

Looking back on the American consumer

...

How have our spending habits changed over the last 50 years?

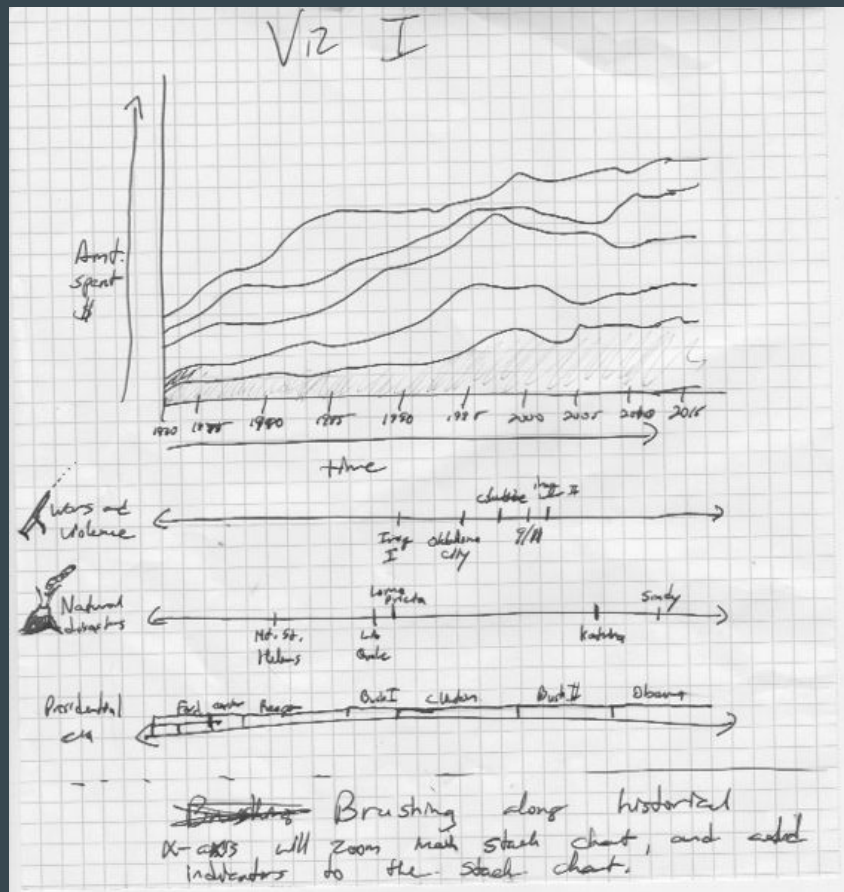
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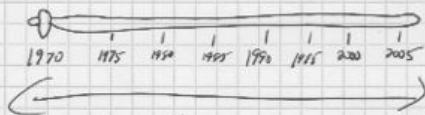
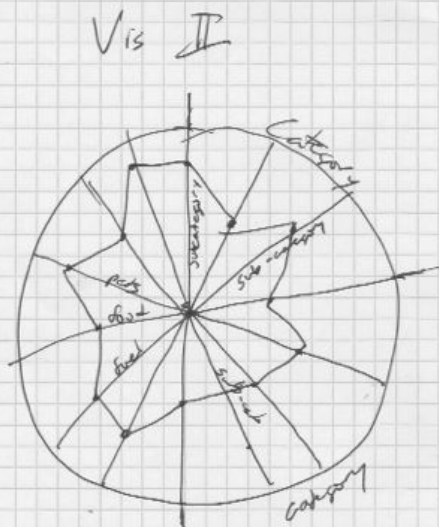
How have our spending patterns changed from 1956 to 2016?

Consumer spending accounts for 70% of the American economy. Yet we rarely step back and consider the ways in which our spending habits have changed, and why those changes have happened. Our goal with this project is to explore how American consumer spending trends have changed overtime, and provide insights into the underlying social trends, demographic forces, and historical events that have motivated these shifts.

Main sketch

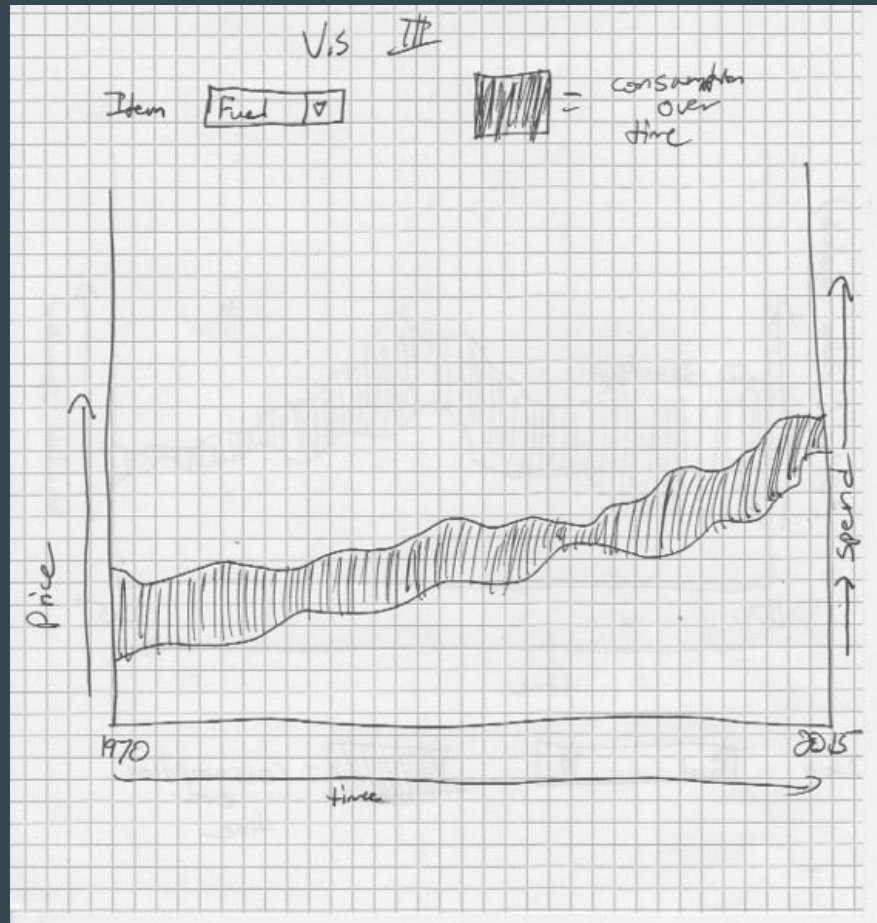


Sketch 2

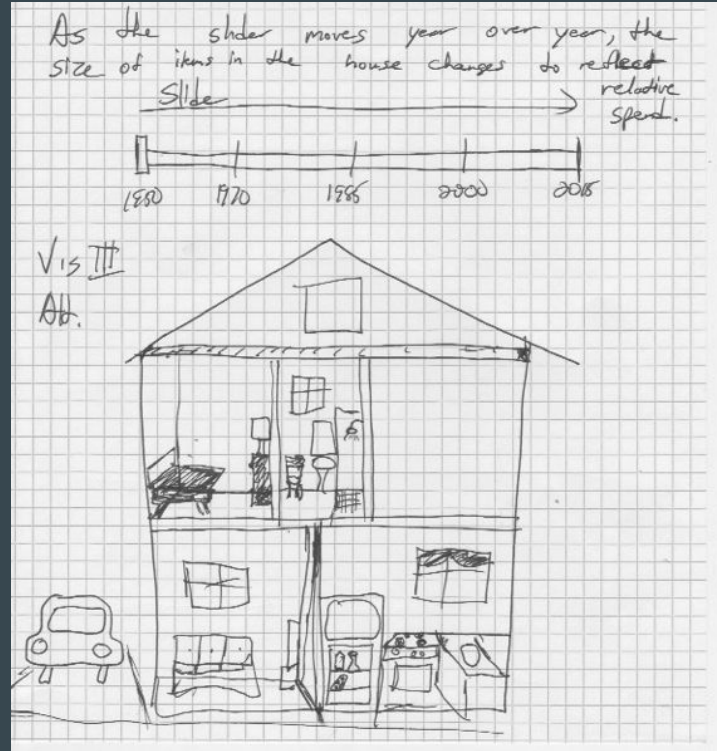


As slider moves, star plot animates. Start of a "slp bash" effect

Sketch 3



Sketch 4 (similar data to sketch 3, but includes many nominal items at once)



Once we've built visualizations that articulates ***how*** spending habits have changed, we will also work to provide insights into *why* these shifts have occurred...

Data

The bulk of the data for our project will be gathered from the Consumer Expenditure Survey published by the Bureau of Labor Statistics. There are other data sets available from the BLS that we are also considering such as Unemployment and Employment, Consumer Price Index and various price averages.

Available Dimensions

Sample Reference dimensions:

- Age
- Composition of consumer units (families, children, etc)
- Education level
- Income level
- Region of residence

Sample Expenditure Data:

- Detailed food purchased for home
- Housing and shelter costs
- Apparel and services
- Health care spending
- Entertainment