

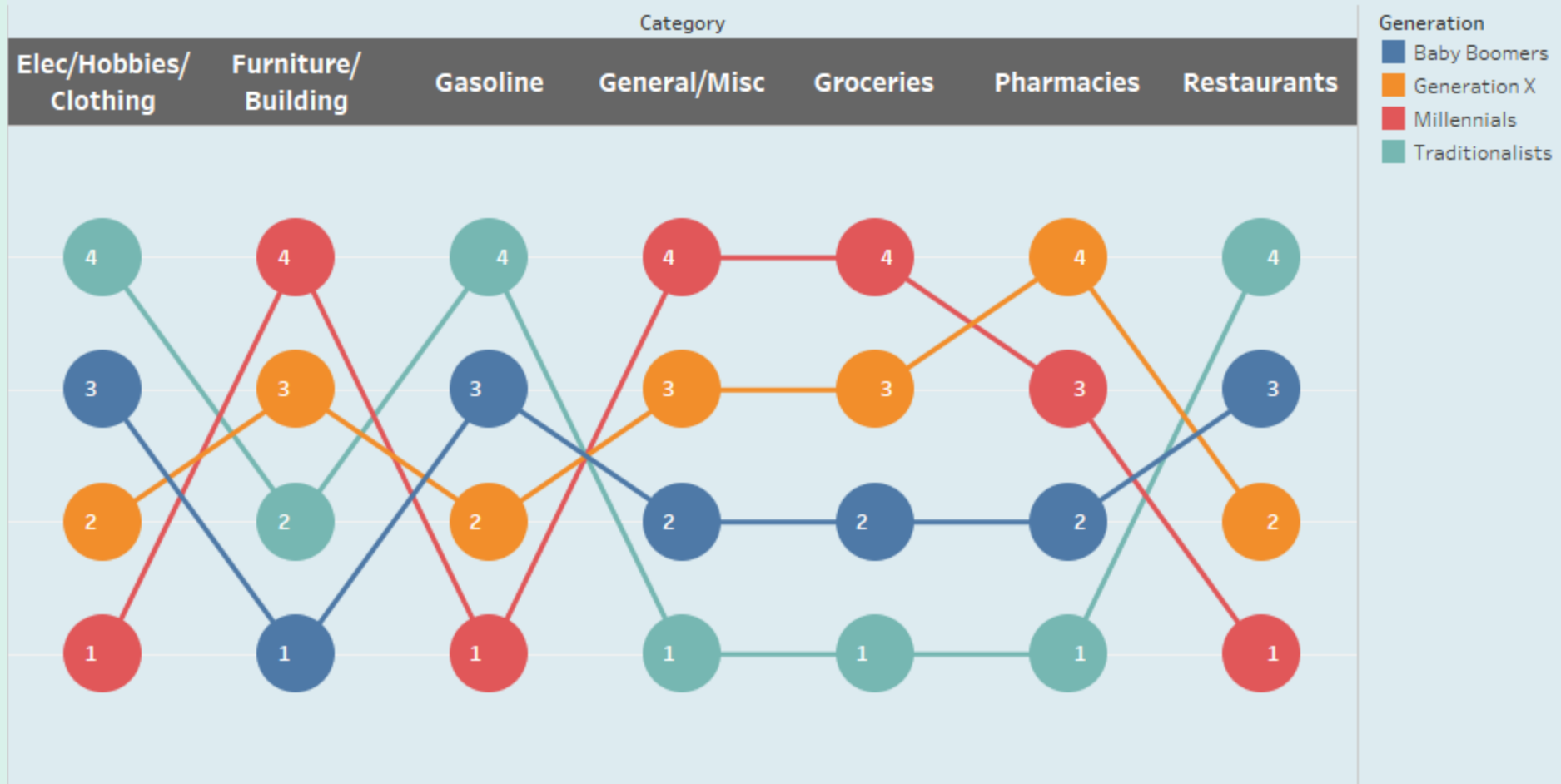
GENERATION SPENDING ANALYSIS USING TABLEAU

File created on: 3/31/2022 12:18:45 PM

About Data

- The Dataset Consists Of Many Column But The Column That We Will Be Interested In Are :
 1. % Of Spending.
 2. Category.
 3. Generations.

Category Wise Spending

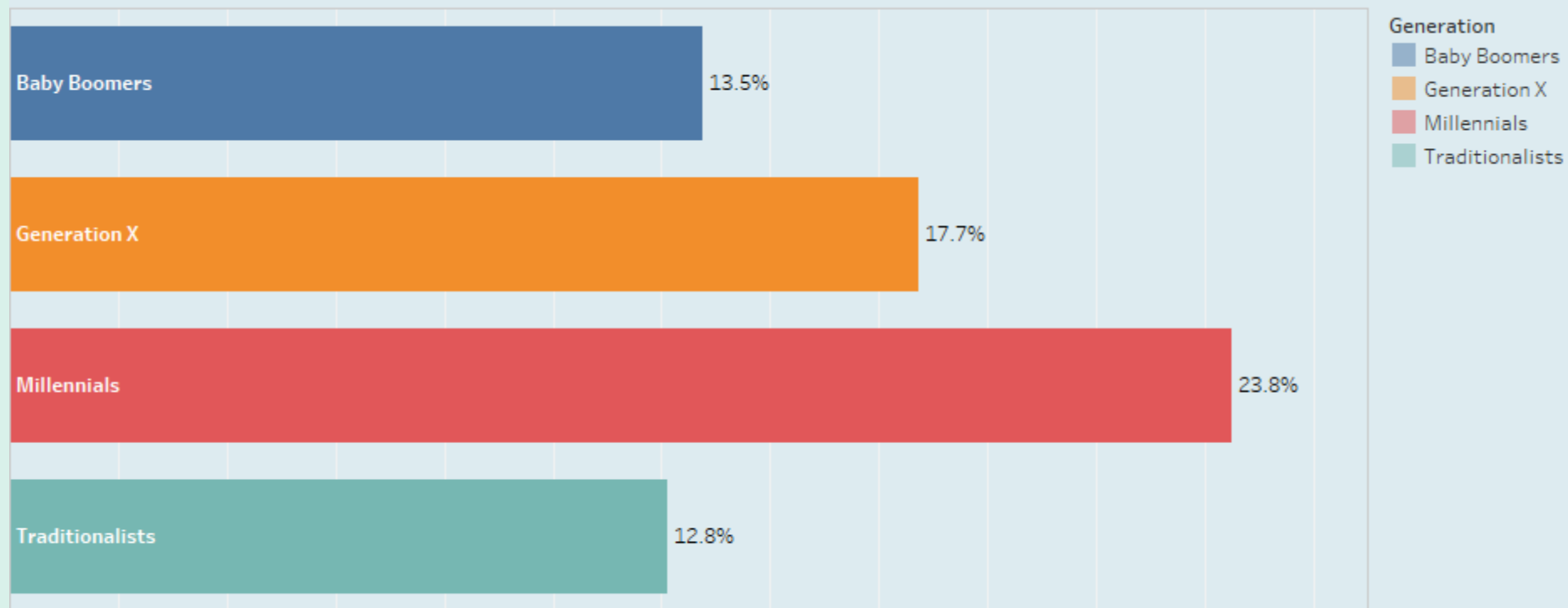


The trends of Rank of % of Spending and Rank of % of Spending for Category. Color shows details about Generation.

Category-Wise Sales

- The Chart Is A Representation Between Category And The % Of Spending.
- The Generation Is Being Marked By Different Colors.

Generation Wise Spending Distribution



Sum of % of Spending and sum of % of Spending for each Generation broken down by Category. Color shows details about Generation. For pane Sum of % of Spending: The marks are labeled by Generation. The data is filtered on Action (Category,Generation), which keeps 4 members.

Generation-Wise Spending

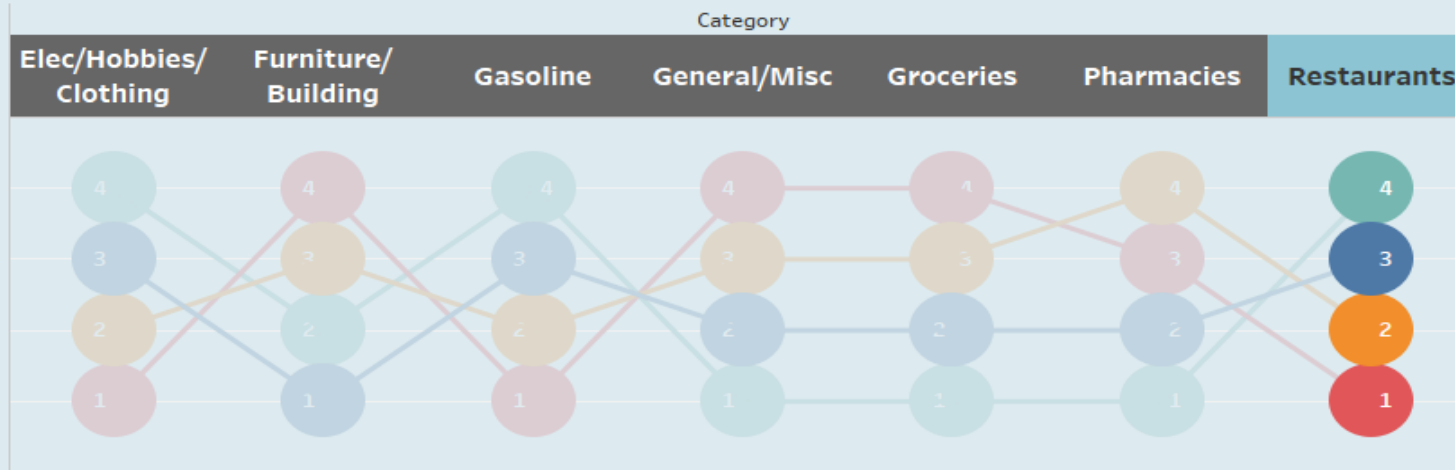
- The Bar-chart Visual Representation Is Between Category And The % Of Spending.
- The Generation Is Being Marked By Different Colors.

Dashboard

Where Does Each Generation Spend Their Money? Select a Category below to view the Detailed Report

Generation

- Baby Boomers
- Generation X
- Millennials
- Traditionalists



% Spend in Groceries by Generation

