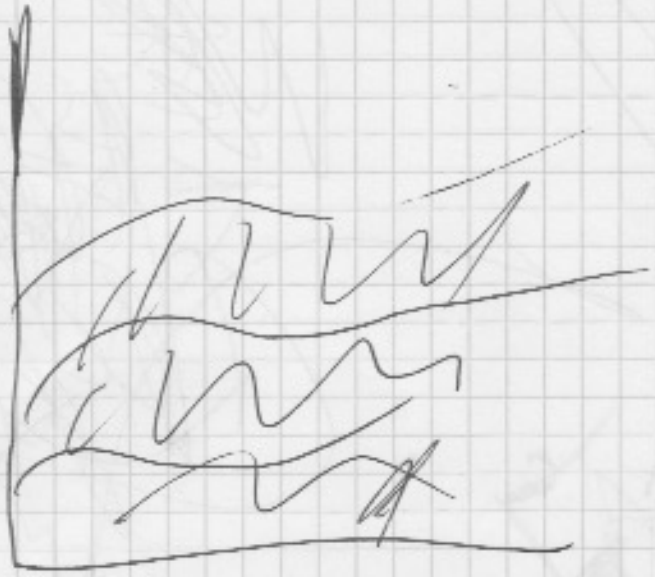
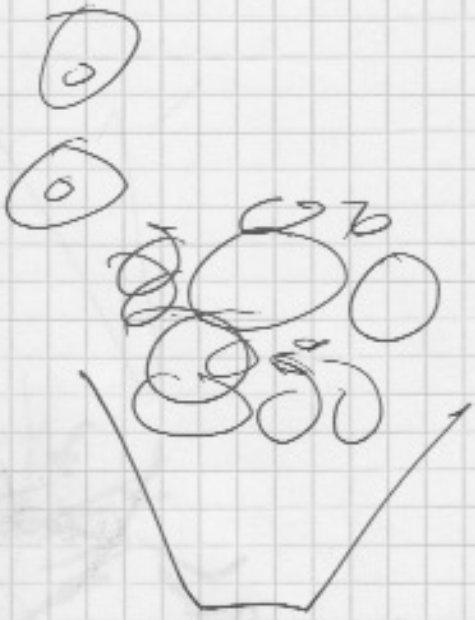
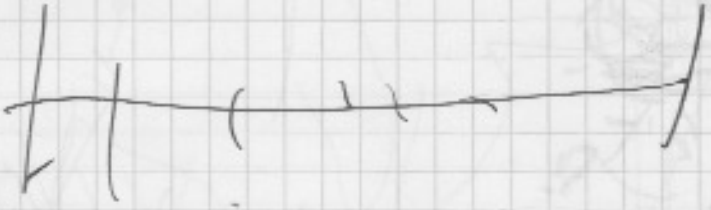


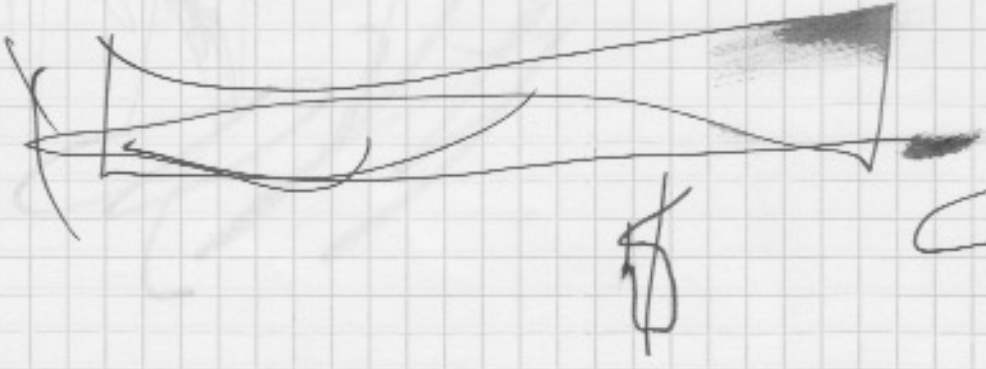


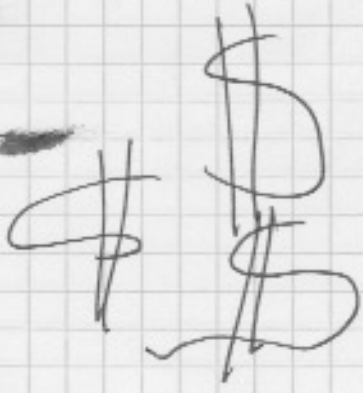


Price = resistance

Budget = capacity

Force & capacity & flows





consumption is the relationship between price and spend (over time)

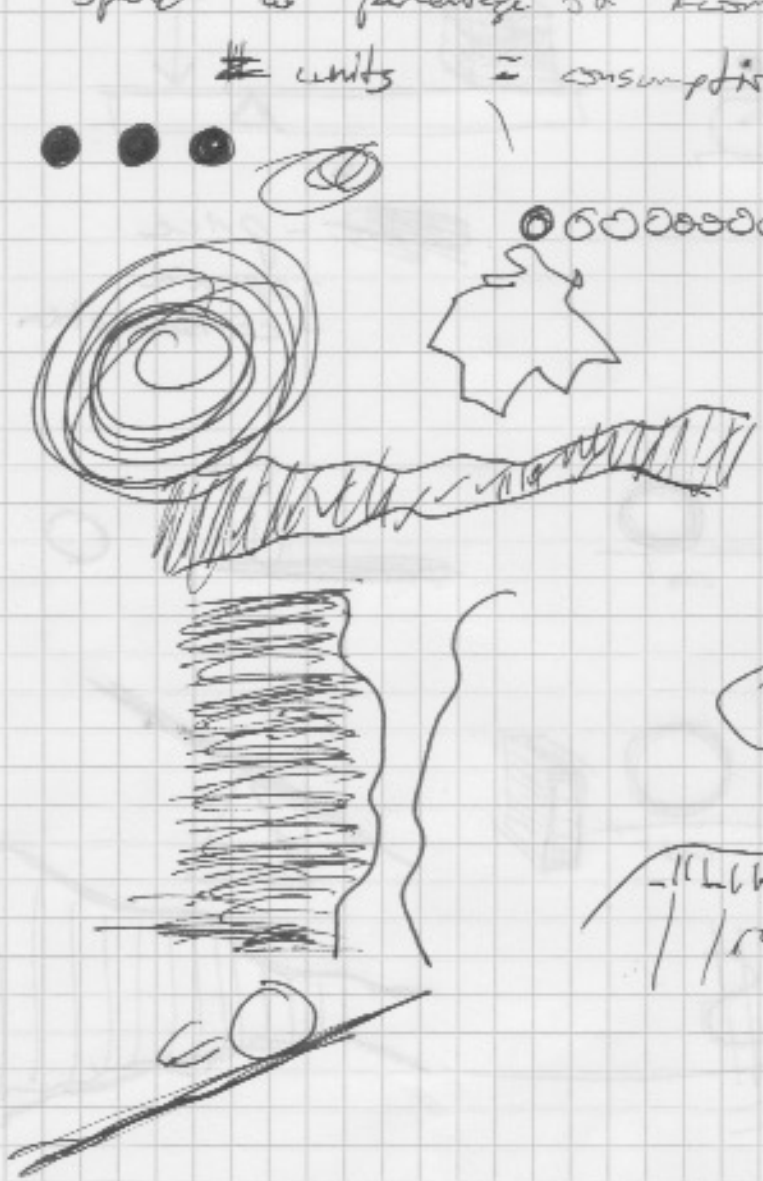
consumption = quantity
price = quantity

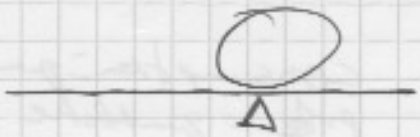
unit price as % of income

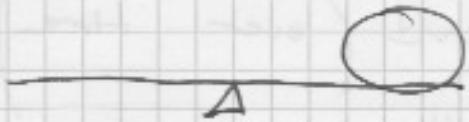
spend as percentage of income

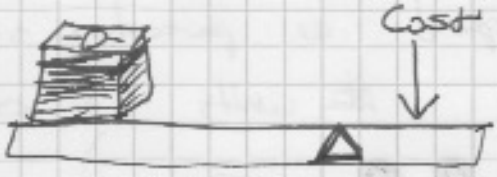
consumption = price x spend

units = consumption

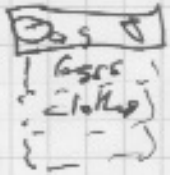


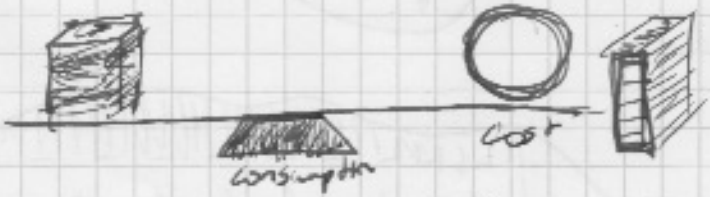


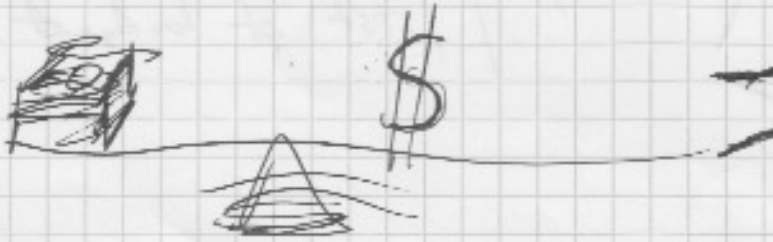


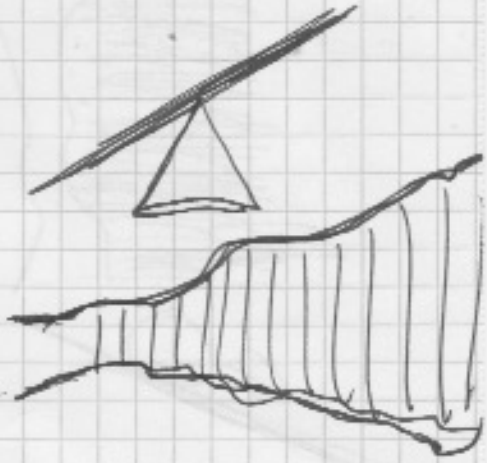


- price
- spend
- consumption





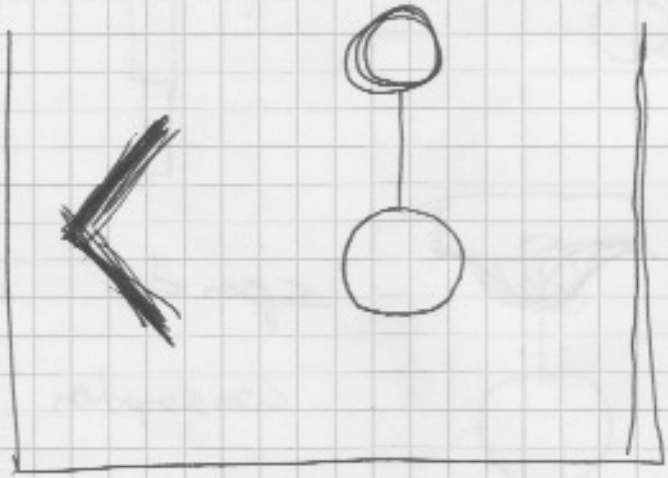




Time = ordinal (quantitative?) color, position

Price = quantitative position

% budget = quantitative position



~~People~~ spending increases with price ↑

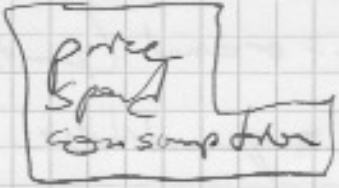
spending flat with price

spending decrease price ↑

Pull stretch

pull stretch

price pulls, budgets stretch

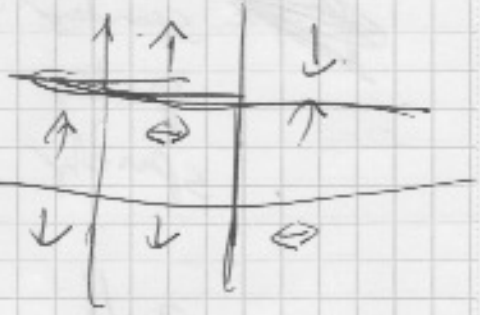


spend consumption

consumption

price

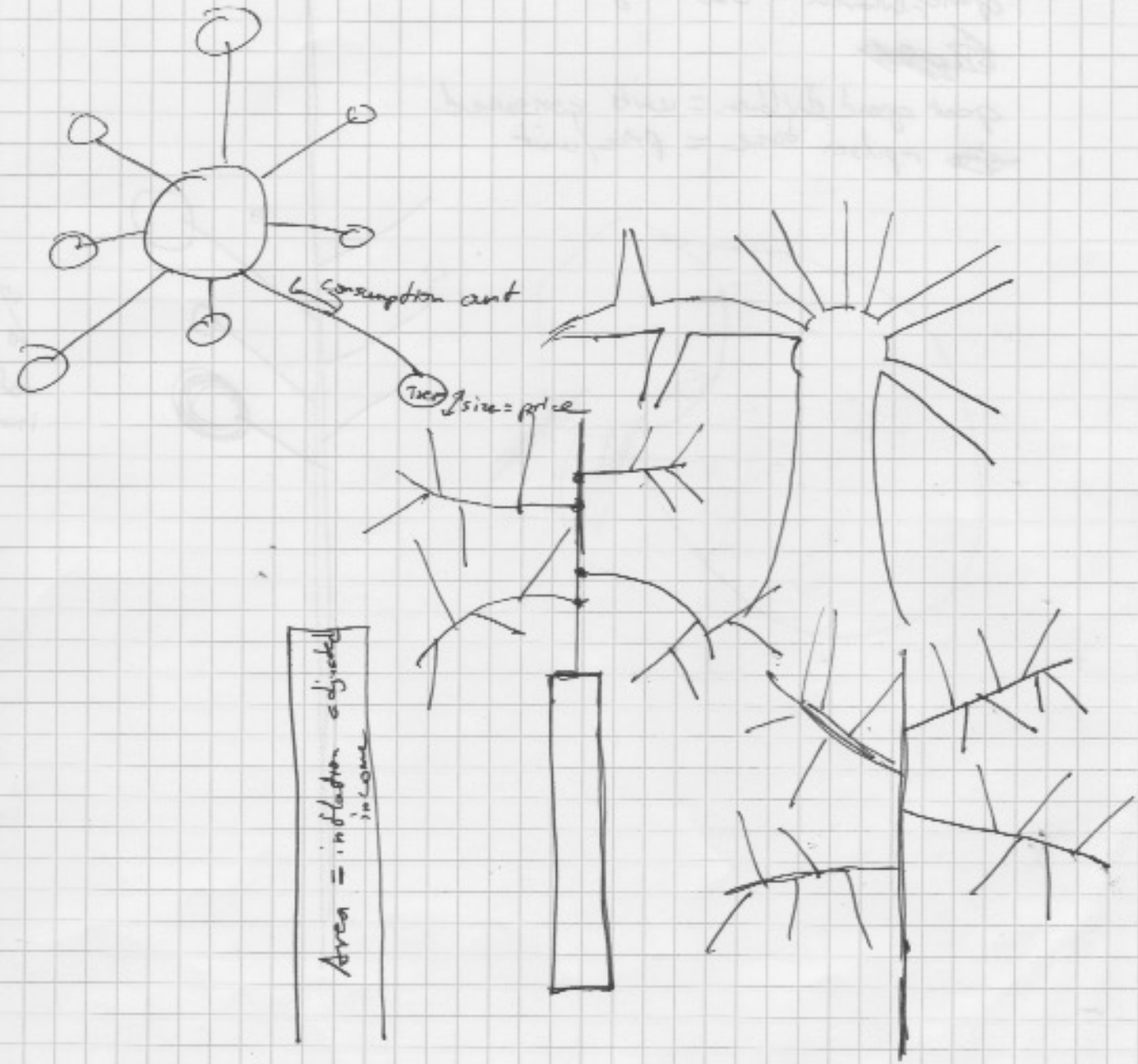
spend
price



nominal : ~~category~~ item name

ordinal : item consumption

quantitative : amount consumed, price, % income, total income



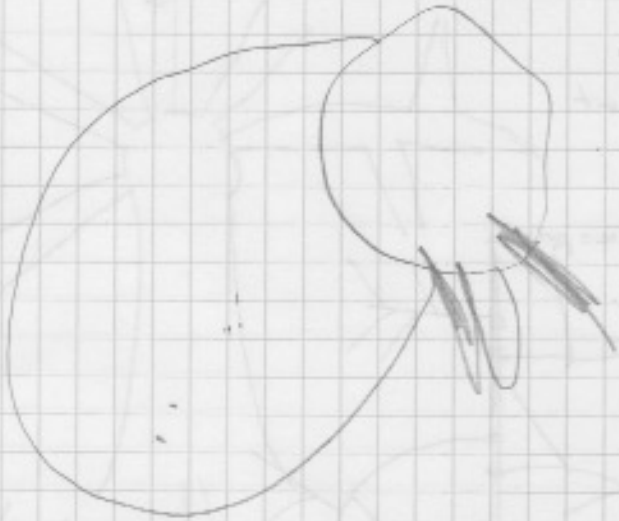
Total budget (root node)

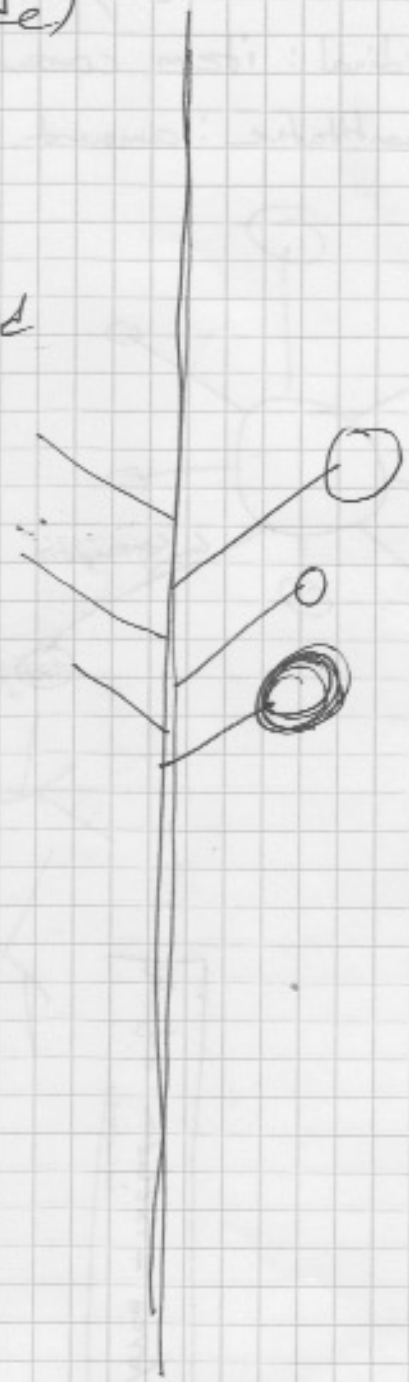
Children = categories

grandchildren = subcategories

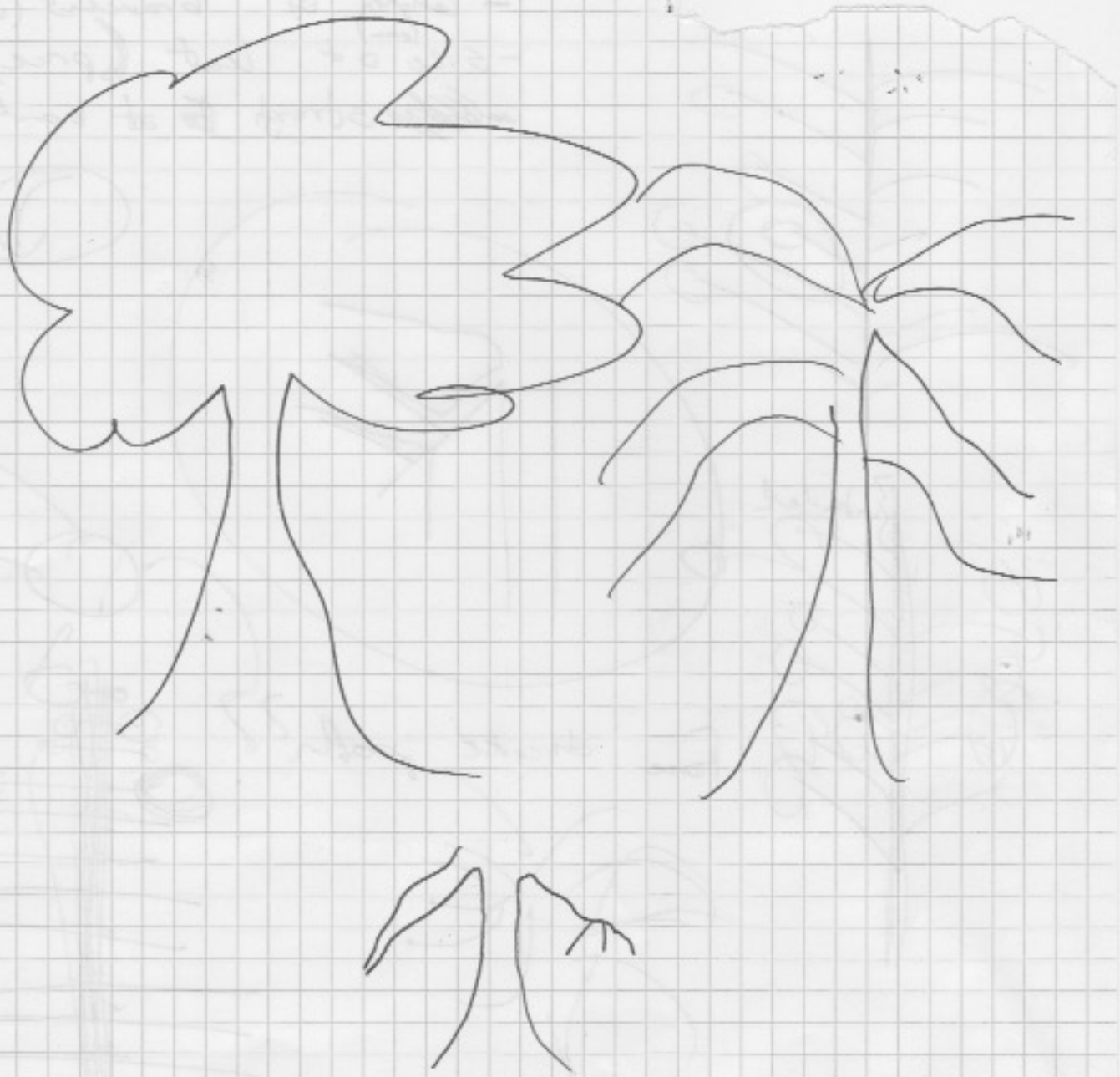
great grandchildren = units consumed

repulsion force = price/unit

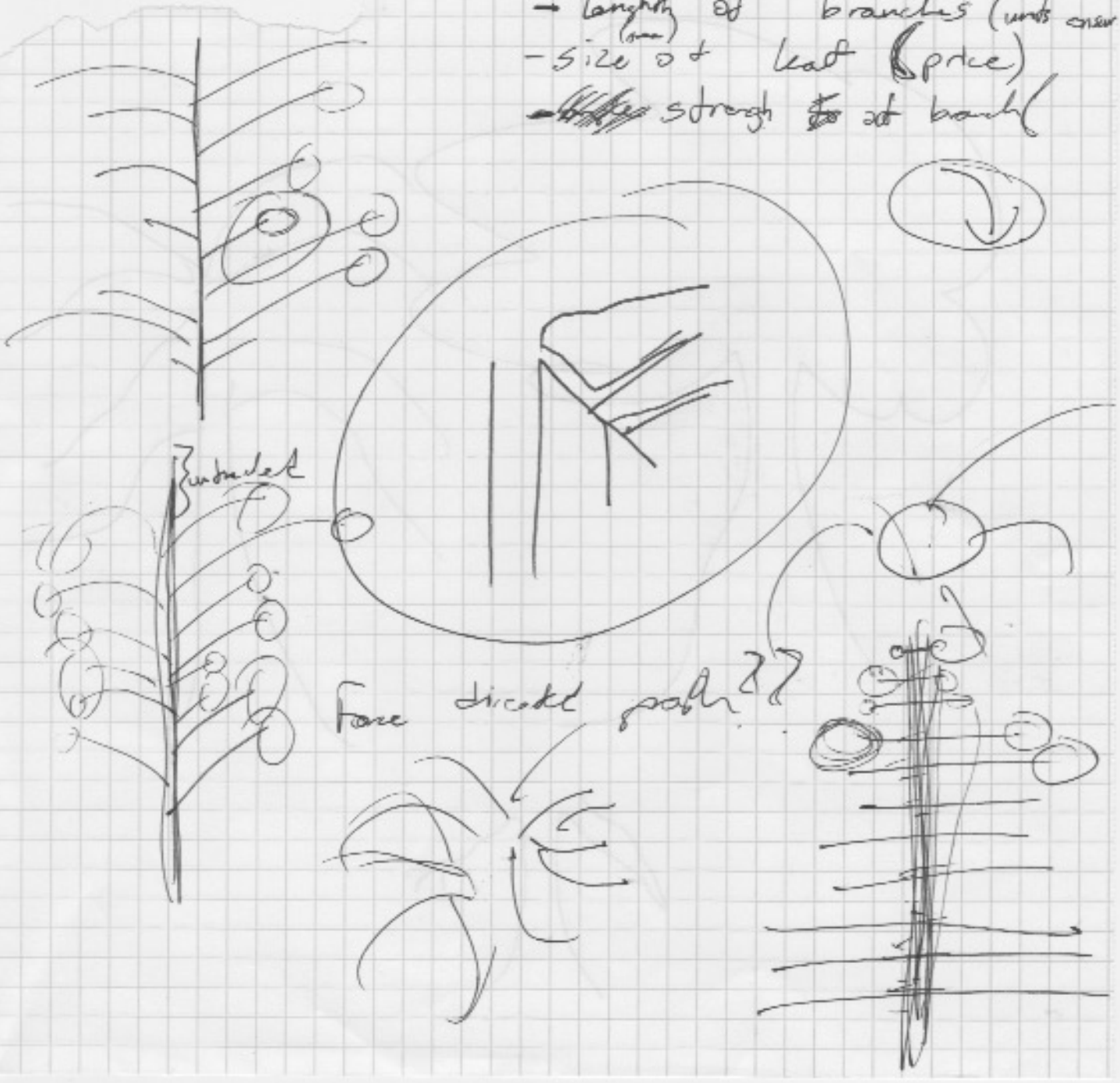


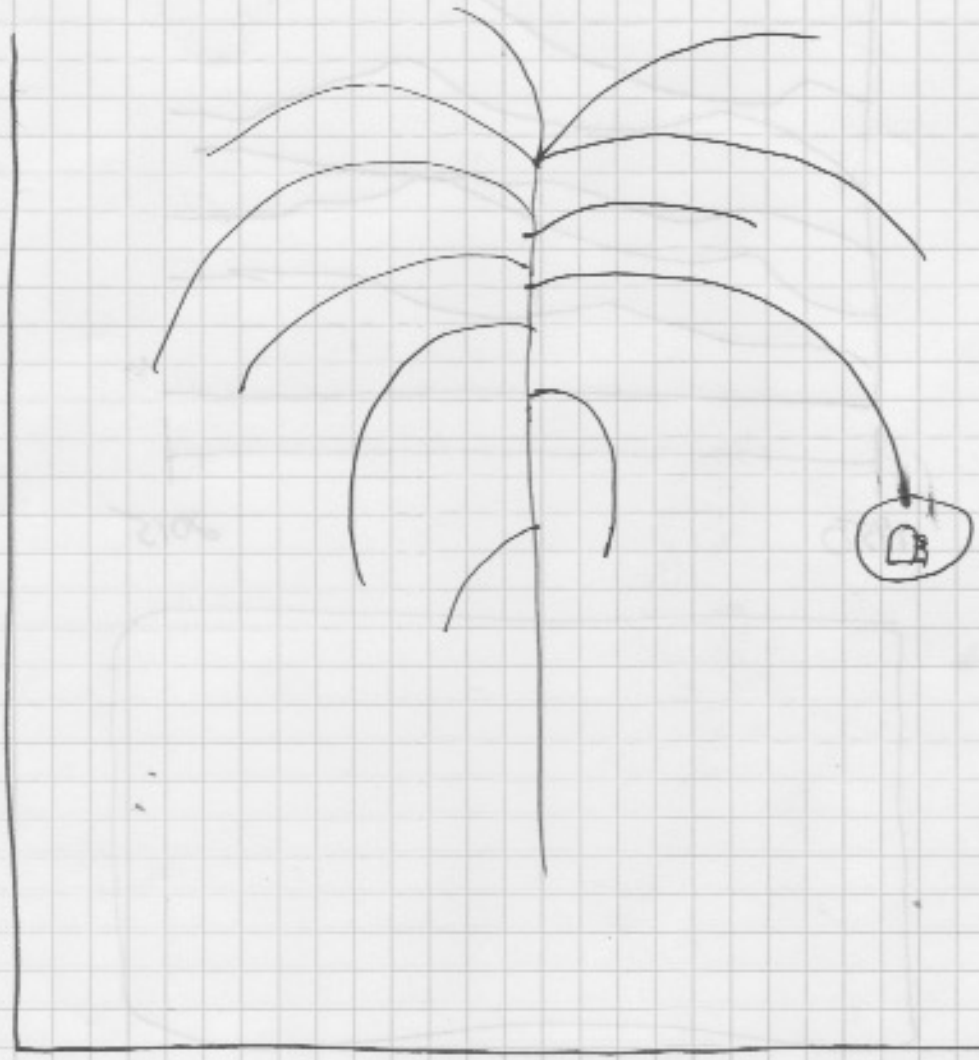


% total income



- height of trunk (Income)
- vertical position of branches (
- length of branches (units over
- size of leaf (price)
- strength of branch





Height of tree = income
Length of branch = units consumed
size of leaf = price
angle of droop = spend