

Price = resistance

Budget = capacity

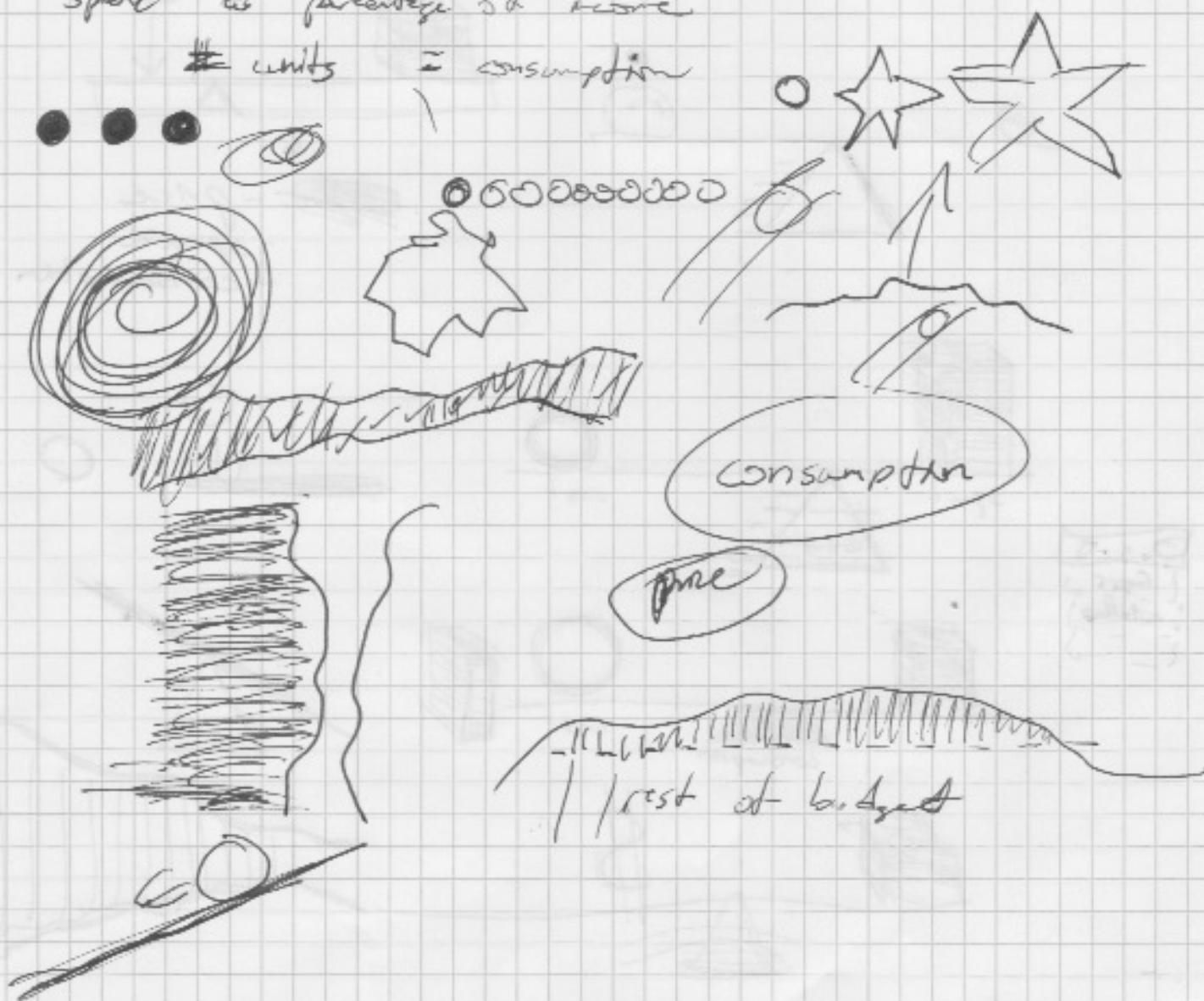
Force & capacity
& flows

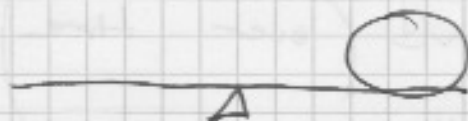
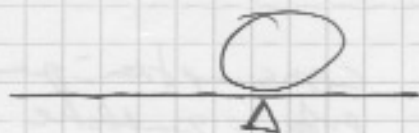
Consumption is the relationship between price and spend (over time)

unit price as % of income
spend as percentage of income
units = consumption

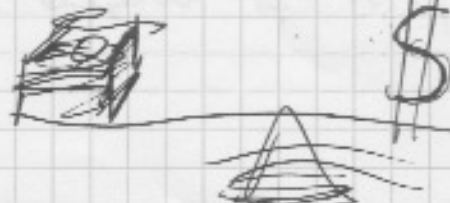
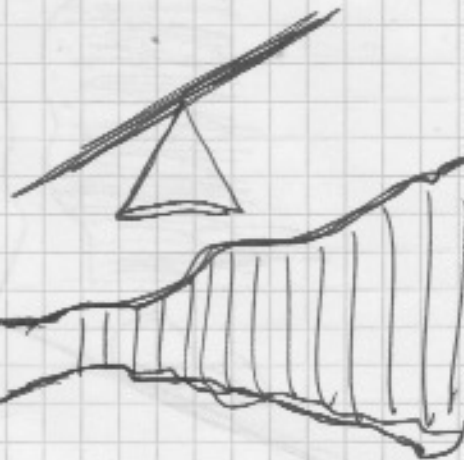
consumption = quantity
price = quality

consumption = price x spend





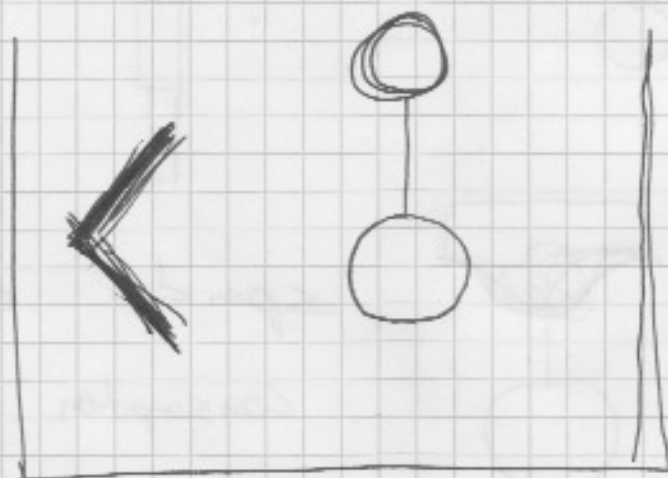
~~price~~
- price
- spend
- consumption



~~Time~~ Time = ordinal (quantitative?) color, position

Price = quantitative position

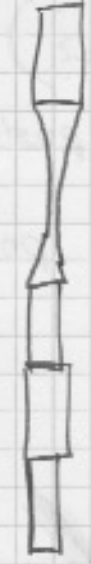
% budget = quantitative position



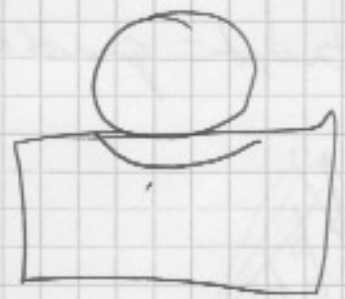
~~spending~~ spending increases with price ↑
spending flat with price ↑
spending decrease price ↑

Pull stretch

pull stretch
price pulls, budgets stretch



price
spend
consumption

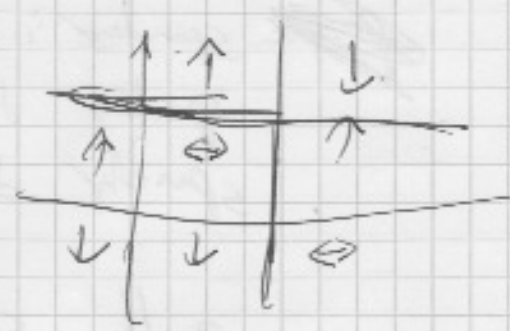


spend some consume
consumption

price
spend
price



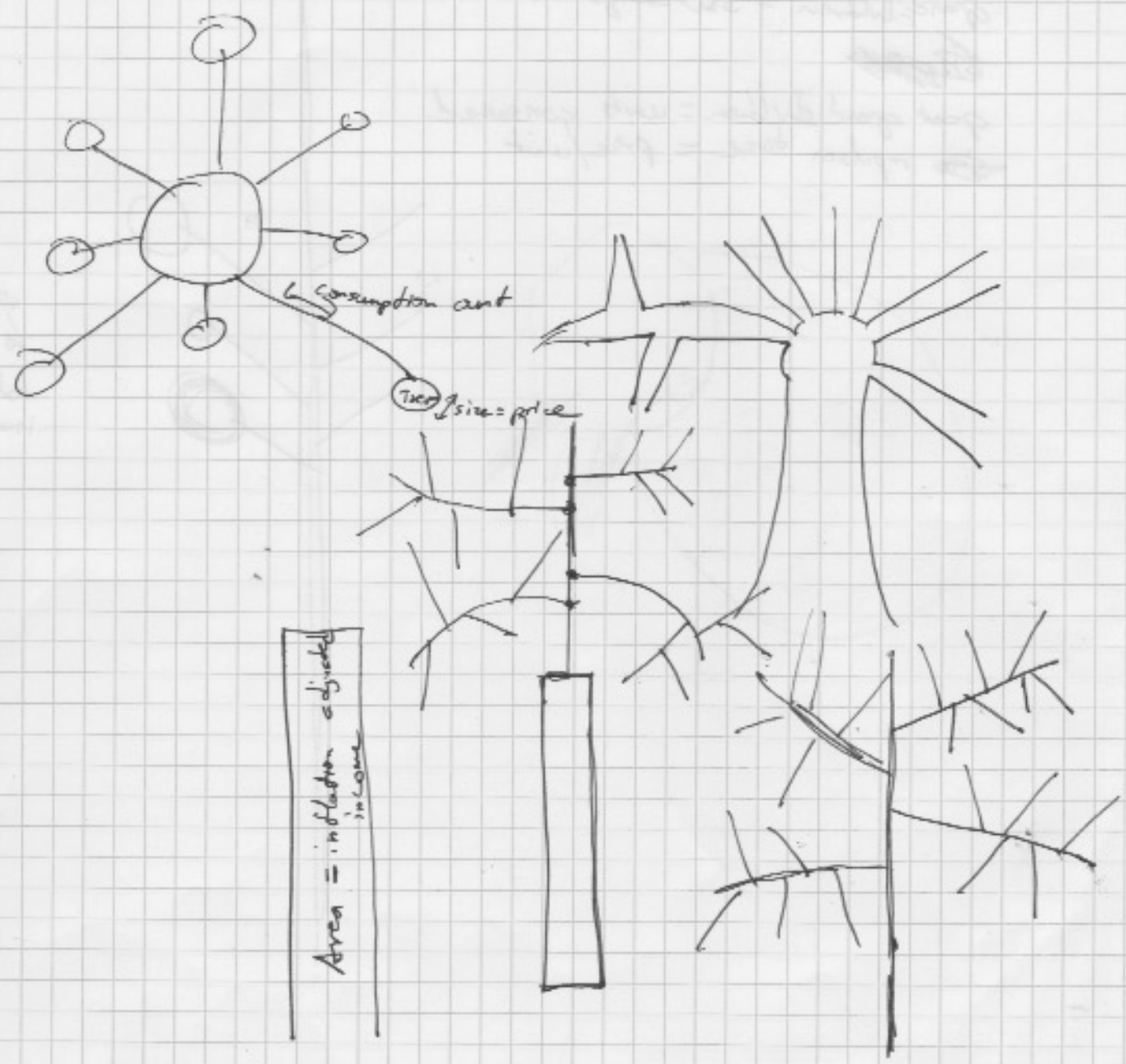
↑ ↓
↑ ↓
✓



~~nominal~~ nominal: ~~category~~ item name

ordinal: item consumption

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



^{income}
Total budget (root node.)

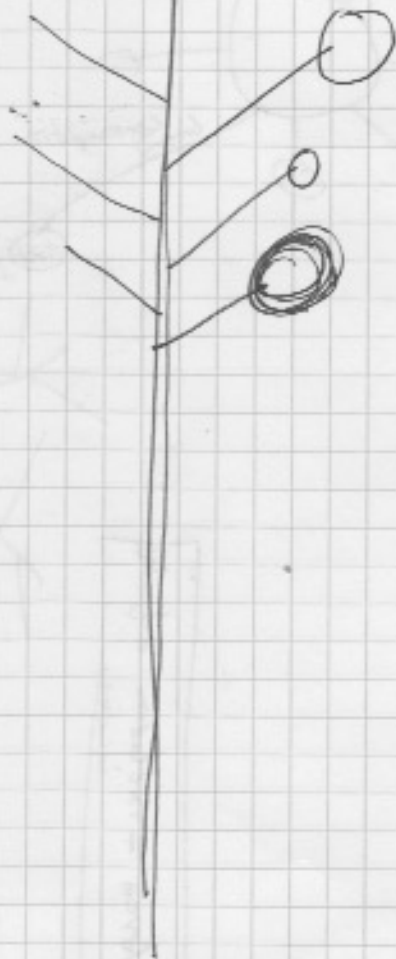
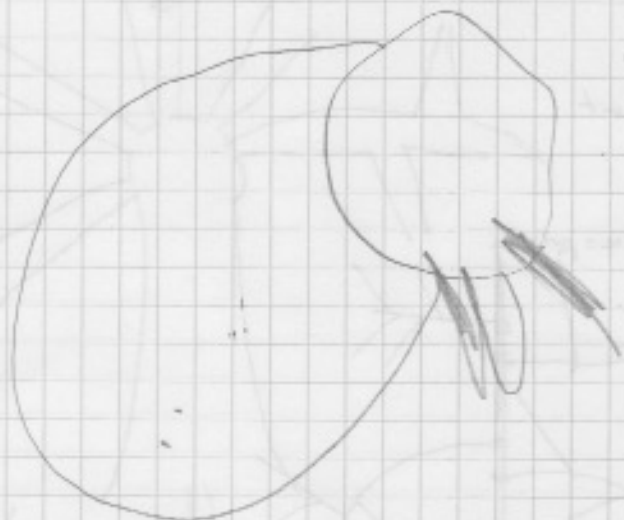
Children = ~~the~~ categories

grandchildren = subcategories

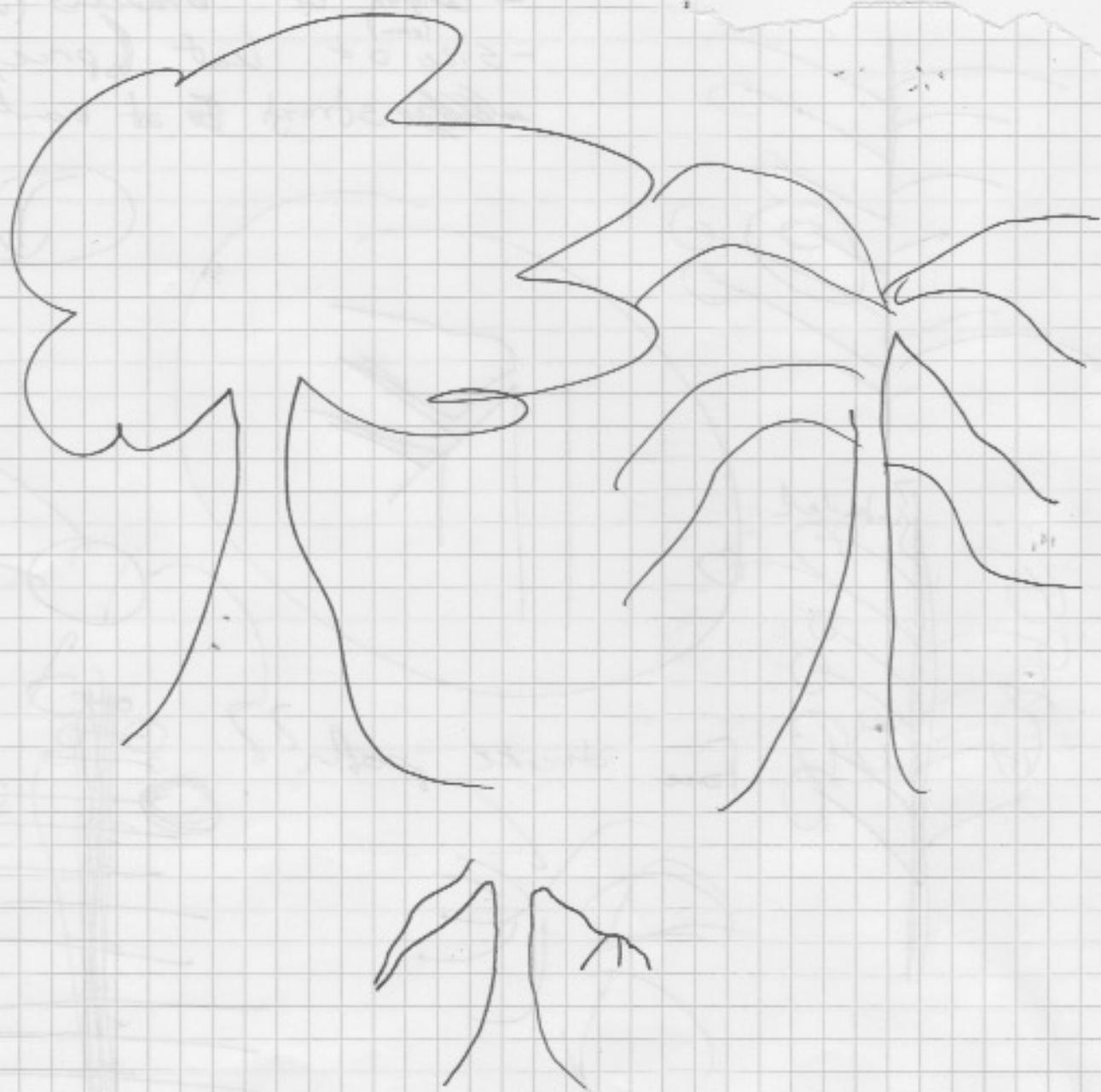
~~the~~

great grandchildren = units consumed

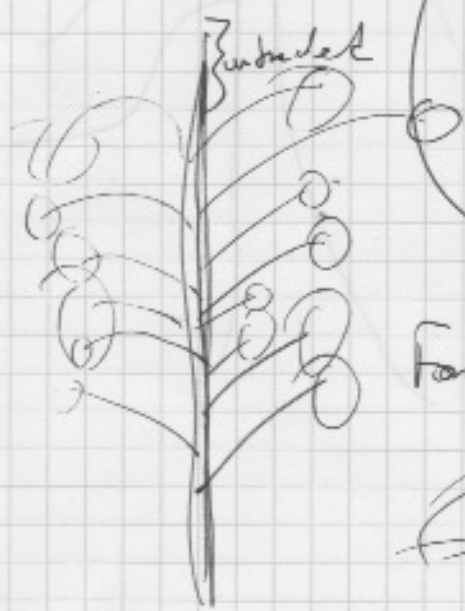
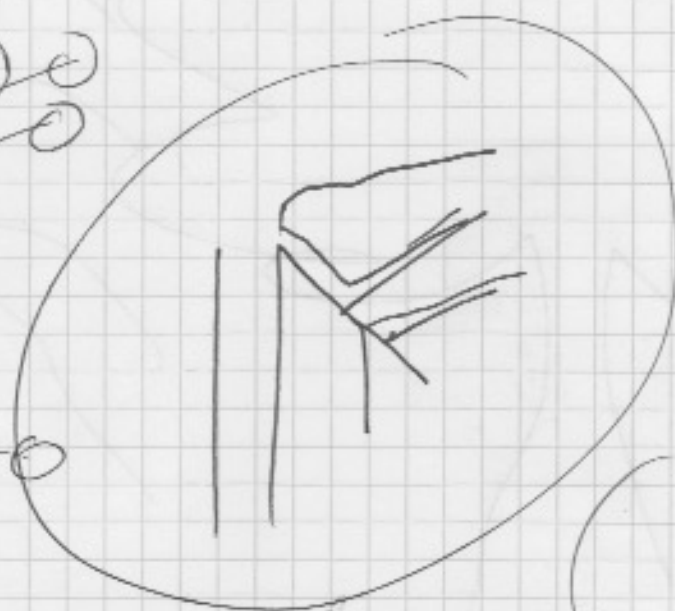
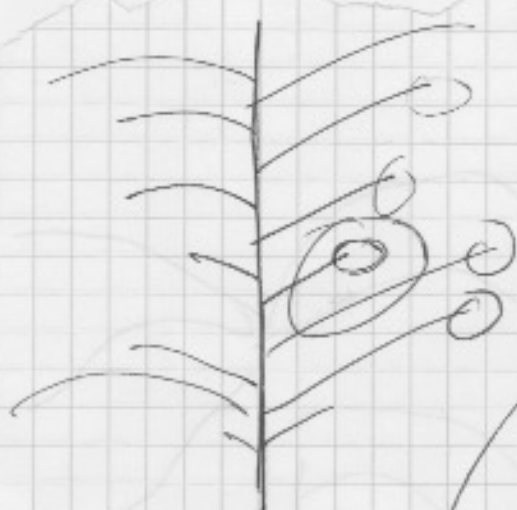
~~the~~ replication base = price/unit



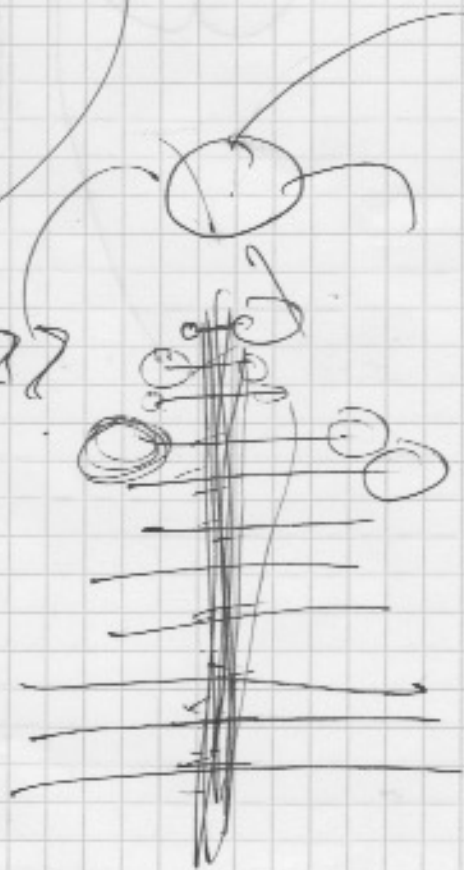
of
total
income



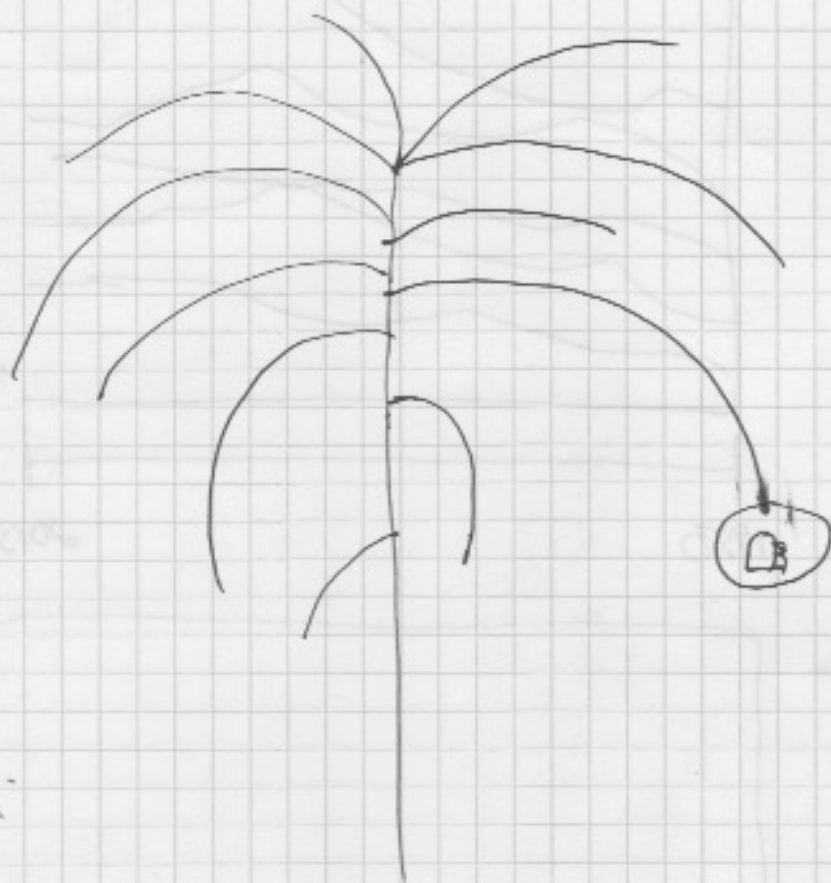
- height of trunk (income)
- vertical position of branches (cost)
- length of branches (units over)
- size of leaf (price)
- ~~leaf~~ strength to at back



Force directed path??



price \uparrow
spend \uparrow
consumption \leftrightarrow



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

