Diwali Sales

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Load Packages

Load data

```
tuesdata <- tidytuesdayR::tt_load(2023, week = 46)
```

```
  Downloading file 1 of 1: `diwali_sales_data.csv`
```

```
house <- tuesdata$diwali_sales_data
```

Load Fonts

```
font_add_google("Roboto", "roboto")
font_add_google("Rock Salt", "salt")
showtext_auto()
```

Define colors and fonts

```
bg_color <- "grey10"
text_col <- "#fece2f"
highlight_col <- "grey40"

body_font <- "roboto"
title_font <- "salt"
```

Data Wrangling

```
plot_data <- house |>
               select(User_ID, Zone, State, Gender, Marital_Status, "Age Group") |>
               distinct() |>
               mutate(
                 Gender = case_when(
                   Gender == "M" ~ "Male",
                   Gender == "F" ~ "Female"
                 ),
                 Marital_Status = case_when(
                   Marital_Status == 0 ~ "Single",
                   Marital_Status == 1 ~ "Married"
                 )
               )

State_levels <- plot_data |>
                  select(Zone, State) |>
                  distinct() |>
                  arrange(Zone) |>
                  pull(State)

sankey_data <- plot_data |>
                 make_long(State, Zone, Gender, Marital_Status, "Age Group") |> # This call
                 mutate(
                   node = factor(node),
                   node = fct_relevel(node, State_levels)
                 )

view(sankey_data)
```

Define Text

```
title <- "Diwali Sales"
st <- "by customer segment"
```

Plot

```
ggplot(
  data = sankey_data,
  aes(
    x = x,
    next_x = next_x,
    node = node,
    next_node = next_node,
    label = node
  ),
) +
  geom_sankey(
    flow.colour = text_col,
    flow.fill = highlight_col,
    flow.alpha = .6,
    linewidth = .1,
    node.fill = text_col,
    node.colour = text_col
  ) +
  geom_sankey_label(
    size = 5,
    color = text_col,
    fill = "gray30",
    width = .2
  ) +
  labs(
    title = title,
    subtitle = st
  ) +
  theme_void() +
  theme(
    legend.position = "none",
    plot.margin = margin(5, 0, 5, 0),
    plot.background = element_rect(fill = bg_color, colour = bg_color),
    panel.background = element_rect(fill = bg_color, colour = bg_color),
    plot.title = element_textbox_simple(
      colour = text_col,
      hjust = .5,
      halign = .5,
      size = 60,
```

```
    margin = margin(b = 10, t = 10),
    lineheight = 0.5,
    family = title_font
  ),
  plot.subtitle = element_textbox_simple(
    colour = text_col,
    hjust = .5,
    halign = .5,
    margin = margin(b = -20, t = 0),
    lineheight = .5,
    family = body_font
  )
)
```