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| Photo displaying partial image of two pie charts on a canvas-textured page |
| Fundamentals of visualization  WEEK4 |
| |  |  |  | | --- | --- | --- | | bhuvanesh jeevarathinam | 6/20/12 | Chat2bhuvanesh@gmail.com | |

**Context**:

The context of this Data Visualization is the analyze the shopping spending patterns of the user.

**Who?**

* The Main audience of this Visualization are the user or the person who will be shopping in any grocery store.

**What?**

* User or the person who shops frequently can understand and figure out his shopping pattern which can help him in analyzing his spending patterns. This can help him in having a check on his way of spending.
* This visualization is important as this will be a important indicator of his Shopping pattern and help the customer to plan his budget.

**How?**

* By analyzing the dataset of his previous shopping pattern.
* A stacked bar plot will be plotted based on the percentage of spending referring to each category of the purchase.
* A pie chart is also plotted representing share of percentage of each category on a scale of 1$.

**Conclusion**:

* Analyzing Shopping spending pattern is a great way of representing the spend pattern of the user in various product categories. This helps him understanding the area he wastes money more and hence the user can budget his shopping spending in a more efficient way next time he shops.