**1.Ask.**

How much money women in EU member states spend on periods?

Where in EU periods are the most expensive? Does higher tax equal higher expenditure?

Since European Wax Center launched ‘Pink tax’ movement in 2018, has there been any progress?

Are there any alternatives?

**2.Prepare.**

I choose to store data in Excel because of the small size, I looked at 27 European union countries. All data were collected online and links are in the attachment.

After collecting price per unit for pads and tampons I used “=AVEREGE” to get every country average unit price. After multiplying that number by 9120 (units used in lifetime) to get “lifetime cost”. This is only an approximation, as prices for pads and tampons change based on the store and discounts available at the moment.

I only looked at cost for pads and tampons there is extra money women spend on pain killers, ruined underwear, bedsheets or even missing a day at work or school.

Gathered data on “Period TAX”

In Gathering data on minimum salaries, some countries didn’t have one, so I used approximations provided by google data.

I wanted to look at the percentage of female’s vs males.

Data consist of 3:

population\_total\_females\_2020.xlsx

period\_data.xlsx

contries\_code.xlsx

**3.Process.**

Just double checked the data, and there are no duplicates, names are spelled right. Double check calculations and correct information. Using Excel for my calculations.

Using Filters and Condition formatting to understand data and familiarize myself, helping me to understand what tools to use next and to help see trends or outliners.

Going to Use SQL to join Country names with alpha-2 code. As I might want to use them instead of full names for keeping charts less cluttered.

SELECT period.Country, code.[country code]

FROM [PERIOD].[dbo].[TEST1$] AS period

LEFT JOIN [PERIOD].[dbo].[Sheet1$] as code

ON period.Country=code.[European Union (EU) Member States]

ORDER BY period.Country

Filter Excel set by country and Copy Country code in Excel.

Looking at Cost Vs Minimum Salary to create “Menstrual cost Index.”

**4.Analyze.**

51% of the EU population is FEMALE.

The unit cost ranged from the lowest 0.10 in Poland to the highest 0.20 in Greece and Denmark.

I thought there would be a correlation between price per unit and Tax applied but I didn’t find it.

Countries with the highest lifetime period cost were Austria at 10%, Greece at 10%, Denmark at 25%, and Romania at 19%.

Countries with the Lowest cost are Poland at 5%, Germany at 7%, and Slovakia at 10%.

Menstrual Cost Index. I divided Yearly menstrual costs with the minimum yearly salary to find out in which countries females have the biggest burden compared with a minimum salary. Our winners are Romania, Bulgaria, Latvia, and Hungary with an average minimum salary of just 424 €. We see that in countries with the lowest salaries females have the hardest time affording tampons and pads and they spend 0.74%-0,76% of their yearly salary while in Sweden it would be only 0,10%.

Tax Change from 2018-2022.Since the year 2018, 8 member countries in the EU have lowered their “period” tax but in 6 of these countries, this rate STILL is over 20%.

Alternatives.

5. Share.

Visualizations.