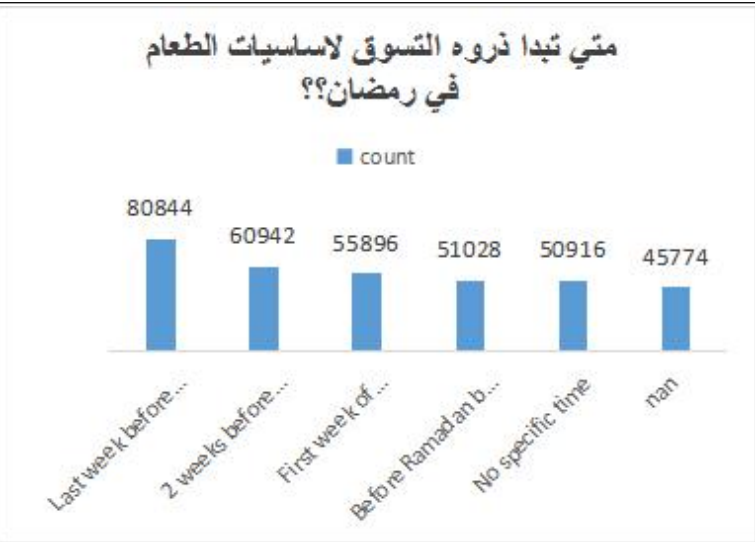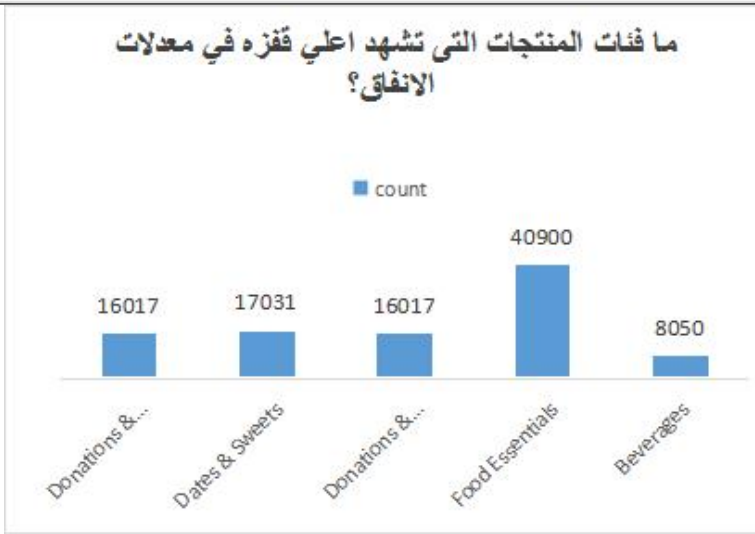|		
When do consumers start buying essentials?	**ramadan_phase_peak_spending** — **count** Last week before Ramadan — 80844 2 weeks before Ramadan — 60942 First week of Ramadan — 55896 Before Ramadan by 1 month — 51028 No specific time — 50916 nan — 45774	متي تبدأ ذروه التسوق لاساسيات الطعام في رمضان؟؟ ■ count 80844 60942 55896 51028 50916 45774 Last week before… 2 weeks before… First week of… Before Ramadan b… No specific time nan
Which categories see the highest spend increase?	**category** — **count** Donations & Charity — 16017 Dates & Sweets — 17031 Donations & Charity — 16017 Food Essentials — 40900 Beverages — 8050 **Total** — **98015**	ما فئات المنتجات التى تشهد اعلي قفزه في معدلات الانفاق؟ ■ count 16017 17031 16017 40900 8050 Donations &… Dates & Sweets Donations &… Food Essentials Beverages
How effective are ads and offers on purchase decisions?	**ad_influence_level** — **count** Low influence — 23937 Medium — 29971 High — 17232 nan — 28860	ماتاثير العروض علي قرارات الغذاء ؟ ■ count 23937 29971 17232 28860 Low influence Medium High nan

What are the main challenges while shopping in ramadan ?	main_shopping_challenge	count
	Crowding	53830
	High prices	15055
	Limited offers	10056
	Distance	10010
	nan	9950
	Too crowded	

ما العوائق التى تواجه المتسوقين؟؟

■ count

53830 15055 10056 10010 9950 1099

Crowding High prices Limited offers Distance nan Too crowded