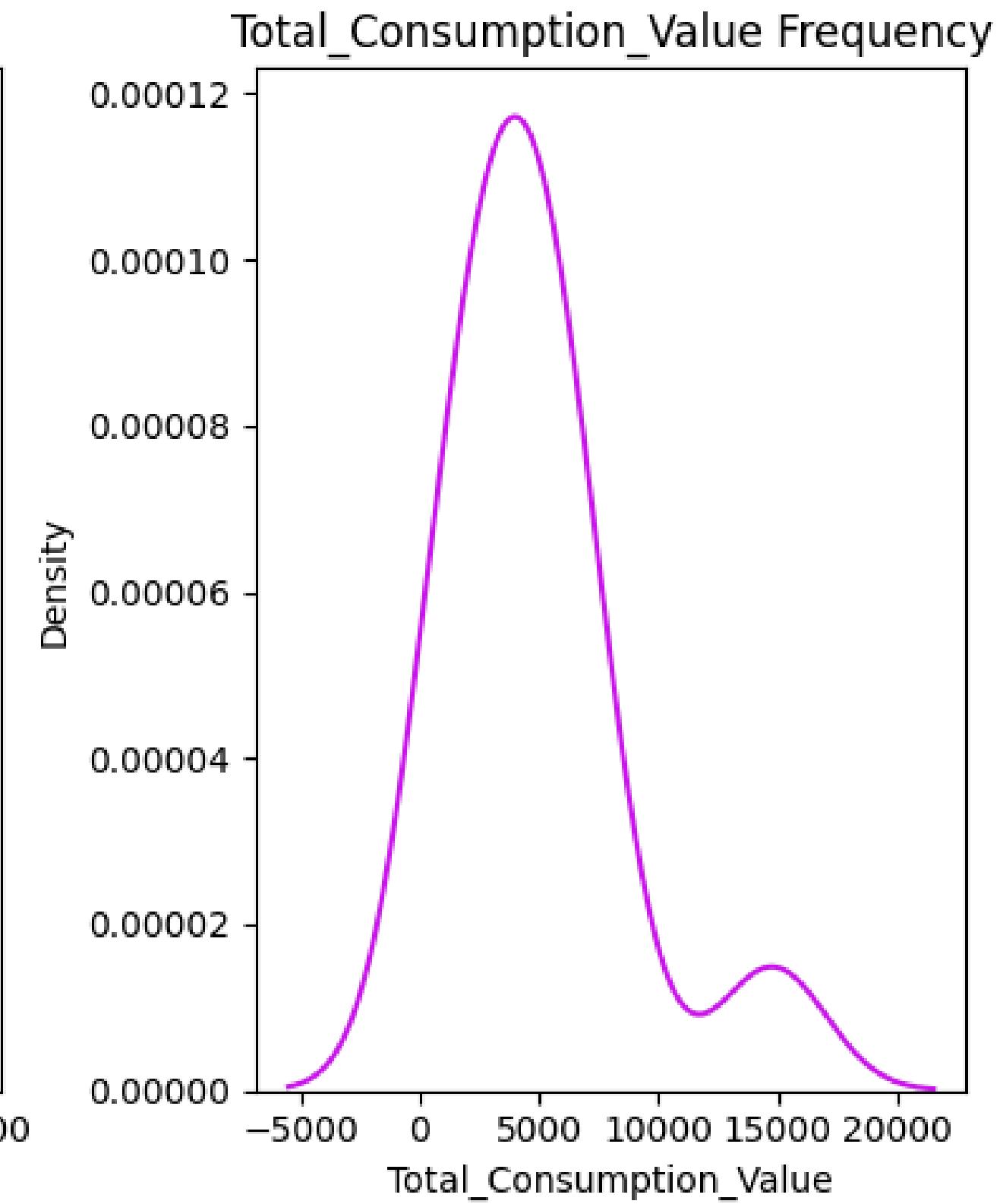
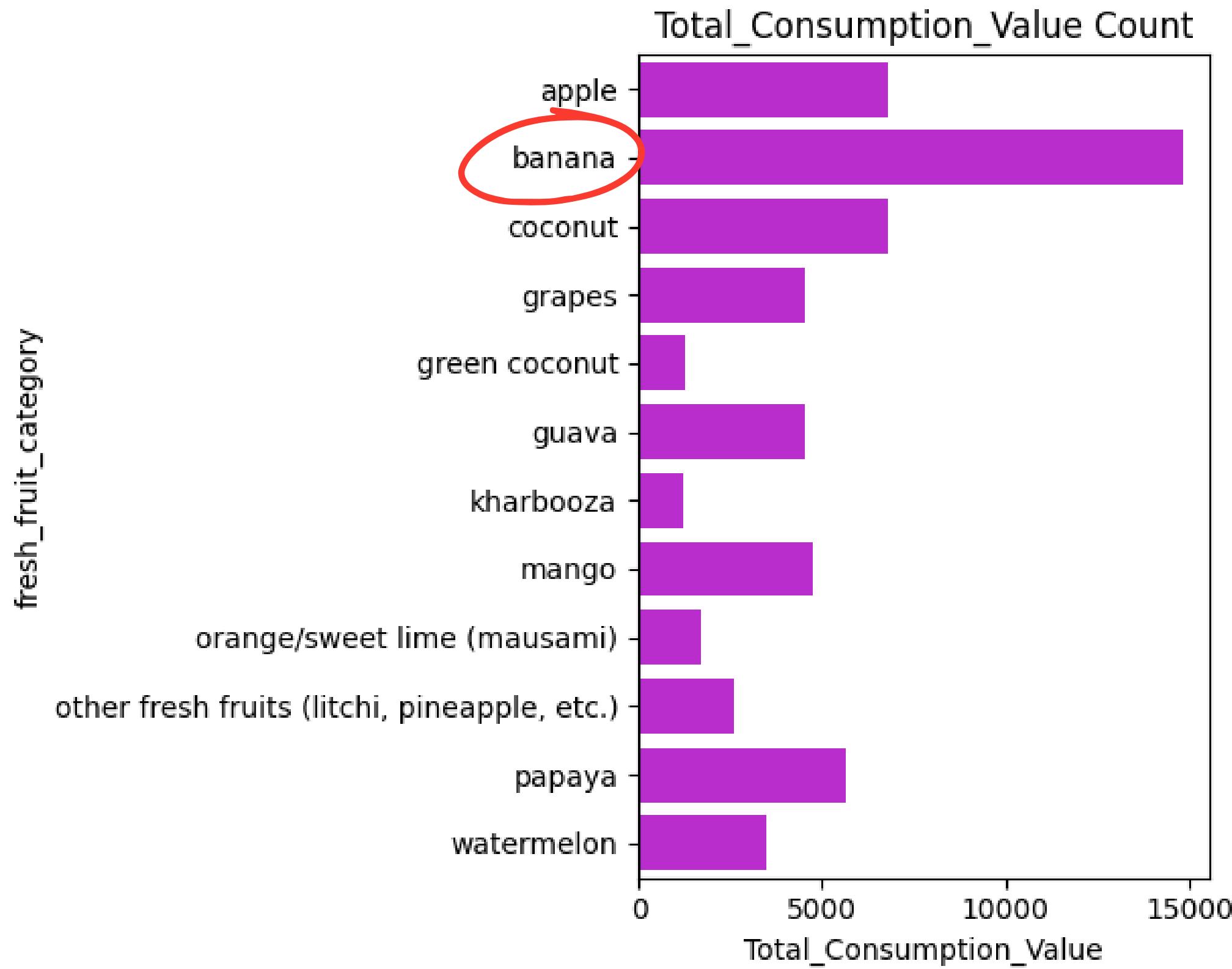


FRESH FRUITS

TOTAL QUANTITY



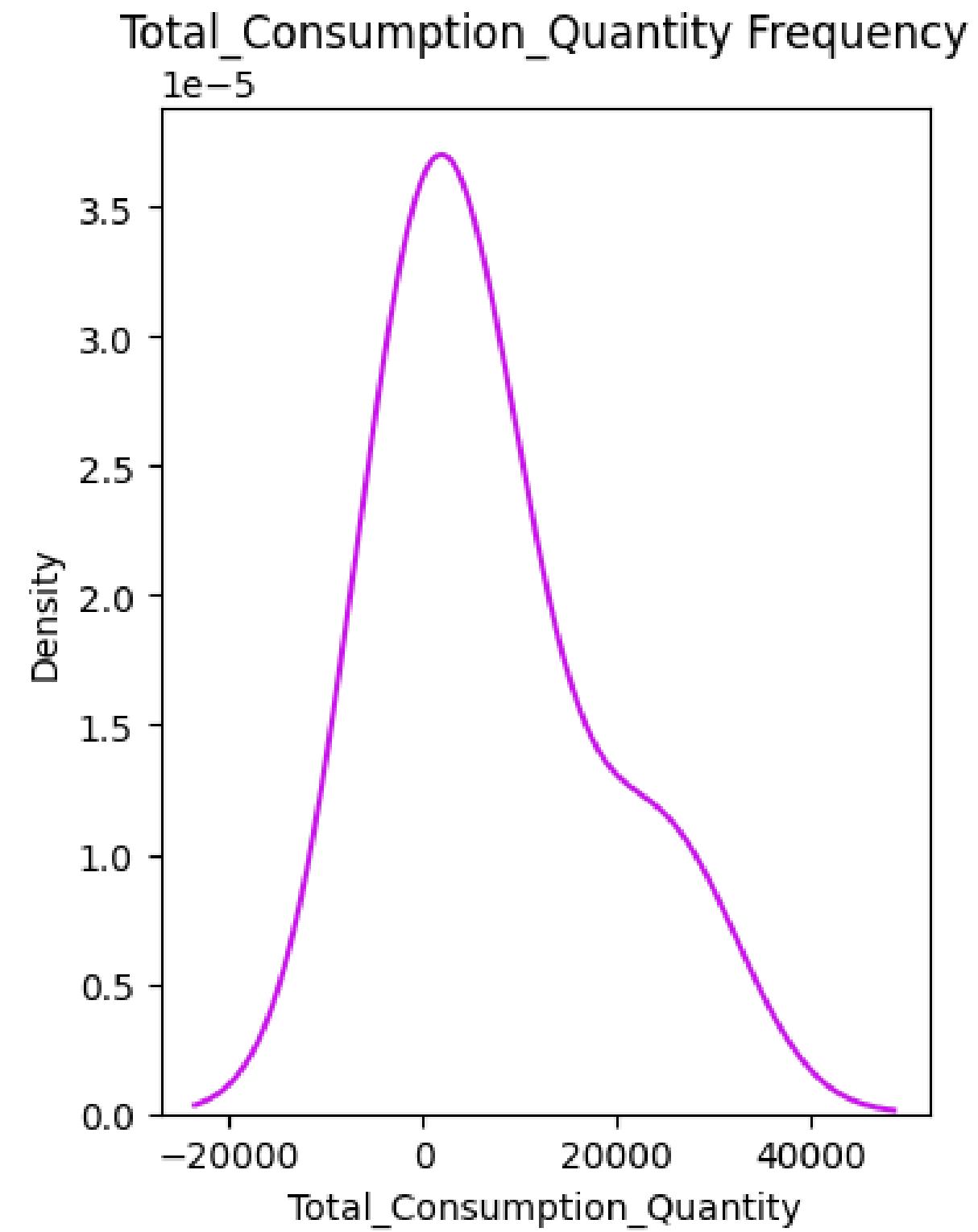
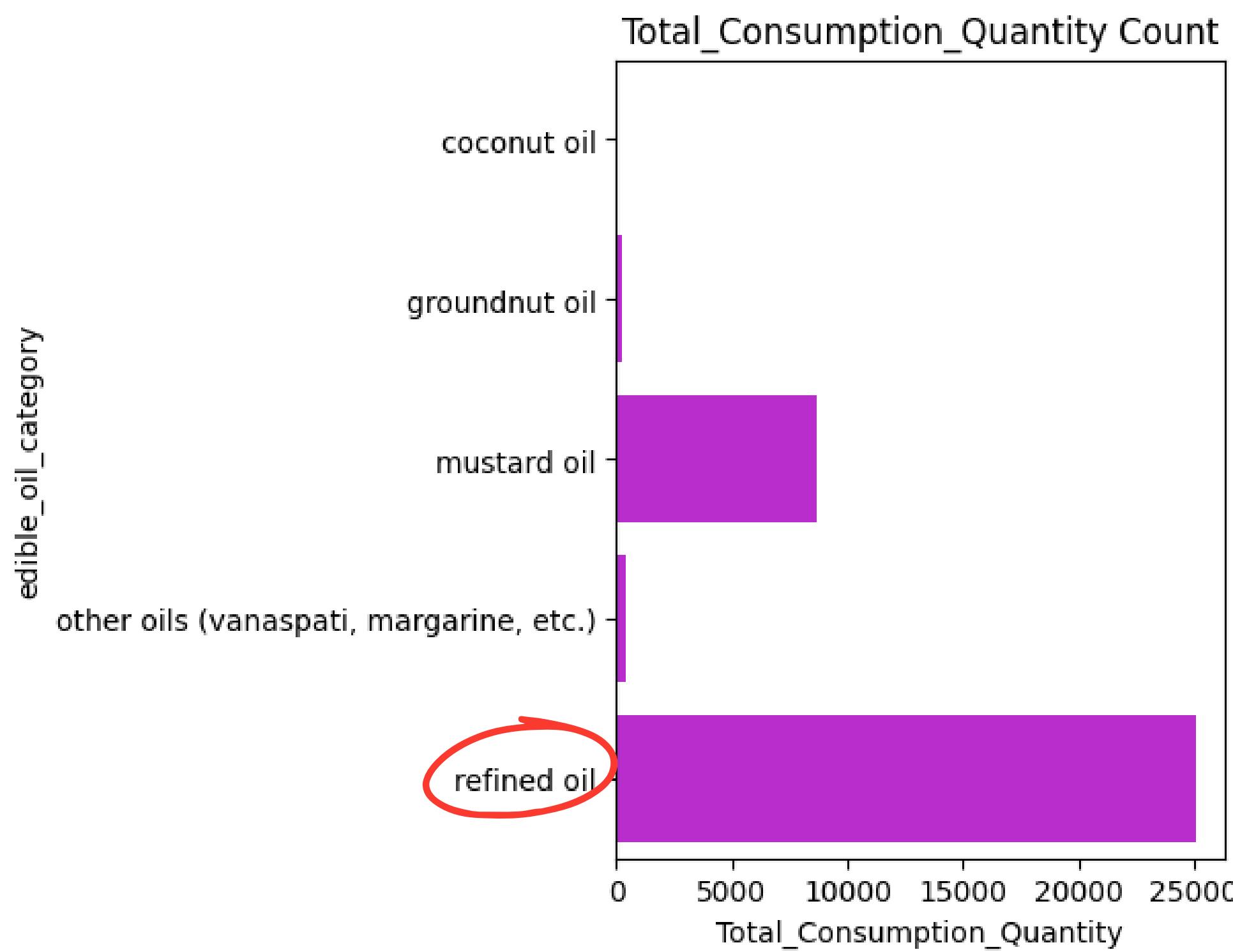
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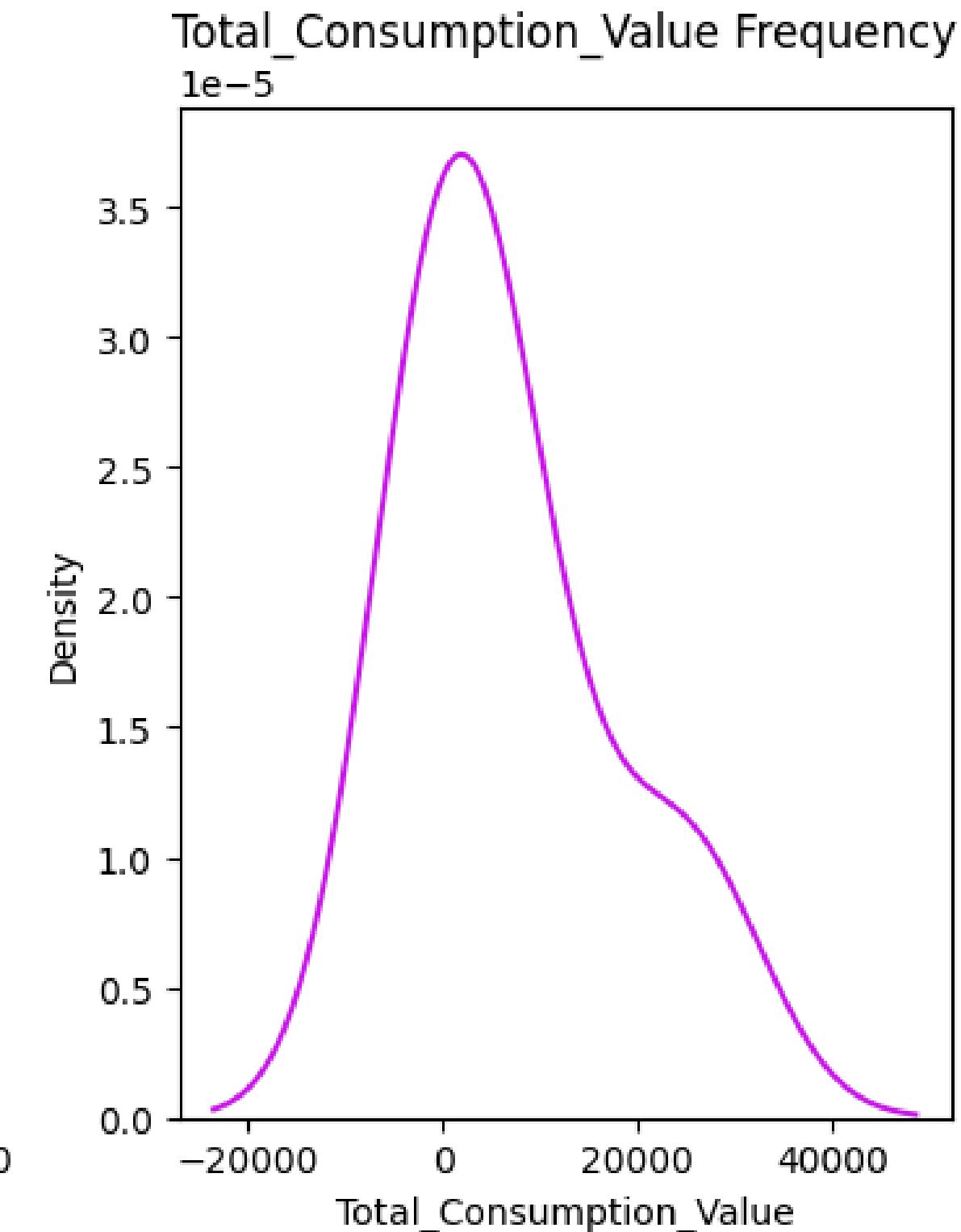
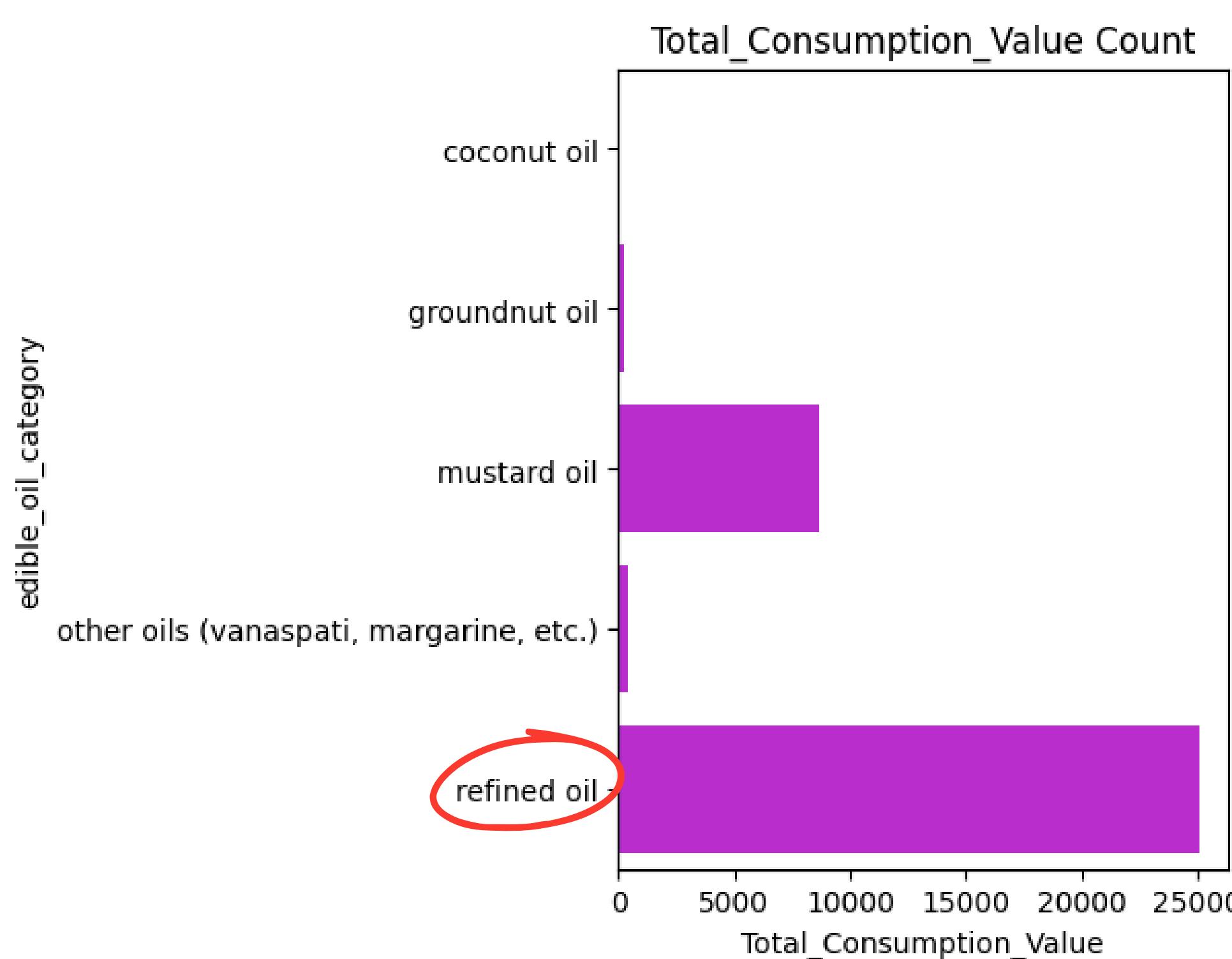


OIL

TOTAL QUANTITY



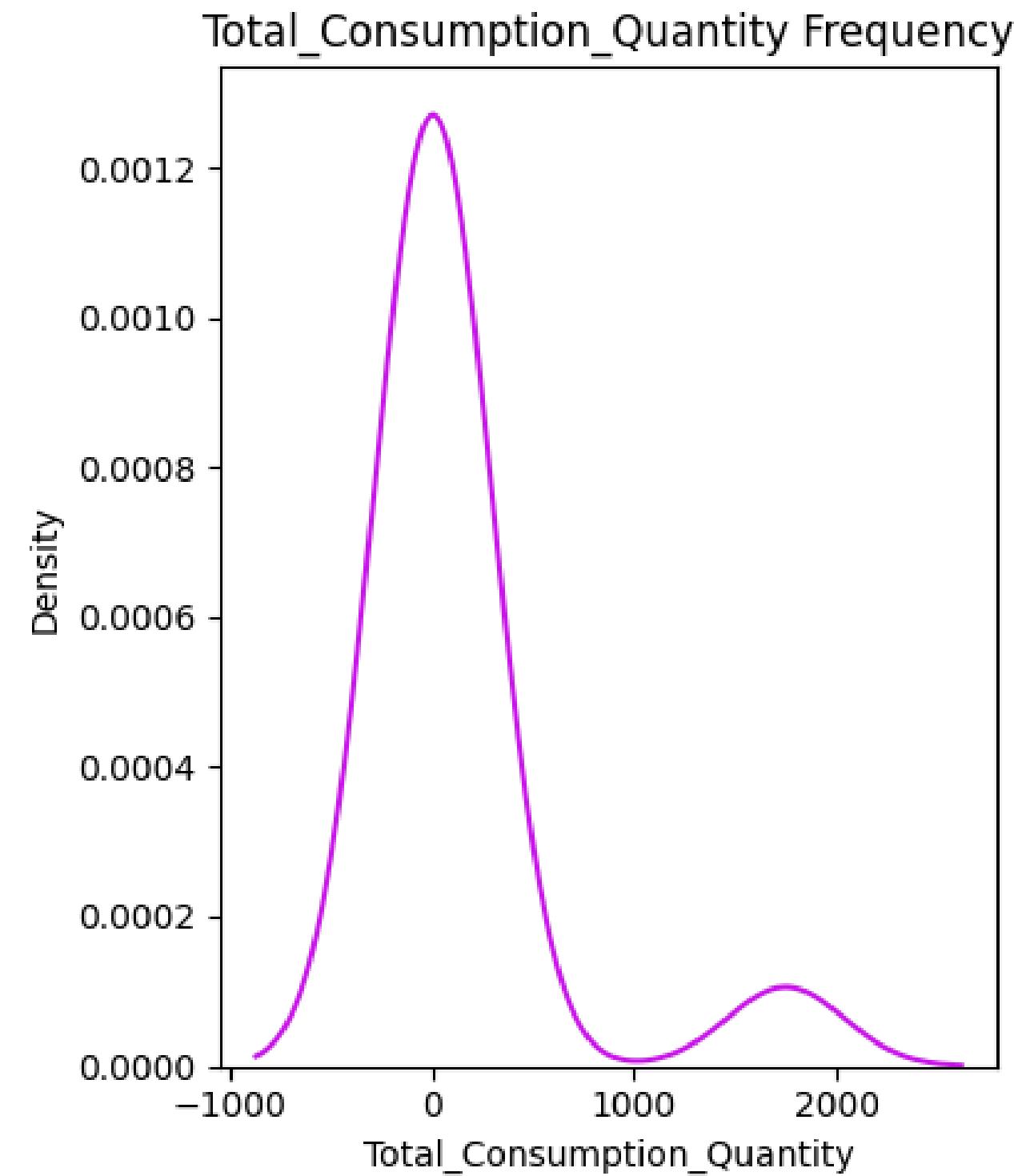
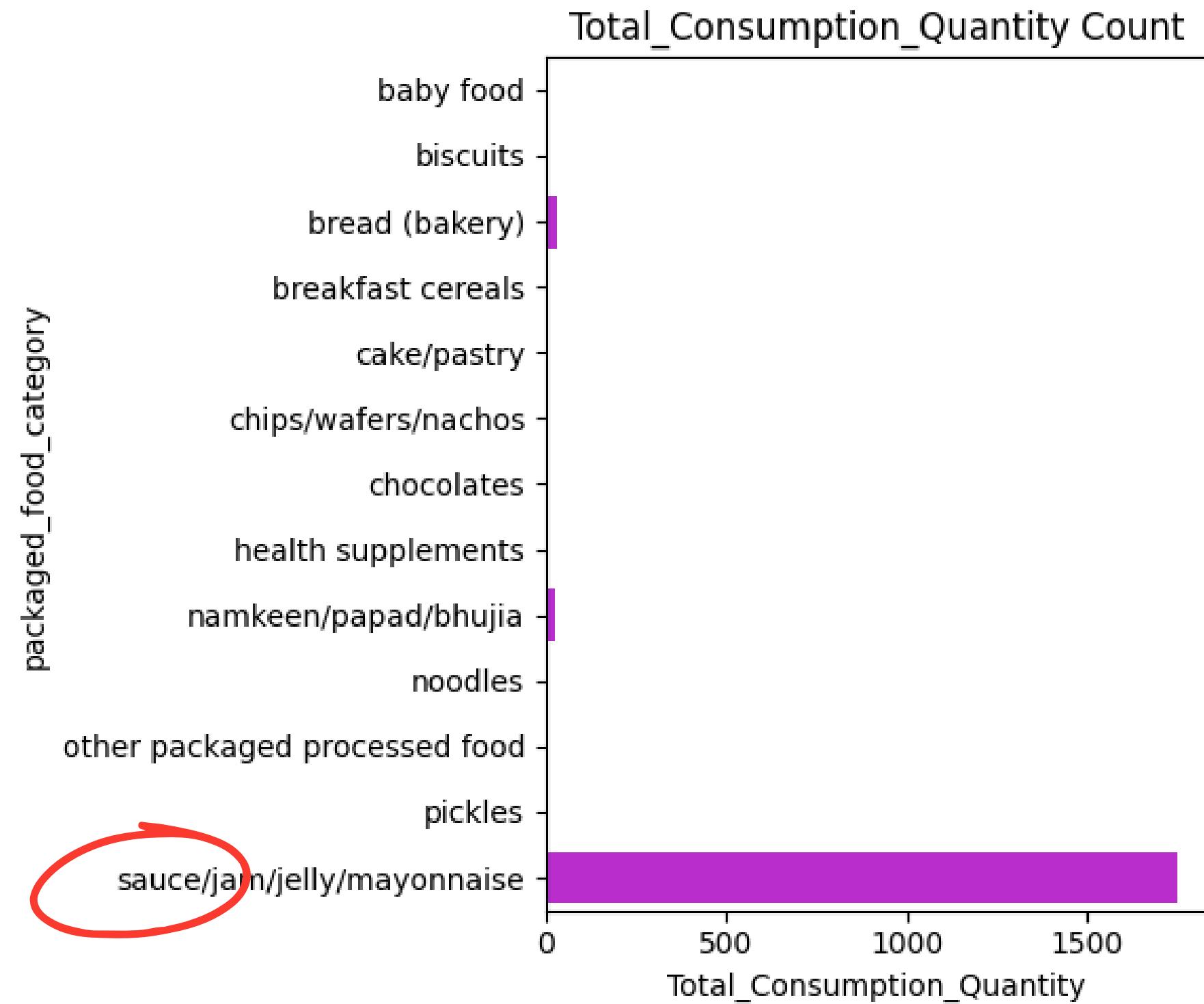
TOTAL VALUE



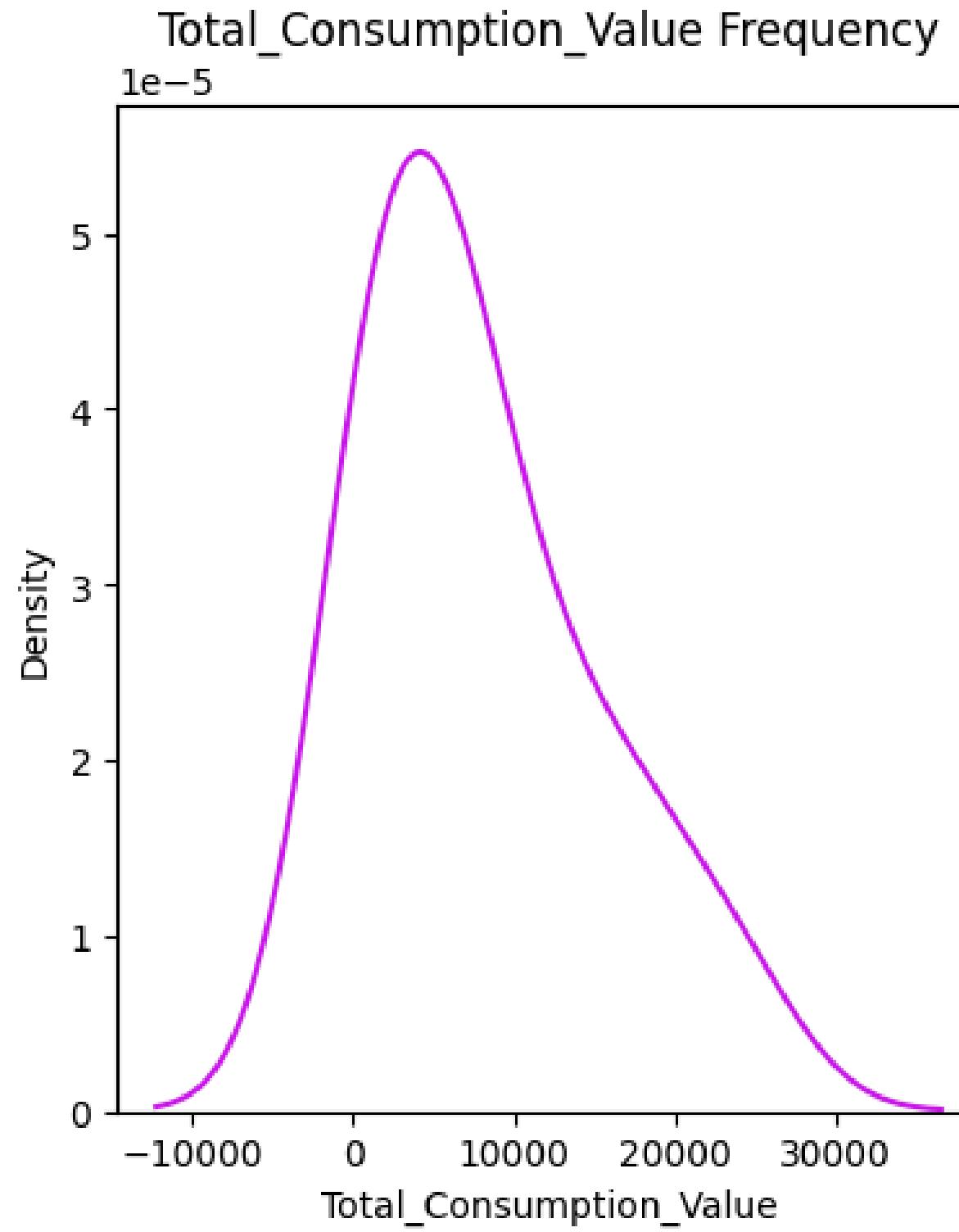
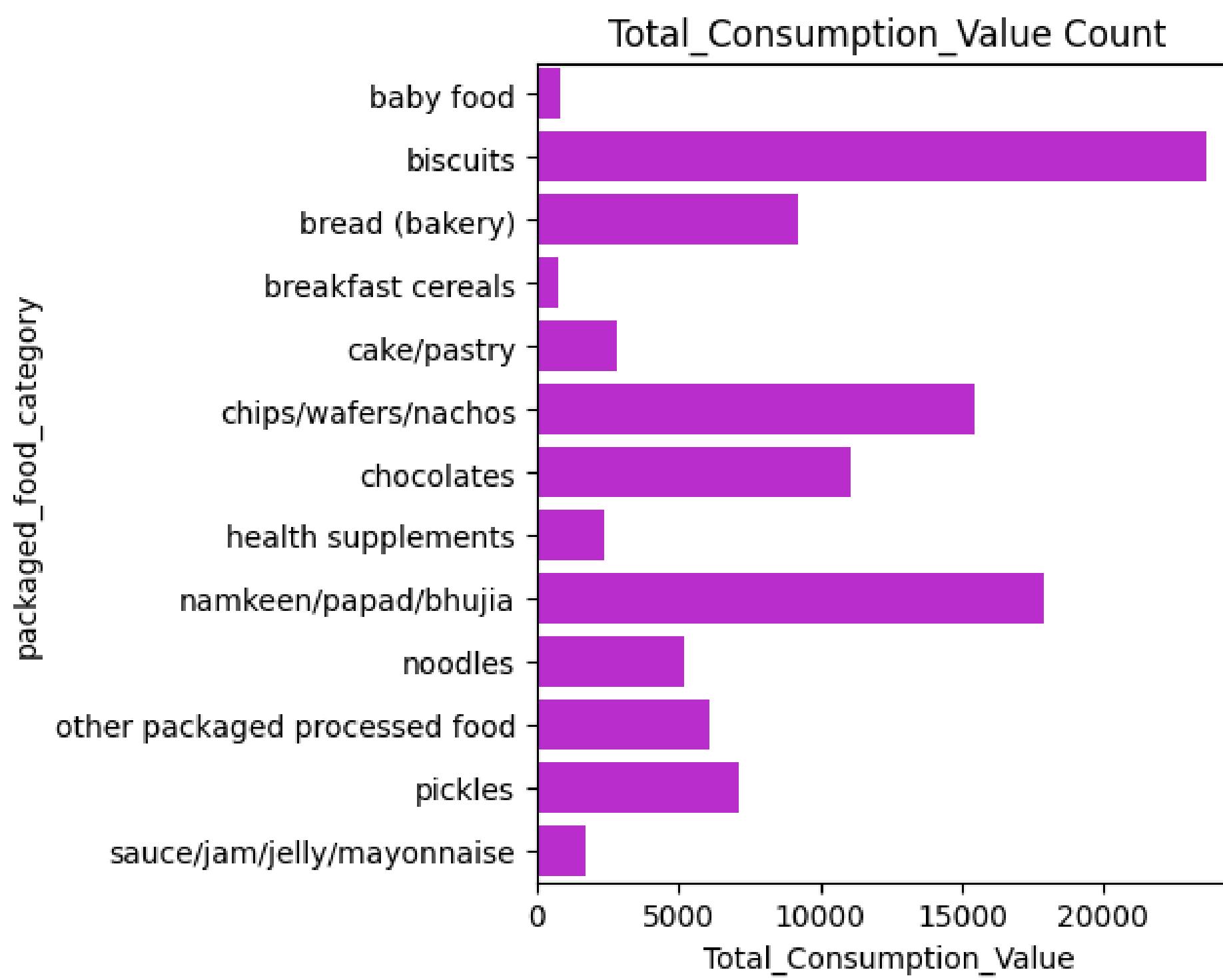


PACKAGED FOOD

TOTAL QUANTITY



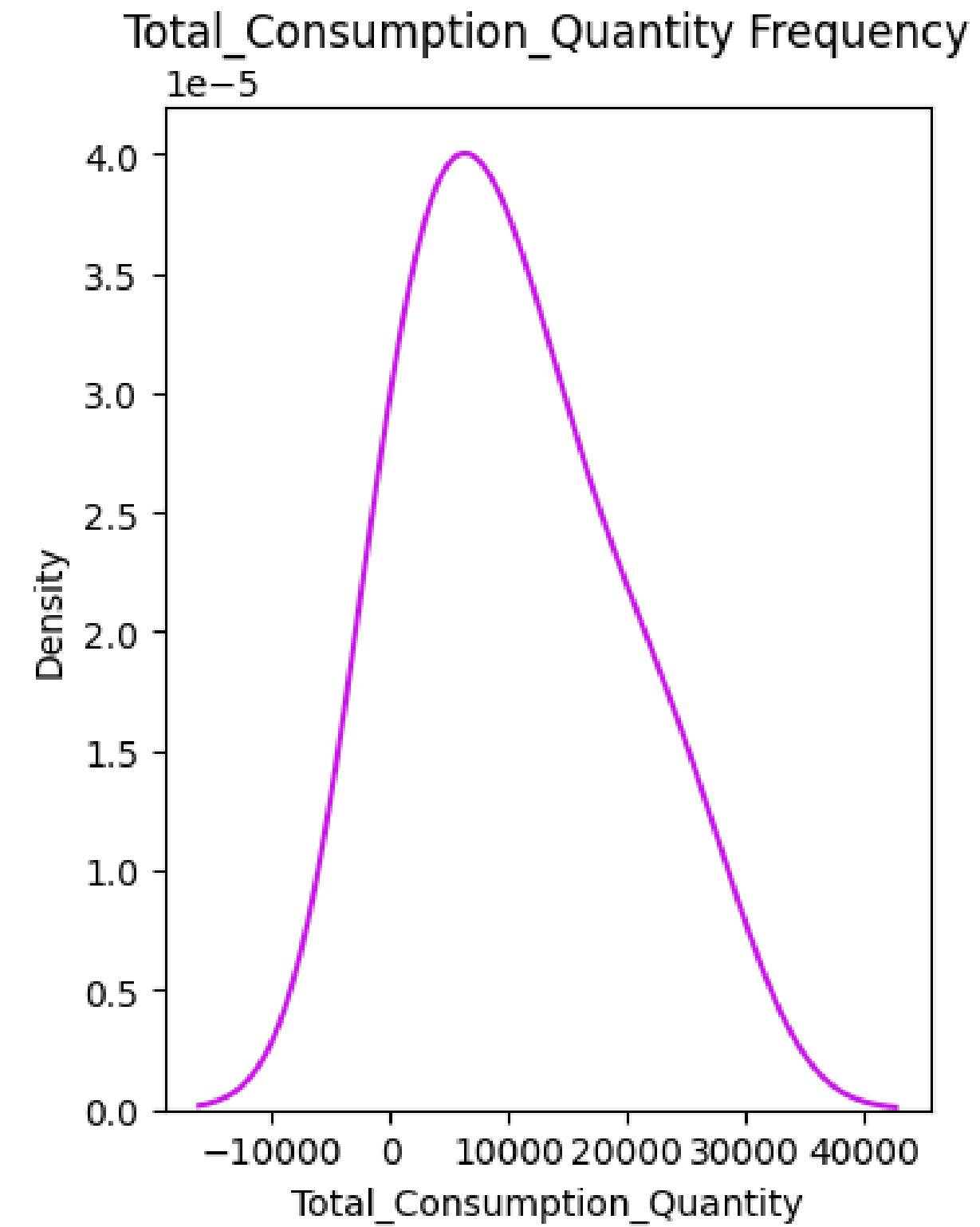
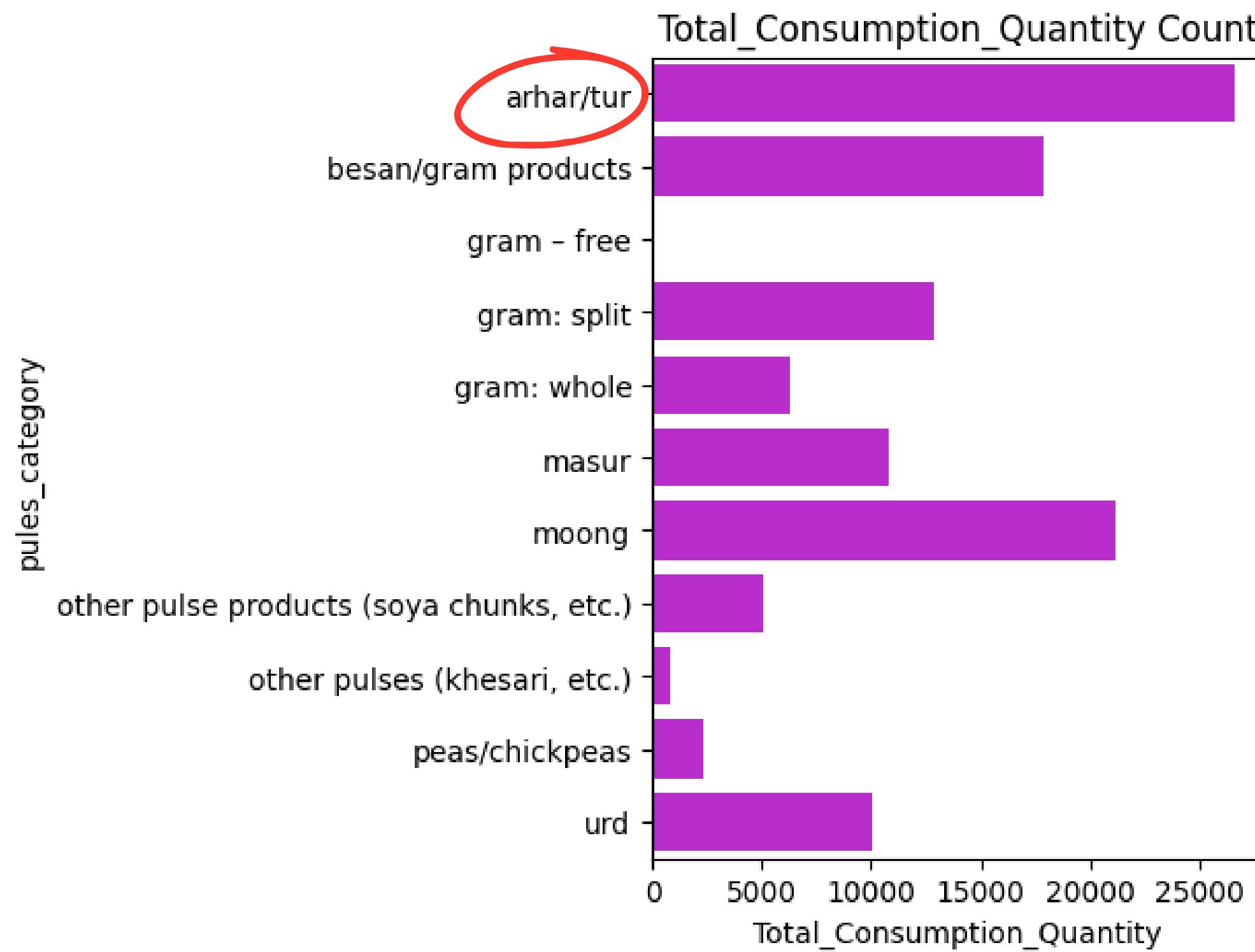
TOTAL VALUE



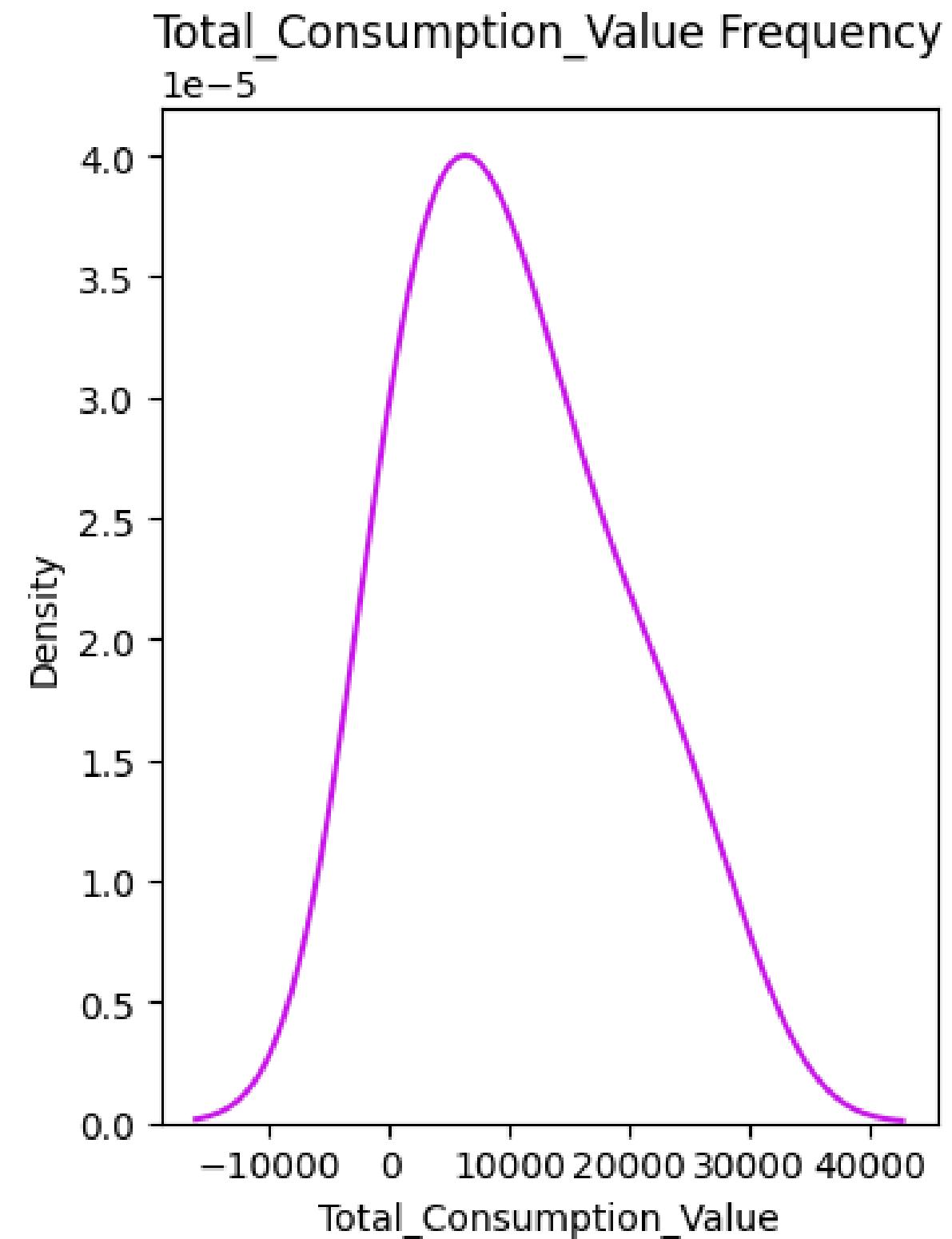
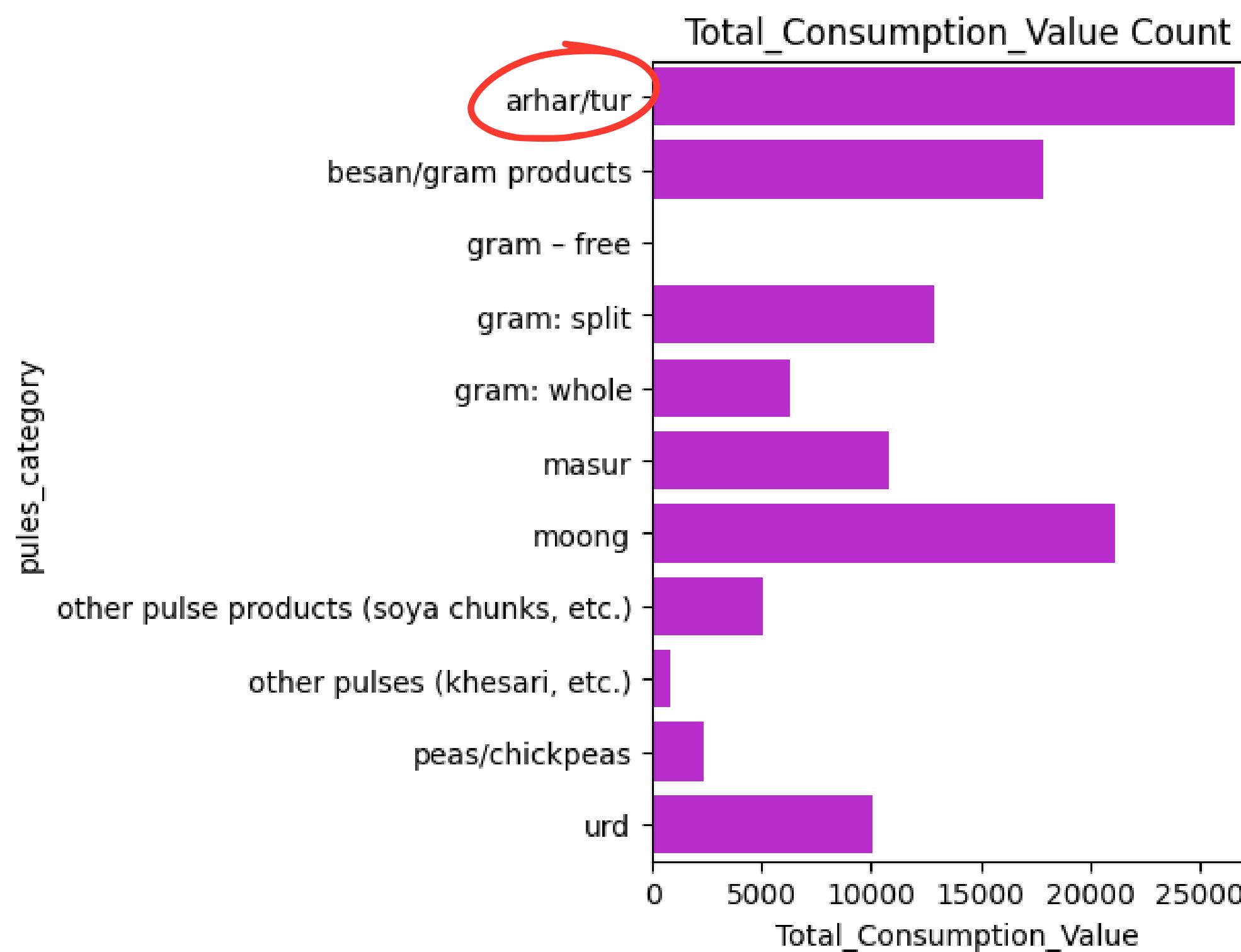


PULES

TOTAL QUANTITY



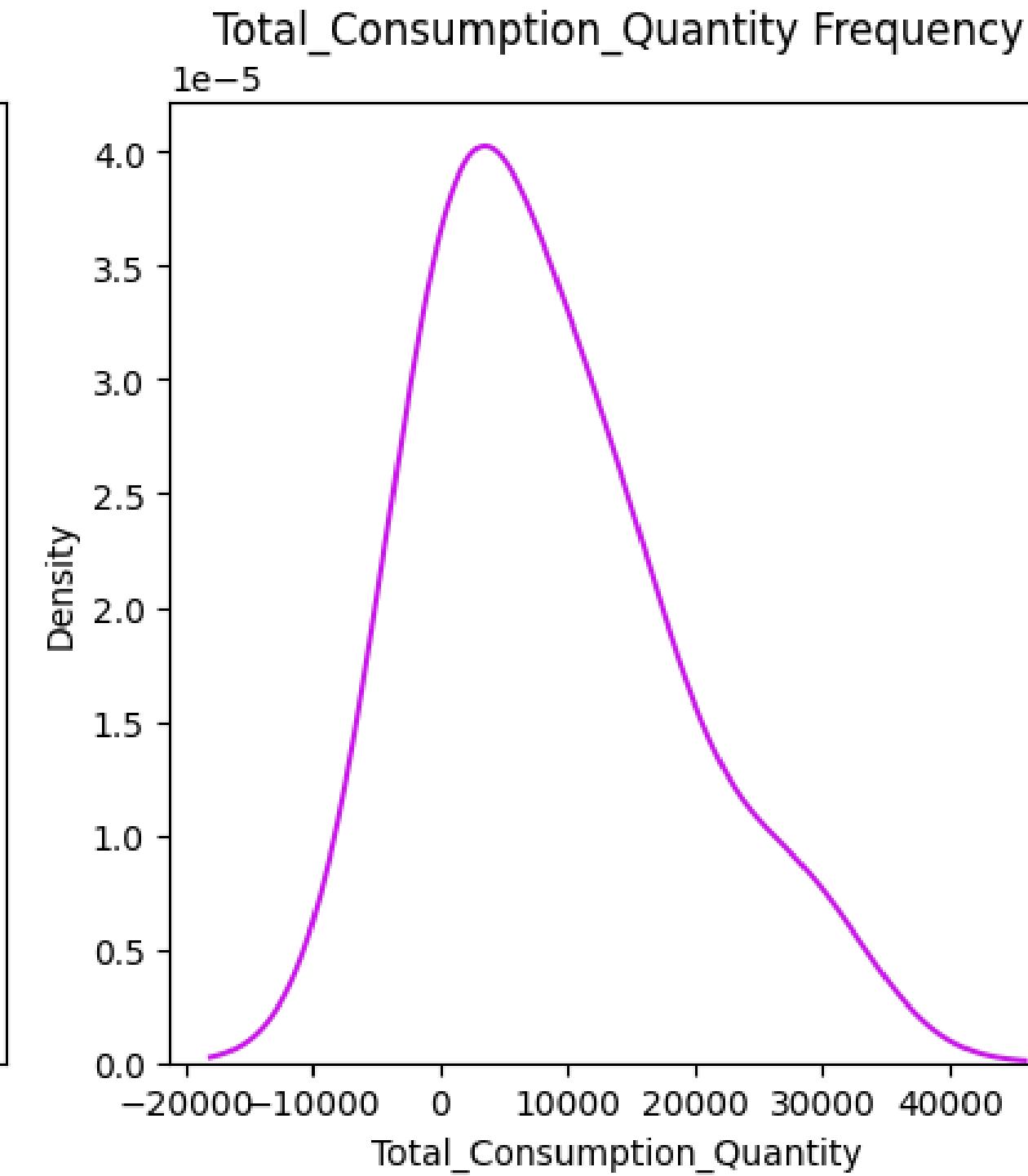
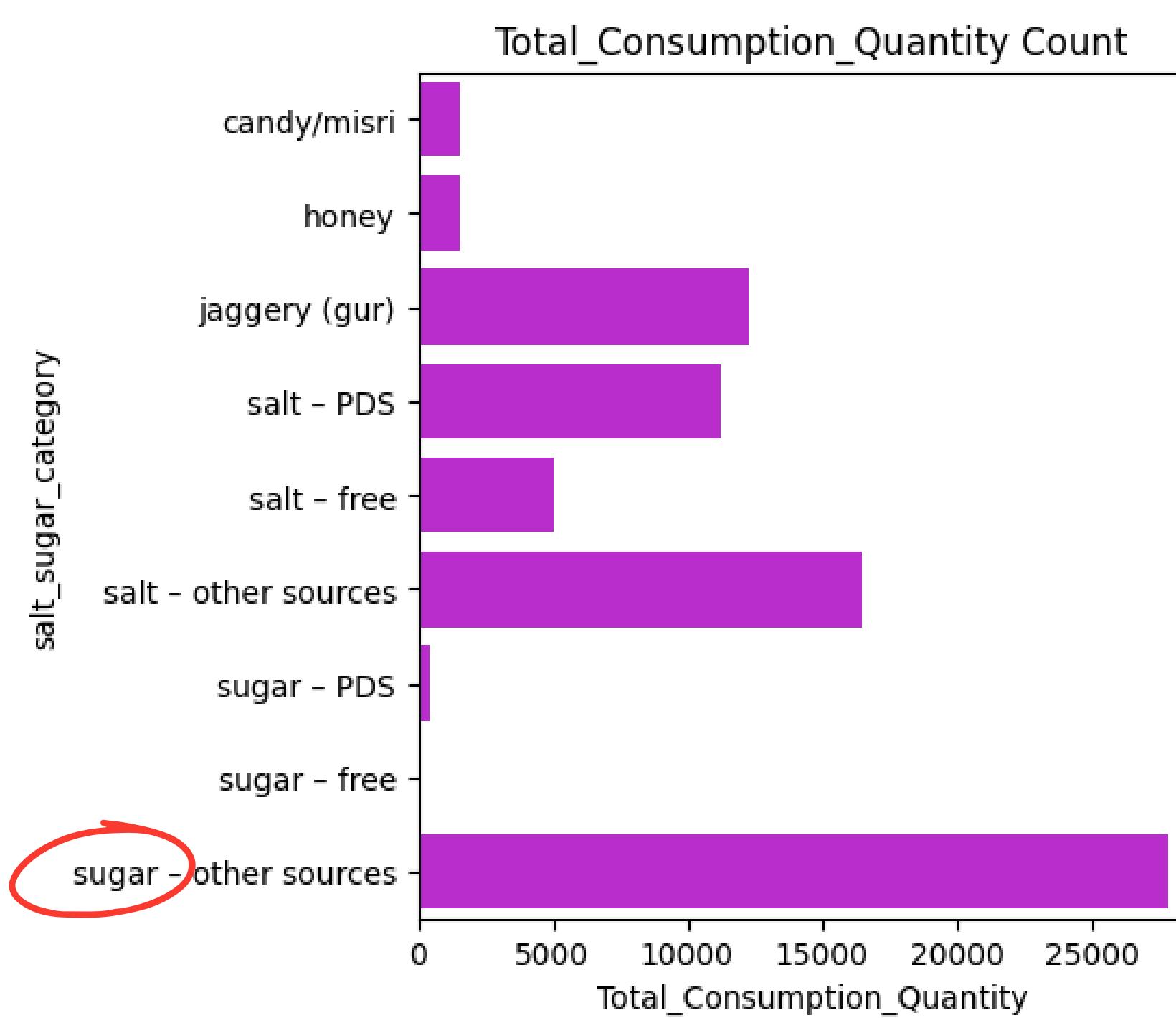
TOTAL VALUE



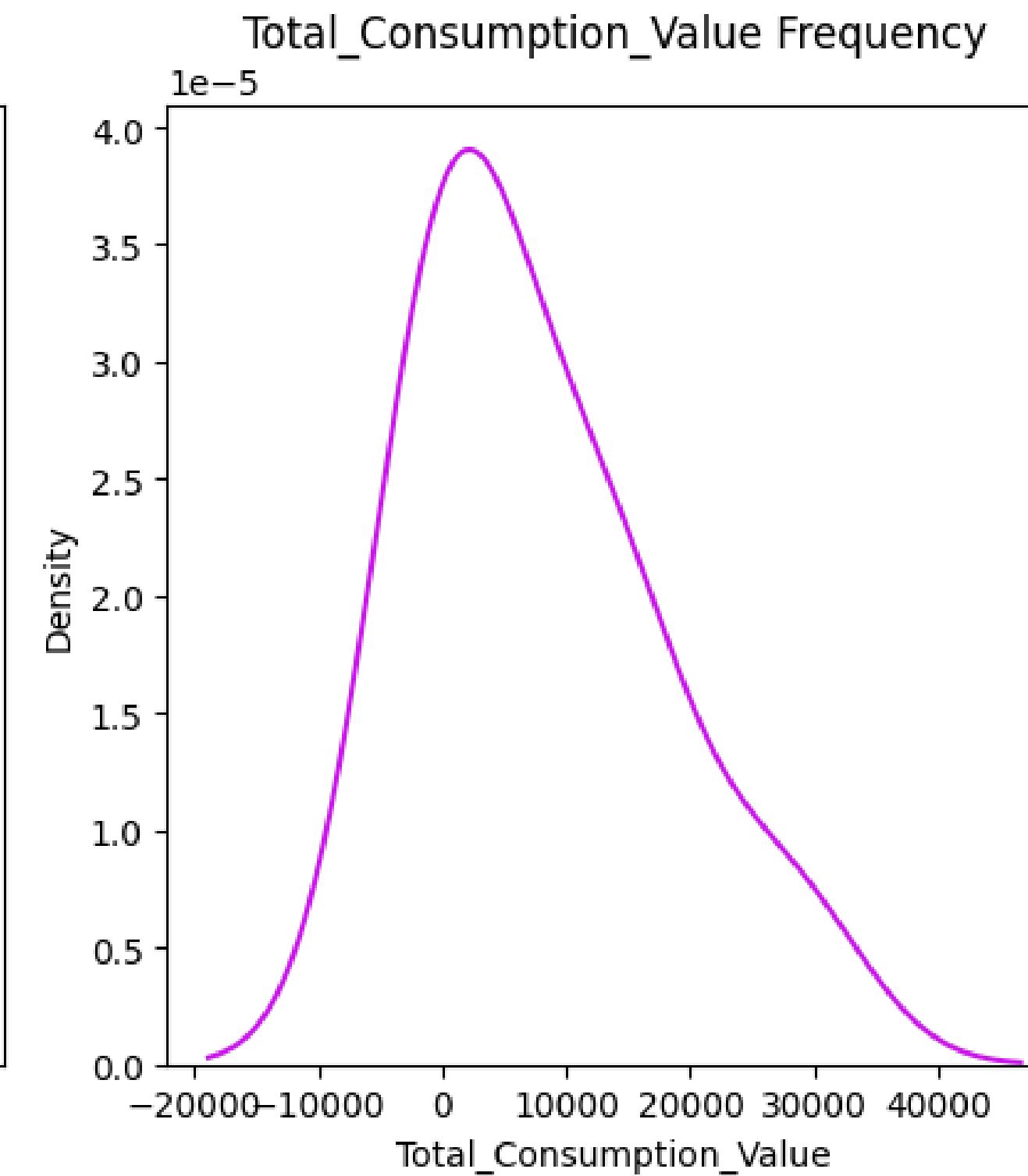
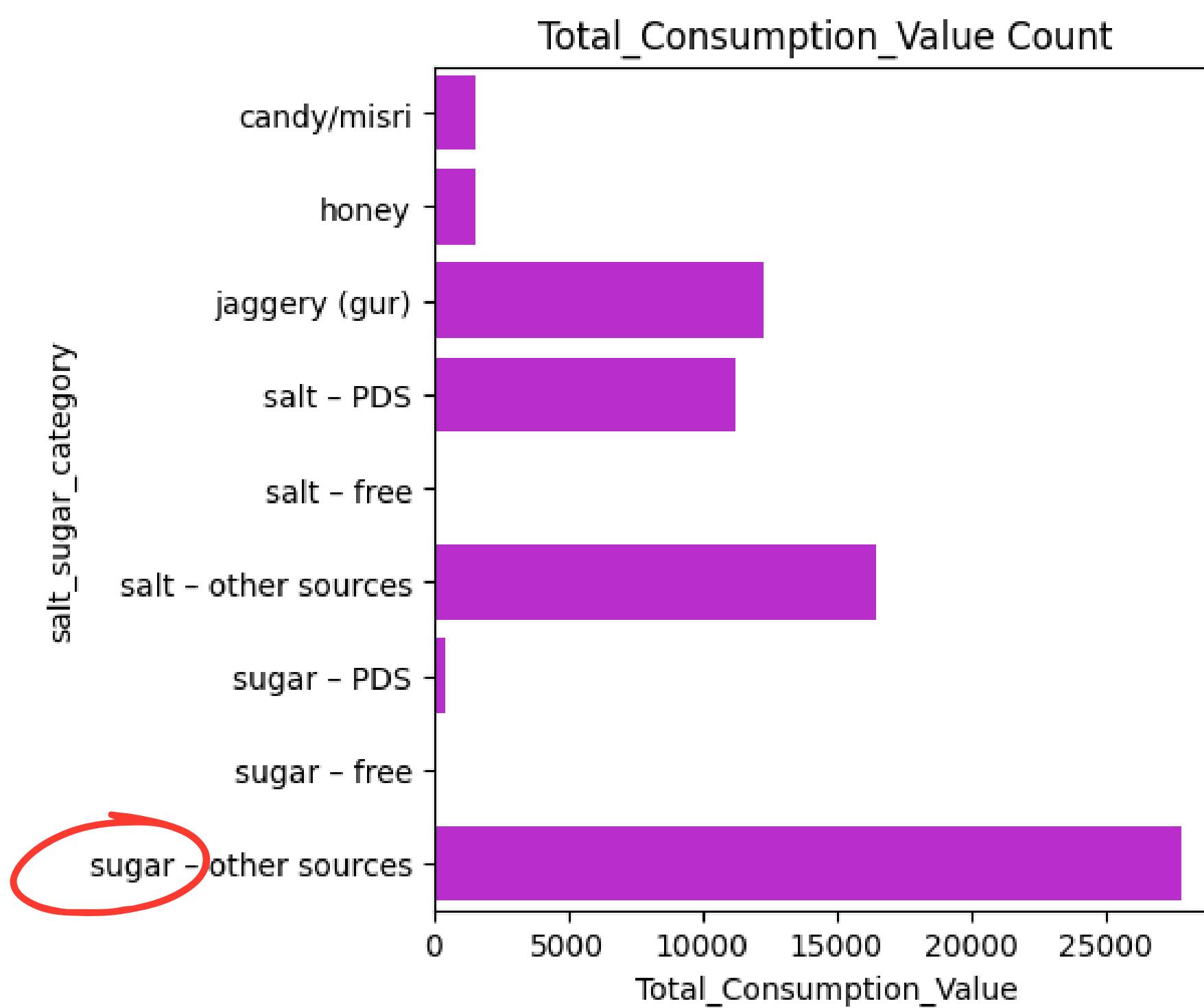


SALT SUGAR

TOTAL QUANTITY



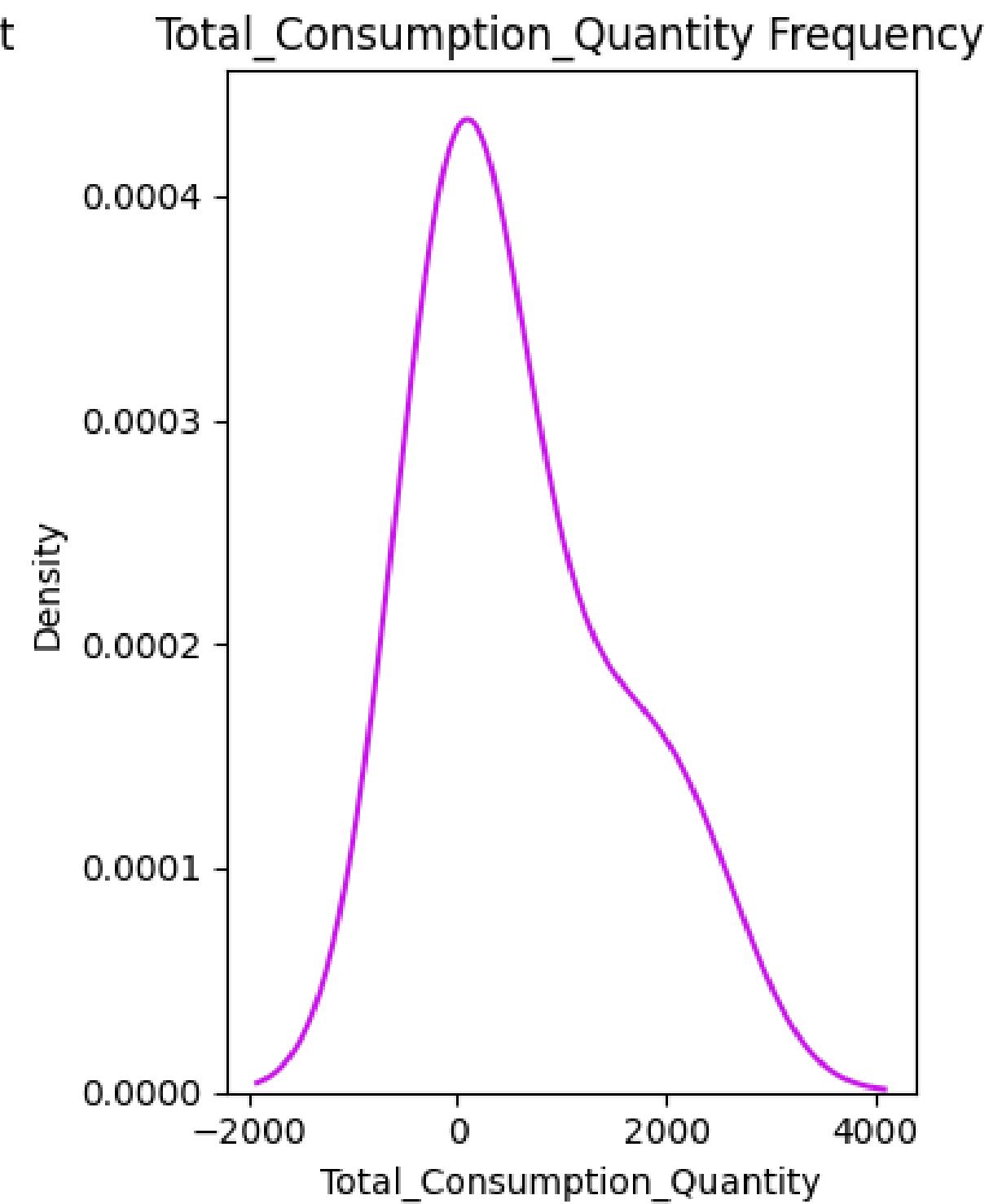
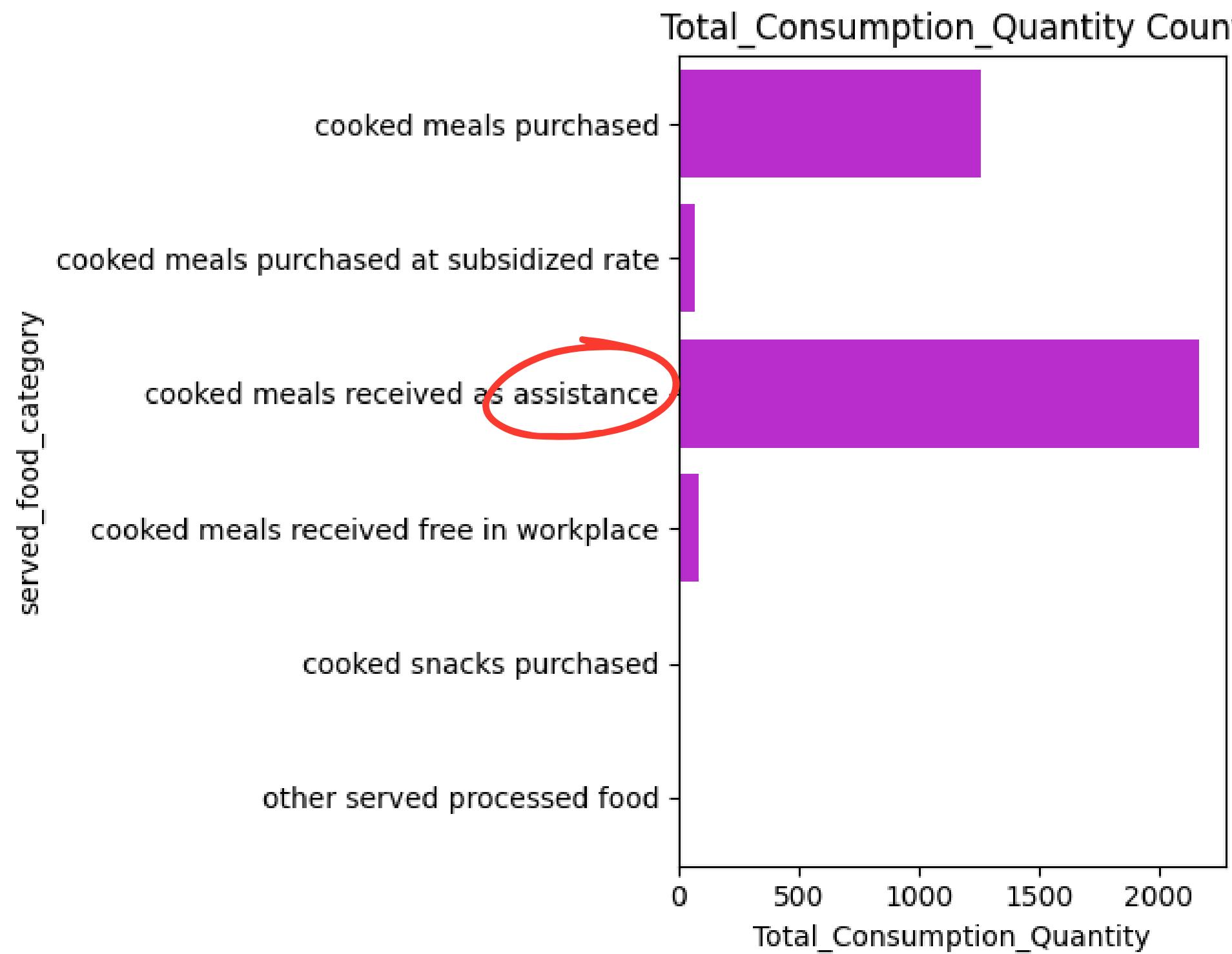
TOTAL VALUE



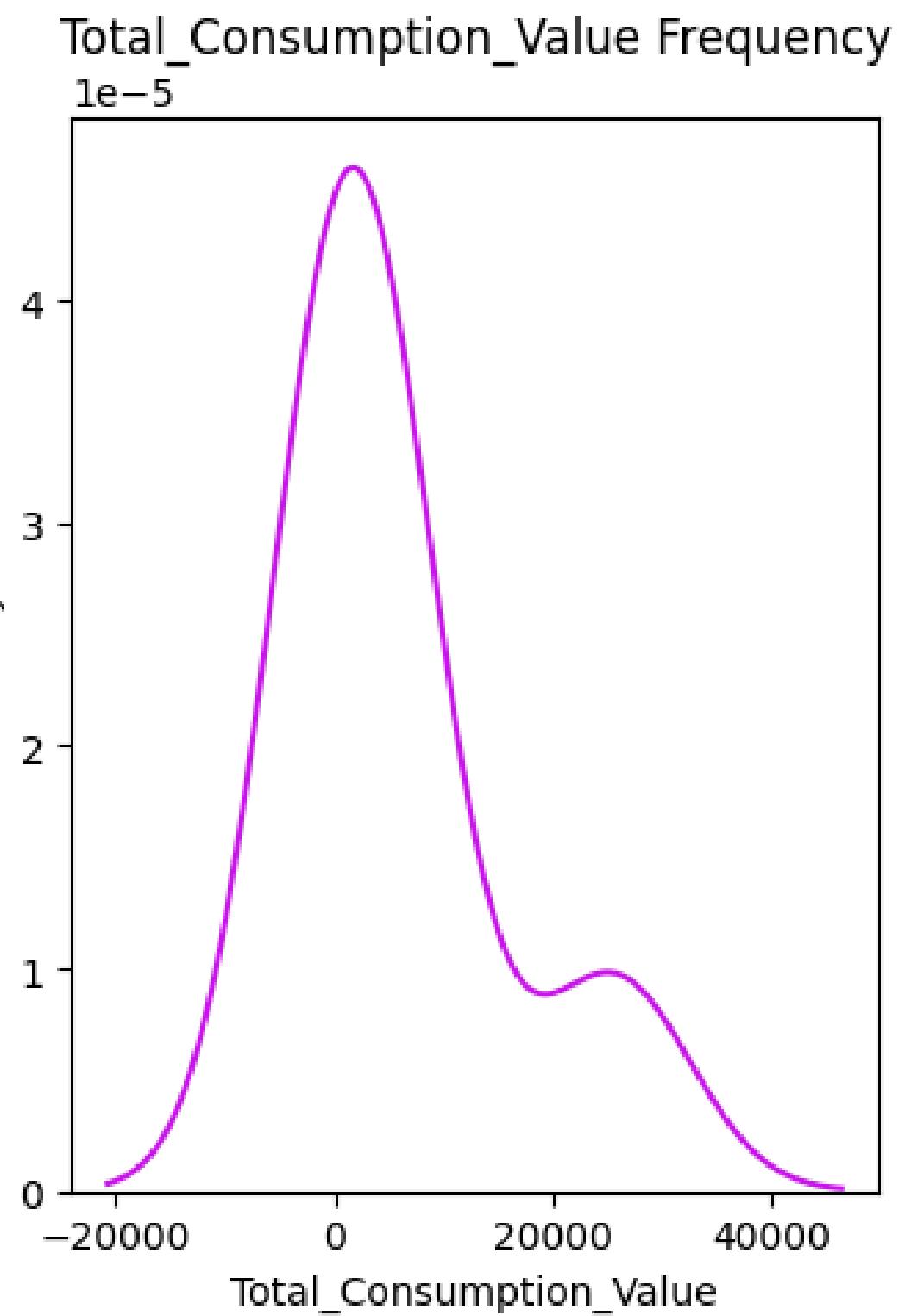
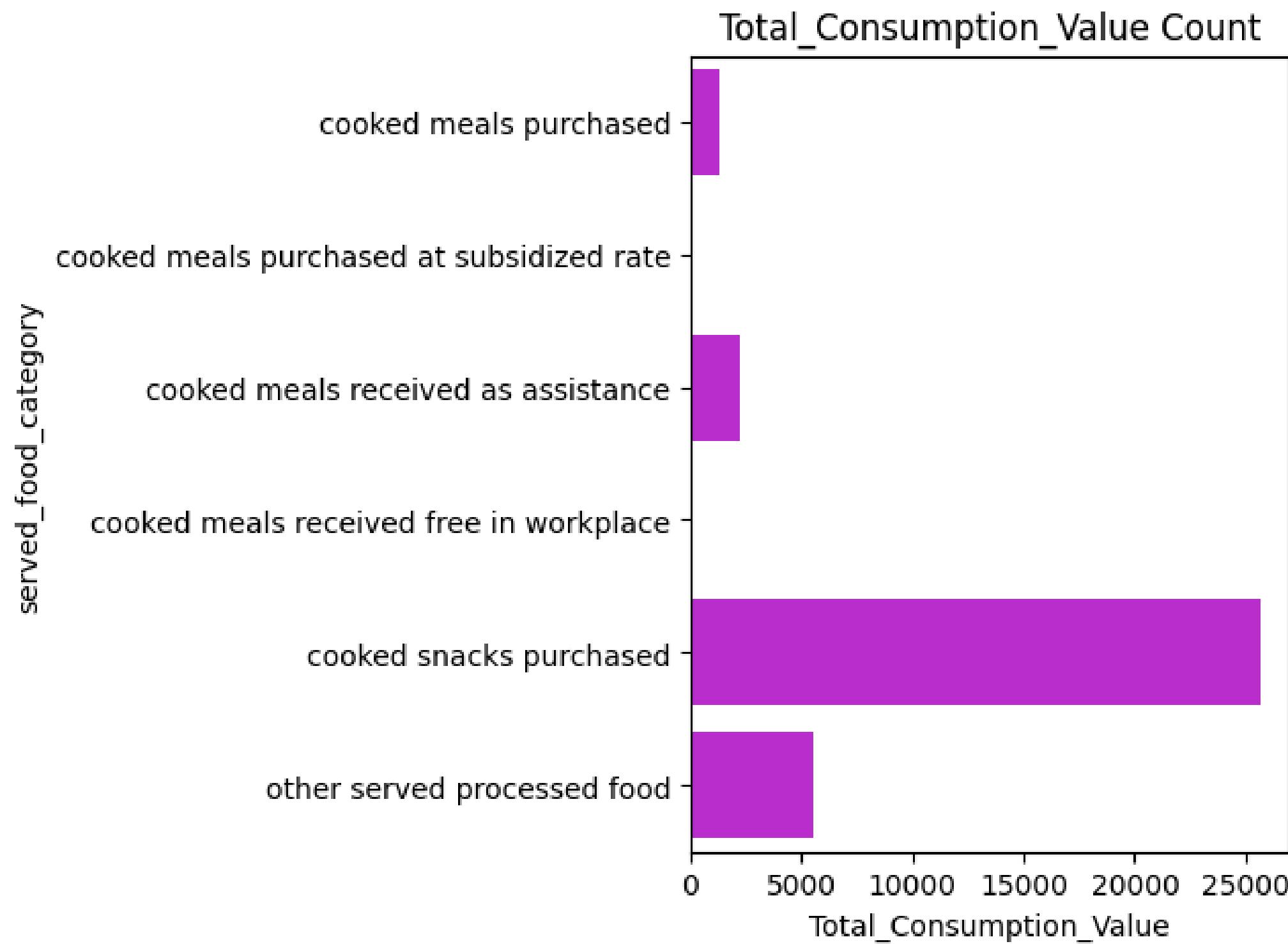


SERVED FOOD

TOTAL QUANTITY



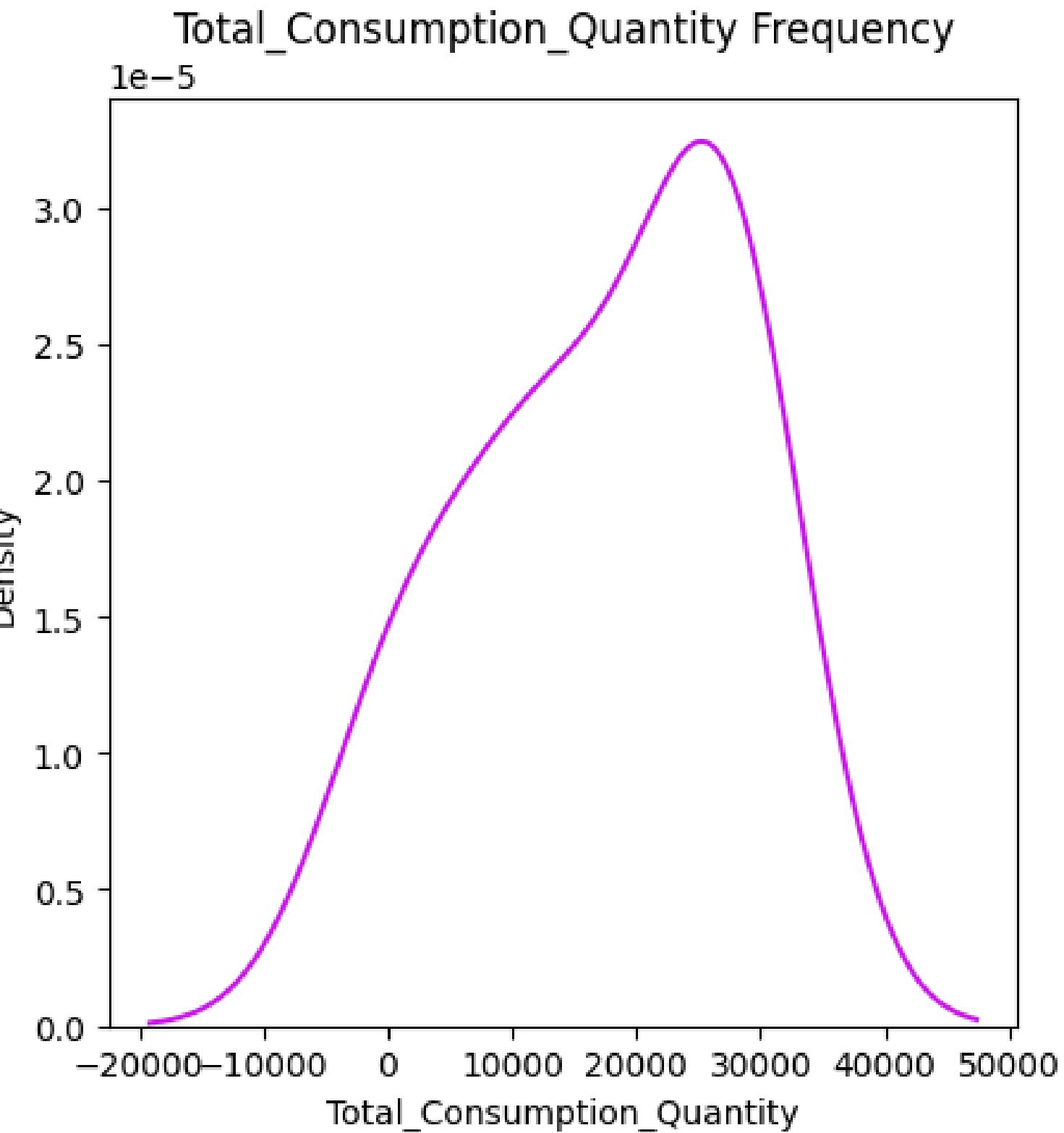
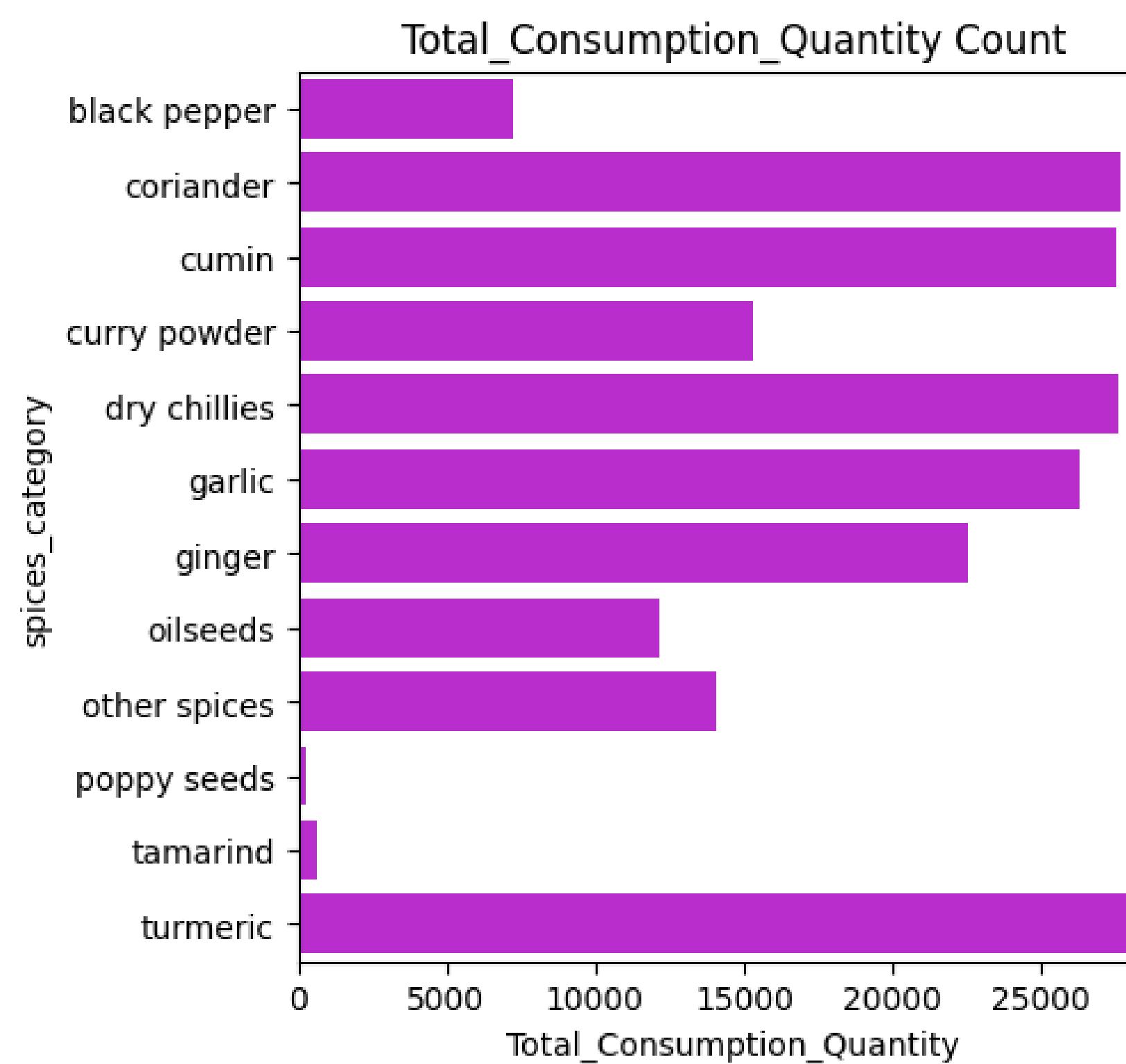
TOTAL VALUE



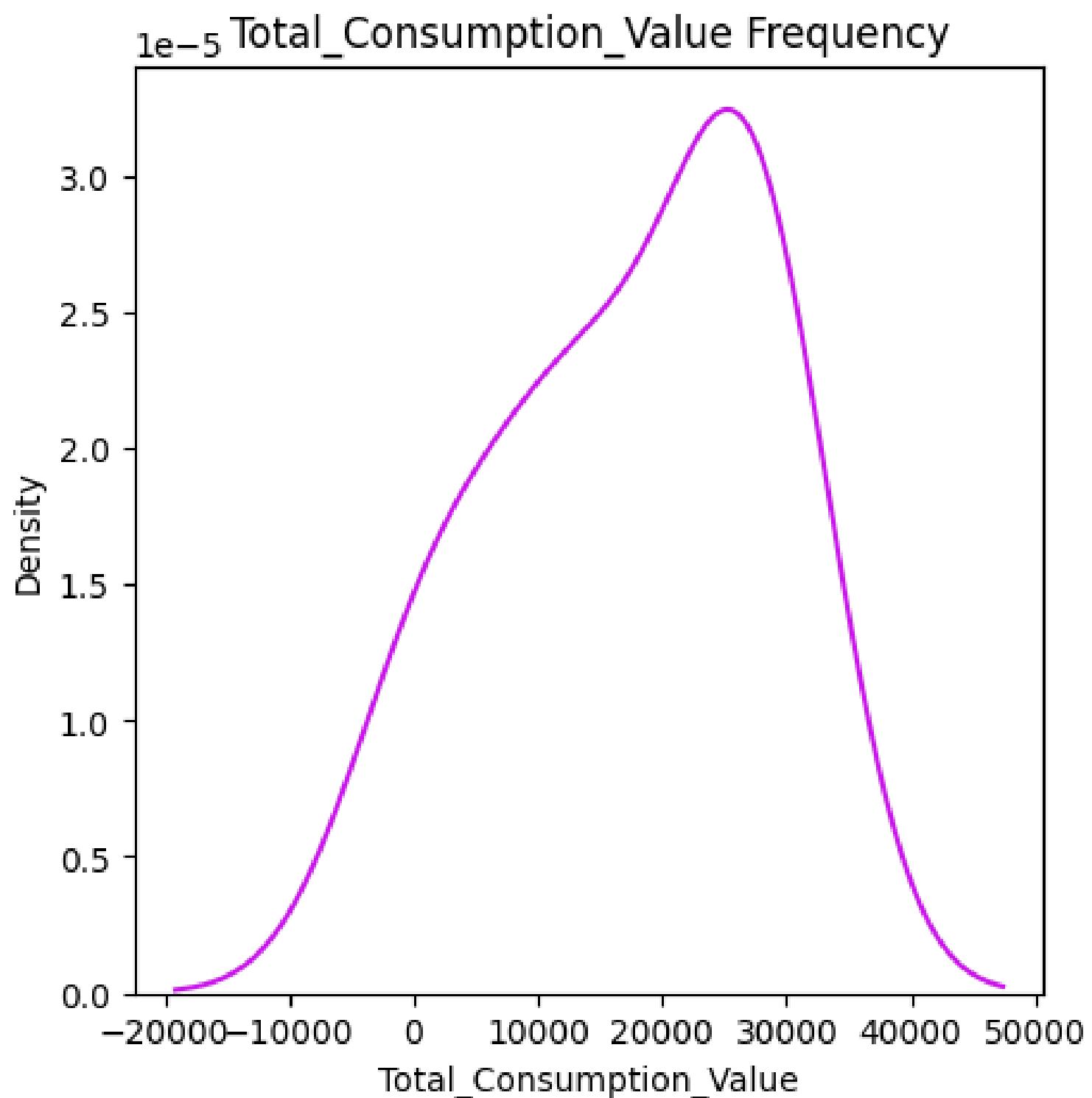
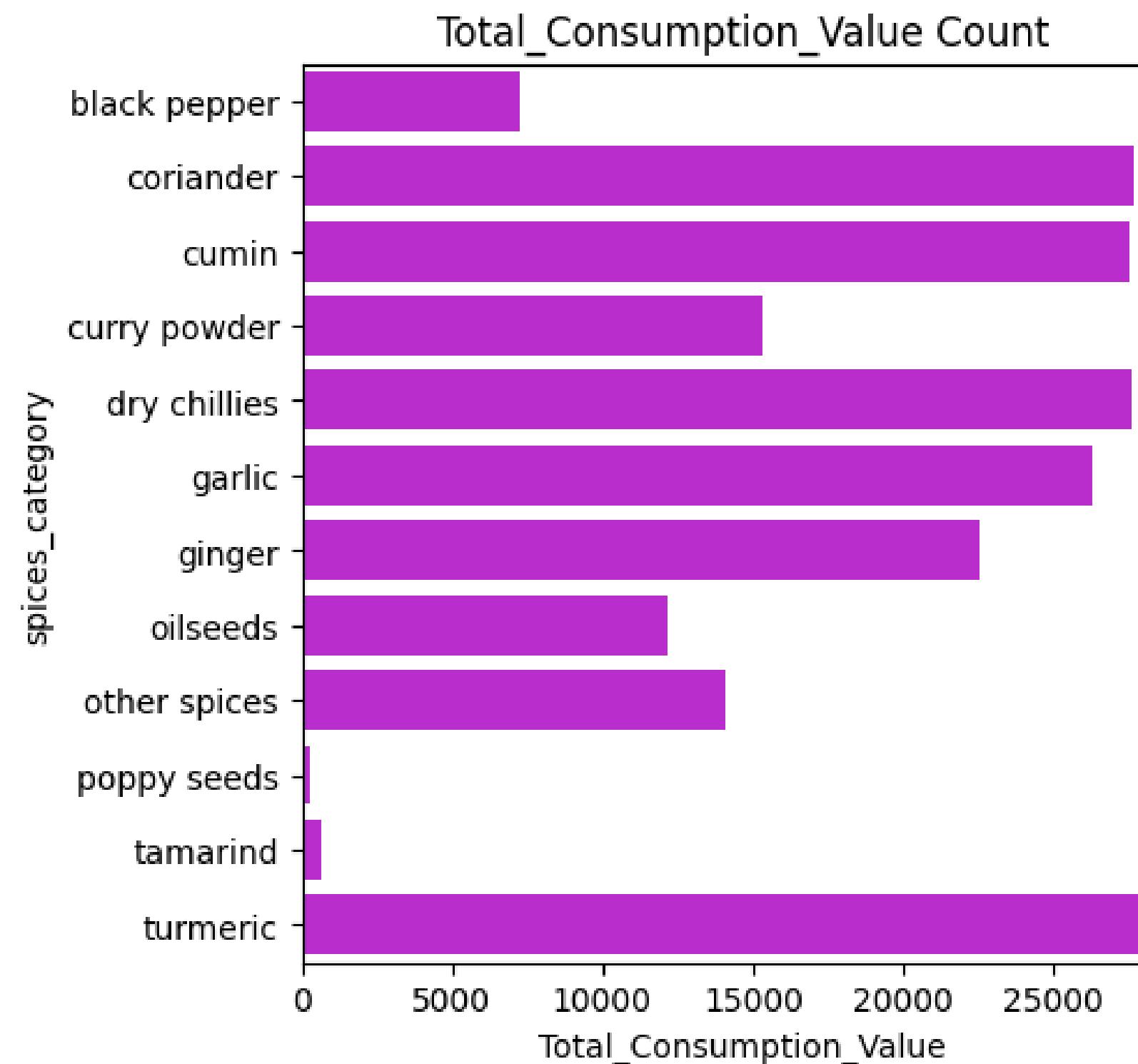


SPICES

TOTAL QUANTITY



TOTAL VALUE



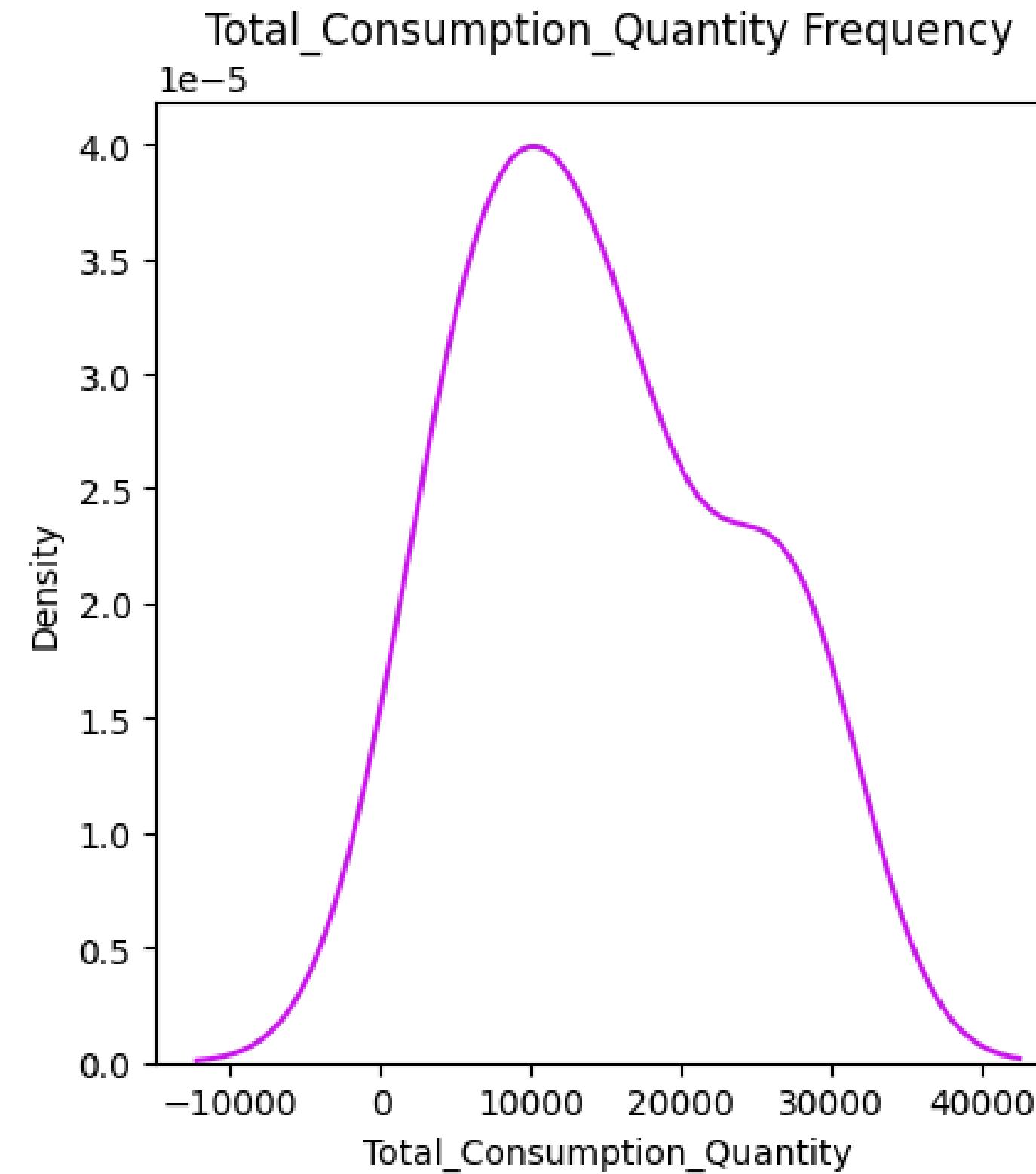
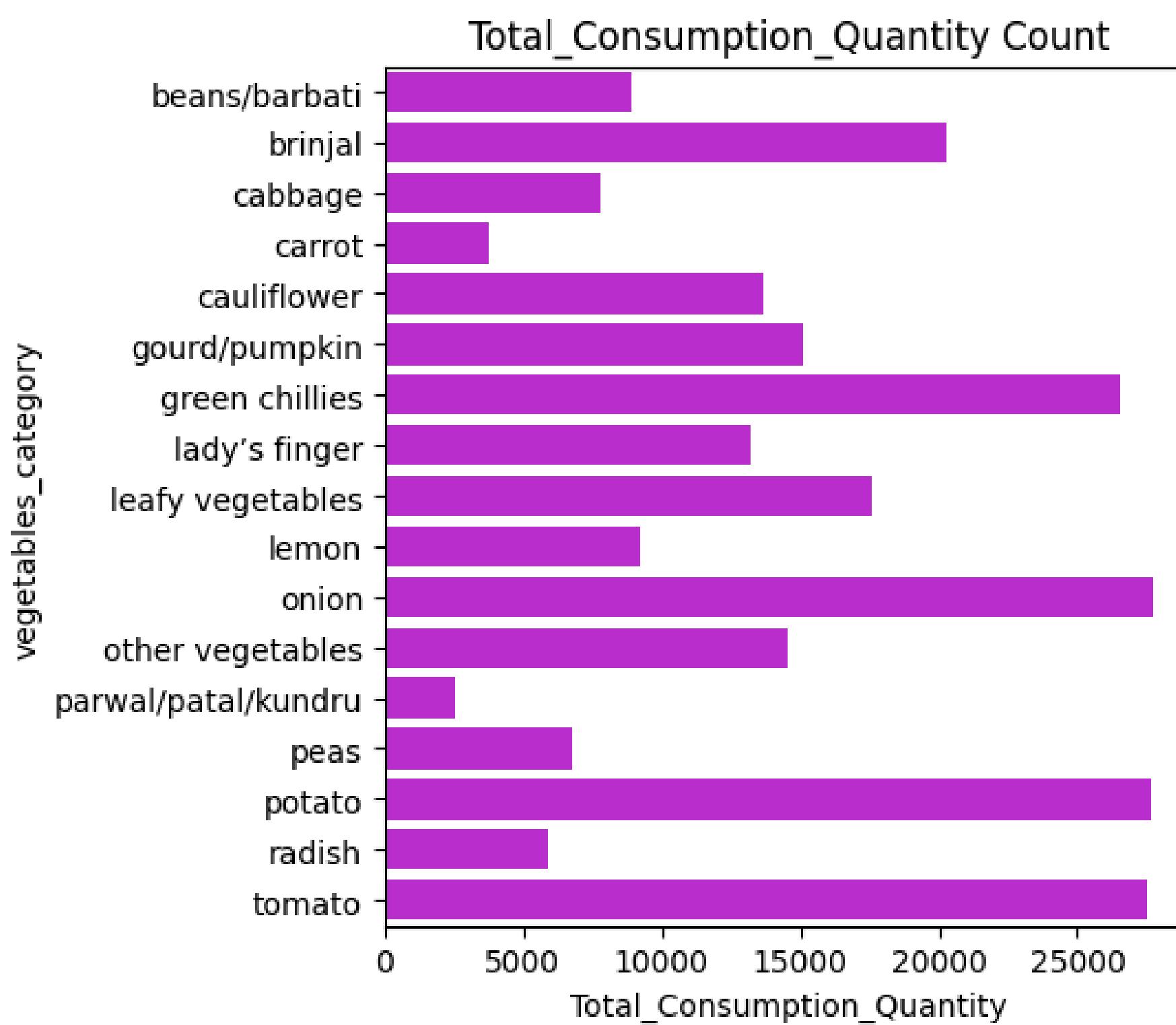


VEGETABLES

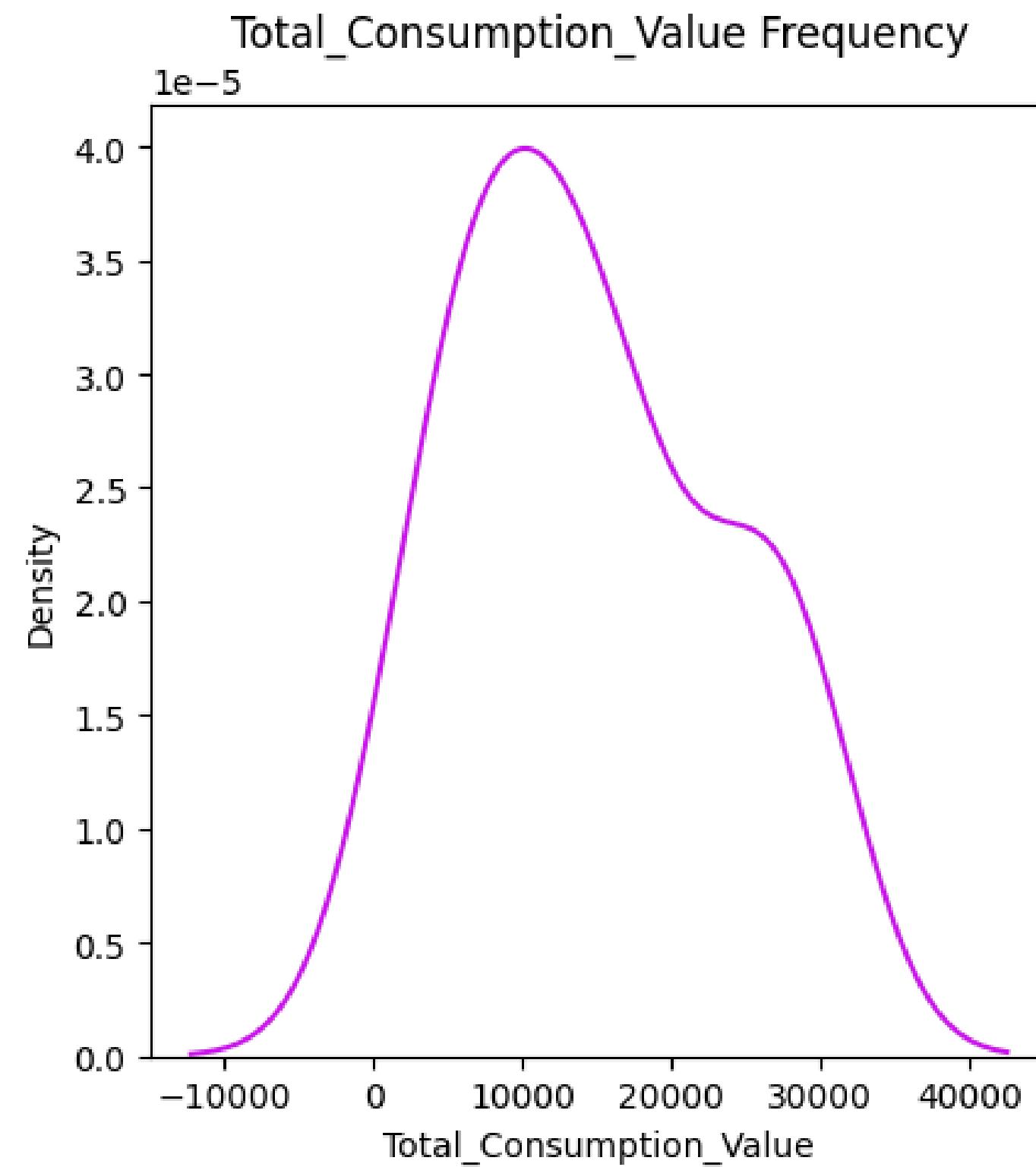
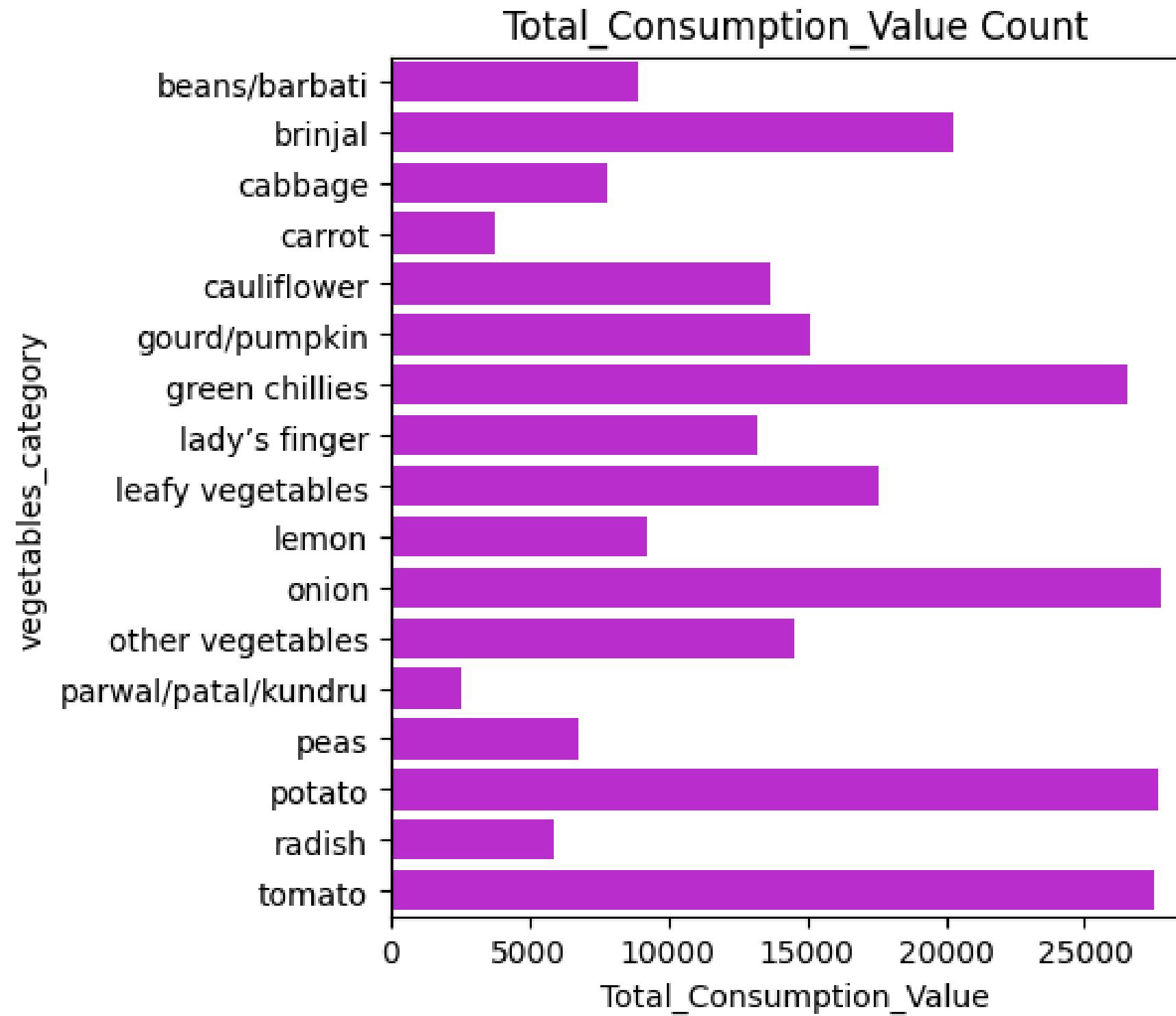
TABLE

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

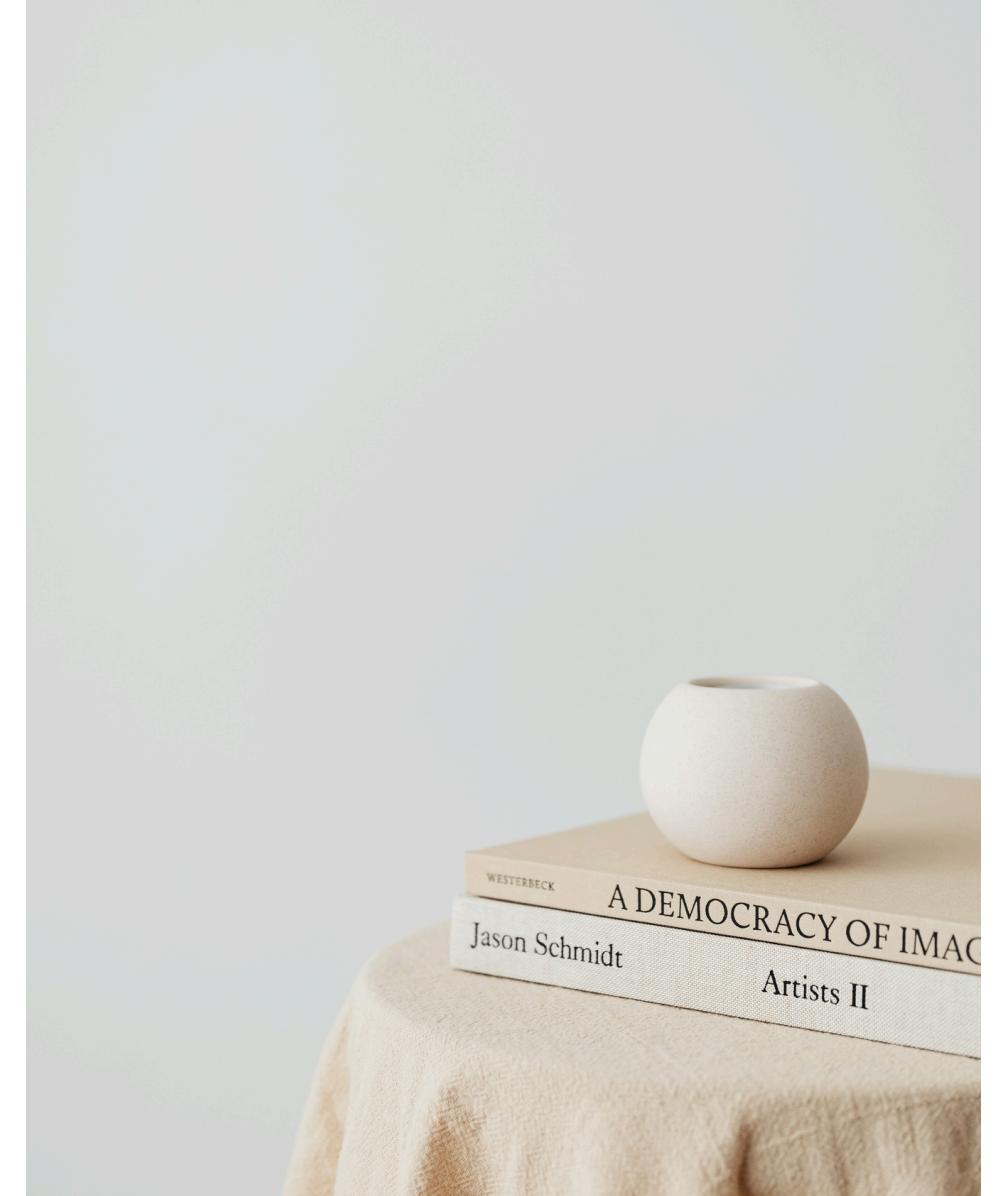


SOURCES

[Notebook 05 05 Link](#)

[Notebook 06 05 Link](#)

[Mapping](#)





THANK YOU

RUDRA
PRASAD
BHUYAN