

Week-9 Submission

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Data Story Topic

The topic that I have chosen is **Sockonomics Unveiled**: it is about the case of missing socks in laundry in U.S. and what are the implications of this seemingly simple, unrelated and bizarre phenomenon on household income and future expenses- how they decrease current income and future expenses.

Data Sources curated so far

- 1- The data sources curated so far are from Kaggle on personal expenditures in the U.S. by State from 1997-2019- <https://www.kaggle.com/code/davidbroberts/us-personal-expenditures-1997-2019> (<https://www.kaggle.com/code/davidbroberts/us-personal-expenditures-1997-2019>). There is also a data source from Data.gov which provides data on expenditures, income and demographic characteristics of consumers in the U.S. It provides it in different forms which I have accessed from here- <https://catalog.data.gov/dataset/consumer-expenditure-survey-dbf32> (<https://catalog.data.gov/dataset/consumer-expenditure-survey-dbf32>) . These will tell me how much of income of a household in U.S. is allocated to clothing.
- 2- The third data source is Statista from where I have accessed Average annual expenditure on laundry and cleaning supplies per consumer unit in the United States from 2007 to 2022 <https://www.statista.com/statistics/305499/us-expenditure-on-laundry-and-cleaning-supplies/> (<https://www.statista.com/statistics/305499/us-expenditure-on-laundry-and-cleaning-supplies/>).
- 3- To see the percentage of socks within the apparel expenditure, I have accessed- <https://www.statista.com/topics/965/apparel-market-in-the-us/#topicOverview> (<https://www.statista.com/topics/965/apparel-market-in-the-us/#topicOverview>) from Statista on the different categories of expenditure that make up the U.S. Apparel Market.