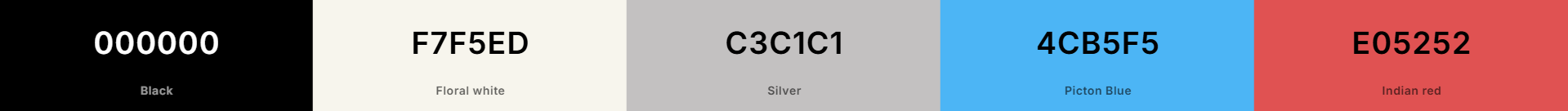
**Dataset link**

https://www.kaggle.com/datasets/anthonytherrien/half-a-million-lifestyle

**Color palette**



**Demographics & Geographic Distribution**

1. What is the age distribution of the individuals in the dataset?
2. Is there a correlation between age and annual vacation days?
3. What is the gender breakdown in the dataset?
4. How many individuals are from each country?
5. Which countries have the highest average monthly spending?
6. Is there a relationship between city and lifestyle choice?
7. Which cities have the highest average education level?
8. What is the average age of individuals in each state/province?
9. Map the geographic distribution of individuals by country and city.
10. Is there a noticeable difference in spending habits between genders?

**Spending Habits & Financial Wellness**

1. What is the average monthly spending across all individuals?
2. Is there a correlation between average monthly spending and education level?
3. How does average monthly spending vary across different countries?
4. Is there a relationship between annual vacation days and monthly spending?
5. Do people with higher health consciousness ratings spend more or less on average?
6. What is the distribution of financial wellness index scores?
7. Is there a correlation between financial wellness index and investment portfolio value?
8. How does the number of online purchases correlate with average monthly spending?
9. Do people who exercise more weekly tend to have higher financial wellness scores?
10. Is there a relationship between age and financial wellness index?

**Lifestyle & Personal Values**

1. What are the most common lifestyle choices among individuals in the dataset?
2. Is there a correlation between lifestyle choice and environmental awareness rating?
3. Do individuals with higher social media influence have specific lifestyle preferences?
4. How does education level relate to lifestyle choices?
5. Is there a connection between work-life balance indicator and lifestyle choice?
6. Do individuals with a high eco-consciousness metric have certain lifestyle preferences?
7. How does risk tolerance in investments vary across different lifestyle choices?
8. Is there a relationship between average weekly exercise hours and lifestyle choice?
9. What is the average daily screen time for individuals with different lifestyle choices?
10. How does the number of charity donations correlate with different lifestyles?

**Technology & Personal Development**

1. What is the distribution of tech-savviness scores?
2. Is there a correlation between age and tech-savviness score?
3. Do individuals with higher tech-savviness scores have higher financial wellness index scores?
4. How does daily screen time correlate with tech-savviness score?
5. Is there a relationship between the number of professional trainings attended and tech-savviness?
6. What is the average number of professional trainings attended by individuals?
7. Do people with higher education levels attend more professional trainings?
8. Is there a correlation between tech-savviness score and social media influence?
9. Do individuals with high investment portfolio values have higher tech-savviness scores?
10. How does time management skill relate to tech-savviness score?

**Other Interesting Correlations**

1. Is there a relationship between social responsibility index and charity donations?
2. Do people with higher stress management scores have better work-life balance?
3. Is there a correlation between environmental awareness and eco-consciousness metric?
4. How does time management skill relate to daily screen time?
5. Do individuals with higher investment risk appetites have higher investment portfolio values?
6. Is there a connection between social media influence and entertainment engagement factor?
7. How does health consciousness rating correlate with average weekly exercise hours?
8. What is the relationship between education level and social responsibility index?
9. Do individuals with higher work-life balance indicators have lower stress management scores?
10. Is there a correlation between age and time management skill?

**Unconventional Connections**

1. **Do people who spend more on entertainment have a higher risk tolerance in investments?** (Perhaps thrill-seekers in life are also thrill-seekers with their money?)
2. **Is there a link between the number of online purchases and a person's social responsibility index?** (Are frequent online shoppers less environmentally conscious?)
3. **Do individuals who donate more to charity also spend more time on social media?** (Is there a connection between public displays of altruism and online presence?)
4. **Does a person's love for travel (Travel Enthusiast lifestyle) actually correlate with a lower work-life balance indicator?** (Are they sacrificing personal time for their adventures?)
5. **Are "Tech-Savvy" individuals more likely to be "Adventure Seekers" in their lifestyle choices?** (Does comfort with technology translate to a desire for new experiences?)

**Paradoxical Patterns**

1. **Do people with higher stress management scores report lower levels of lifestyle balance?** (Are they better at managing stress, but at the cost of personal time?)
2. **Is there an inverse relationship between financial wellness and environmental awareness?** (Do financially secure individuals prioritize other things over sustainability?)
3. **Do individuals who prioritize "Eco-Friendly" living actually have a higher average carbon footprint based on their travel and spending habits?** (A challenging question about the complexities of environmental impact.)

**Surprising Demographics**

1. **Which seemingly "unrelated" cities across the globe show unexpectedly similar lifestyle patterns and spending habits?** (Highlighting unexpected cultural connections.)
2. **Are there surprising age groups that dominate specific lifestyle choices, defying common stereotypes?** (For example, are older generations more likely to be "Digital Nomads"?)

**Provocative Comparisons**

1. **Compare the average monthly spending of "Urban Professionals" vs. "Adventure Seekers." Who spends more, and on what?**
2. **Which lifestyle choice has the highest average investment portfolio value? Are "Sustainable Investors" truly financially successful?**
3. **Do "Social Media Influencers" have a significantly different daily screen time compared to other lifestyle groups?** (Perhaps they are more conscious of their usage?)

**To make these questions even more impactful:**

* **Visualize the unexpected:** Use charts and graphs that clearly demonstrate the surprising correlations.
* **Add context and explanation:** Provide insights and possible explanations for the unusual findings.
* **Encourage discussion:** Frame the questions in a way that invites the audience to think critically and draw their own conclusions.

**Predictive Modeling**

1. **Can we predict an individual's lifestyle choice based on their demographic information, spending habits, and other attributes?** (Build a classification model to predict lifestyle categories.)
2. **What are the key factors that influence an individual's financial wellness index?** (Develop a regression model to predict financial wellness scores.)
3. **Can we predict the likelihood of an individual making a charitable donation based on their lifestyle, spending, and values?** (Create a model to predict donation behavior.)
4. **How likely is an individual to become a "Social Media Influencer" based on their current characteristics?** (Build a model to identify potential influencers.)
5. **Can we predict an individual's future investment portfolio value based on their current financial behavior and risk tolerance?** (Develop a forecasting model for investment growth.)

**Deeper Insights**

1. **Segment individuals into distinct clusters based on their lifestyle and behavioral patterns.** (Use clustering algorithms to identify distinct groups.)
2. **Identify any non-obvious relationships or hidden patterns within the data that might provide new insights.** (Apply association rule mining or other data mining techniques.)
3. **Analyze the social networks and connections between individuals based on their shared lifestyle choices or interests.** (Explore social network analysis to understand community structures.)
4. **Conduct sentiment analysis on any textual data within the dataset to understand the emotional drivers behind lifestyle choices.** (If there are reviews or comments, extract sentiment to gain deeper understanding.)
5. **Simulate the impact of different factors (e.g., economic changes, social trends) on individual lifestyle choices and financial well-being.** (Use what-if analysis or scenario planning to explore potential future trends.)

**To enhance these questions:**

* **Tableau Integration:** Explore how Tableau can be used to visualize and interact with the results of your predictive models.
* **Explainable AI:** Focus on understanding the "why" behind the predictions. Use techniques like SHAP values or LIME to explain model decisions.
* **Actionable insights:** Translate the model outputs into practical recommendations or strategies for individuals or businesses.