

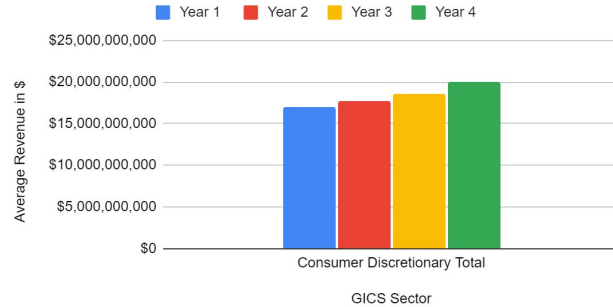
WANT VS. NEED

**A look into
the Consumer Discretionary
And
Consumer Staple
Sectors**

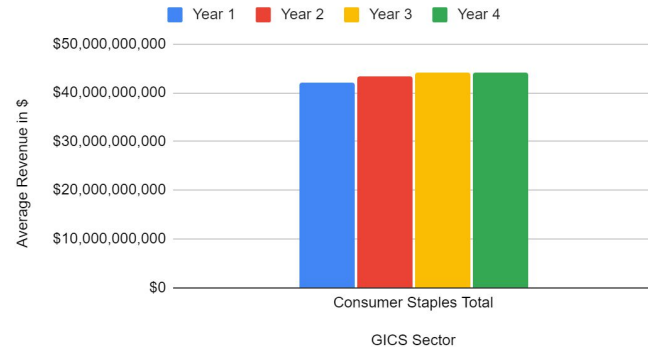
A Thayne Campbell Udacity Project

Does the Consumer Discretionary Sector generate more revenue than the Consumer Staple Sector year over year?

Consumer Discretionary Average Revenue year over year



Consumer Staples Average Revenue year over year

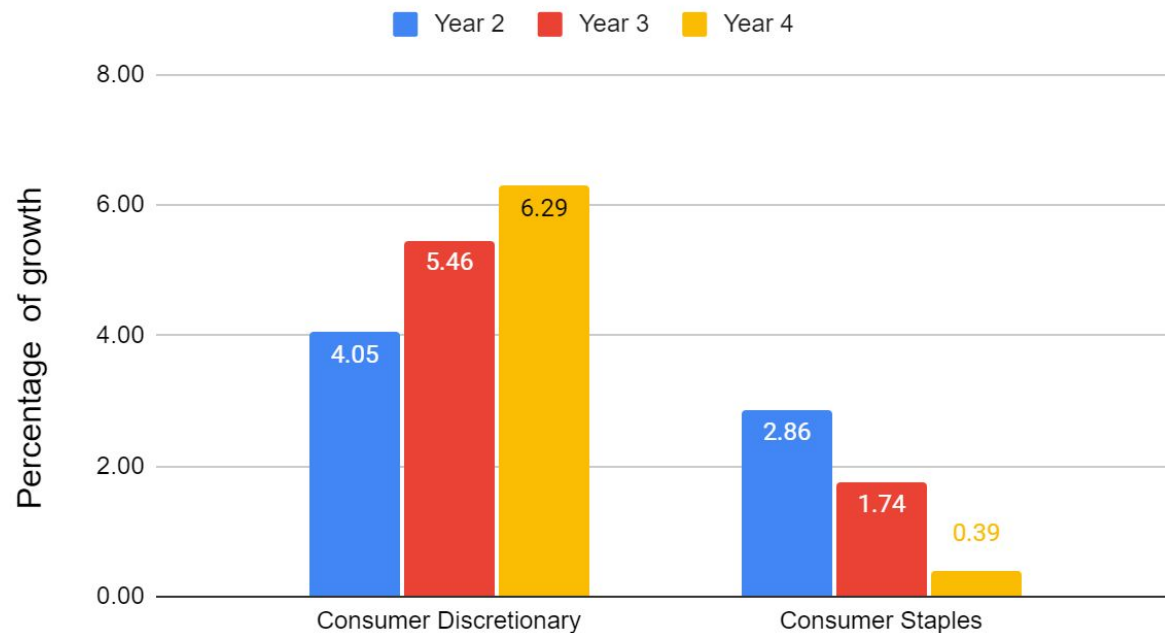


Here are the bar charts reflecting the average revenue generated by both the Consumer discretionary Sector and the Consumer Staples Sector.

We can see that the average revenue for companies in the Consumer Discretionary Sector over a 4 year period was consistently lower when compared to the average revenue of the companies in the Consumer Staples Sector.

Revenue Growth over the years.

Revenue Growth



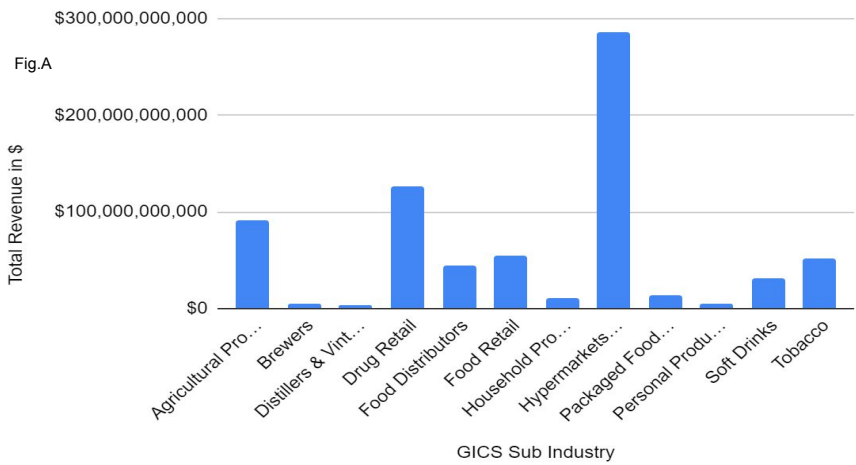
Looking at the Revenue growth of these two Sectors, we can see that the Consumer Discretionary Sector is seeing steady increases each year, growing by from **\$1,306,636,524,000** to **\$1,359,506,280,000** (4.05%) in year 2 to a growth of **\$1,433,673,899,000** to **\$1,523,851,904,000** (6.29%) in year 4.

Alternatively, the Consumer Staples Sector, while still showing Revenue Growth over the same time frame, is only showing a growth of **\$1,388,801,763,000** to **\$1,388,801,763,000** (2.86%) in year 2 to a growth of **\$1,453,416,640,000** to **\$1,459,100,902,000** (0.39%) in year 4.

Both sectors are still showing growth, but the Discretionary Sector at a much greater pace.

Measures of Spread - find the outlier!

Year 1 Consumer Staples Average Revenue



Using the usual measures of spread (Standard Deviation and Range), along with a look at the average revenue generated across the Sub Industries of the Consumer Staples Sector (Fig.A), We can clearly see the effect that one industry can have on the average totals. Here we can see that the Hypermarkets and Super Centers are responsible for about **73%** of the total average revenue for the Consumer Staples Sector!

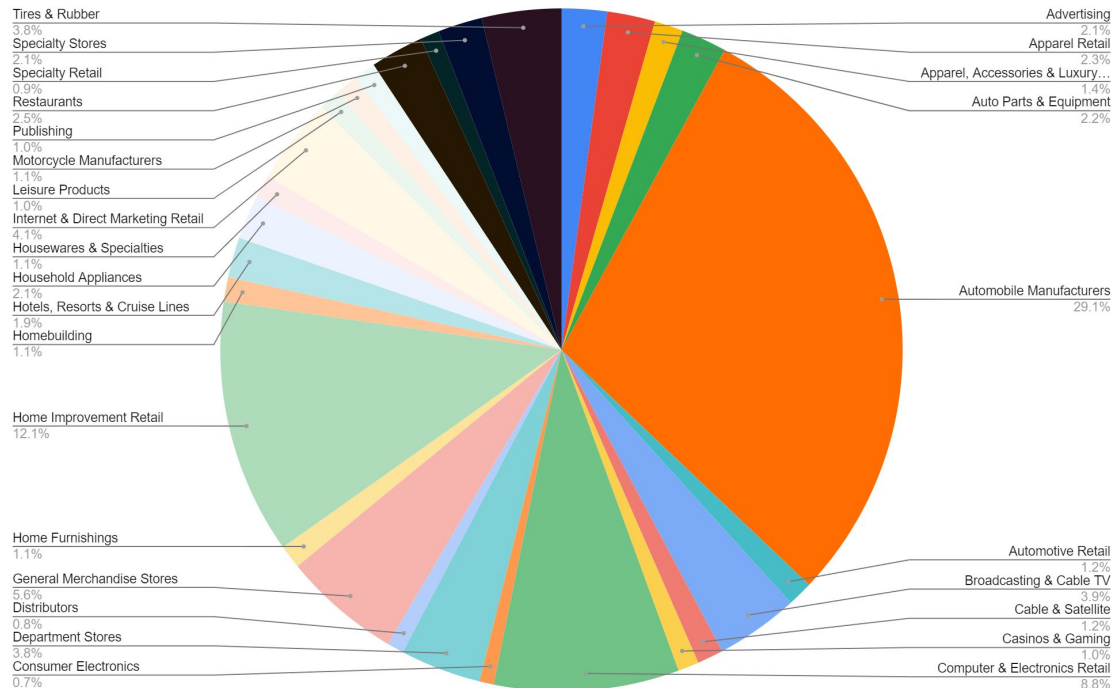
Range of Total Revenue	Year 1
Consumer Discretionary	\$154,664,000,000.00
Consumer Staples	\$468,649,423,000.00

STDEV of Total Revenue	Years
GICS Sector	Year 1
Consumer Discretionary	\$27,076,159,559.16
Consumer Staples	\$84,031,531,364.24

Year 1 Consumer Staples Revenue less Hypermarkets and Super Centers	Hypermarkets and Super Centers % of sales (year 1)
\$658,863,619,000	73.71039863

What else do we spend our money on?

Year 1 Consumer Discretionary Average Revenue



While we seem to get most of what we need (Consumer Staples) from Hypermarkets and Super Centers, where do we, collectively, like to spend our discretionary funds?

Having a look at this pie chart, we can see that a large chunk (29.1%) of it was spent on the Automobile Manufacturers industry, while the 2nd largest chunk (12.1%) was on Home Improvement Retail, followed closely by Computer & Electronics Retail at 8.8%.

Cars, Homes, and computers – oh my!

Google Sheets Documentation

Link to Google Sheets used for this Project:

<https://docs.google.com/spreadsheets/d/1OqYvmbHHytL24yEUpXoPekE5zoHspxijvrXGCq3zOkg/edit?usp=sharing>

Thanks for reading (and grading)!

A hand-drawn graphic in black ink. The words "Thank" and "You" are written in a cursive, handwritten style. "Thank" is on the top line and "You" is on the bottom line. The text is surrounded by several short, radiating lines of varying lengths, giving it a sunburst or starburst appearance.