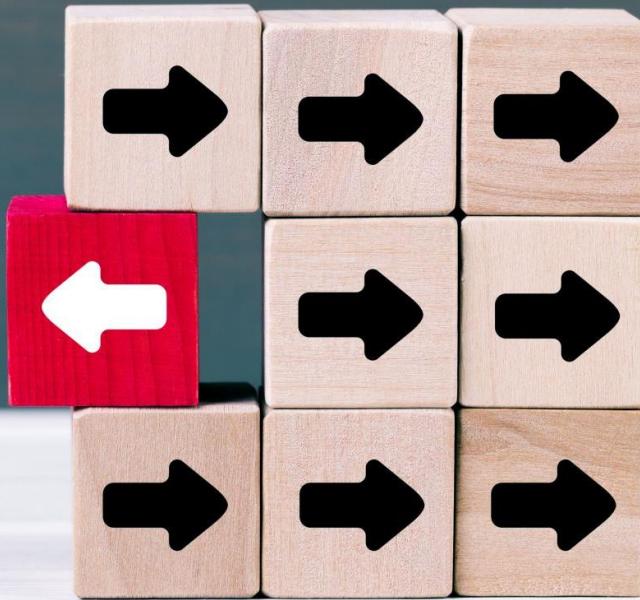


# To move or not to move

Karol Jurík

Álvaro López Caro

Vladislav Nikolov Vasilev



# Key questions

How much does it cost to have a child?

Should we move somewhere else if we want to have children?

What expenses are we going to have after moving?

# Meet our pilot user

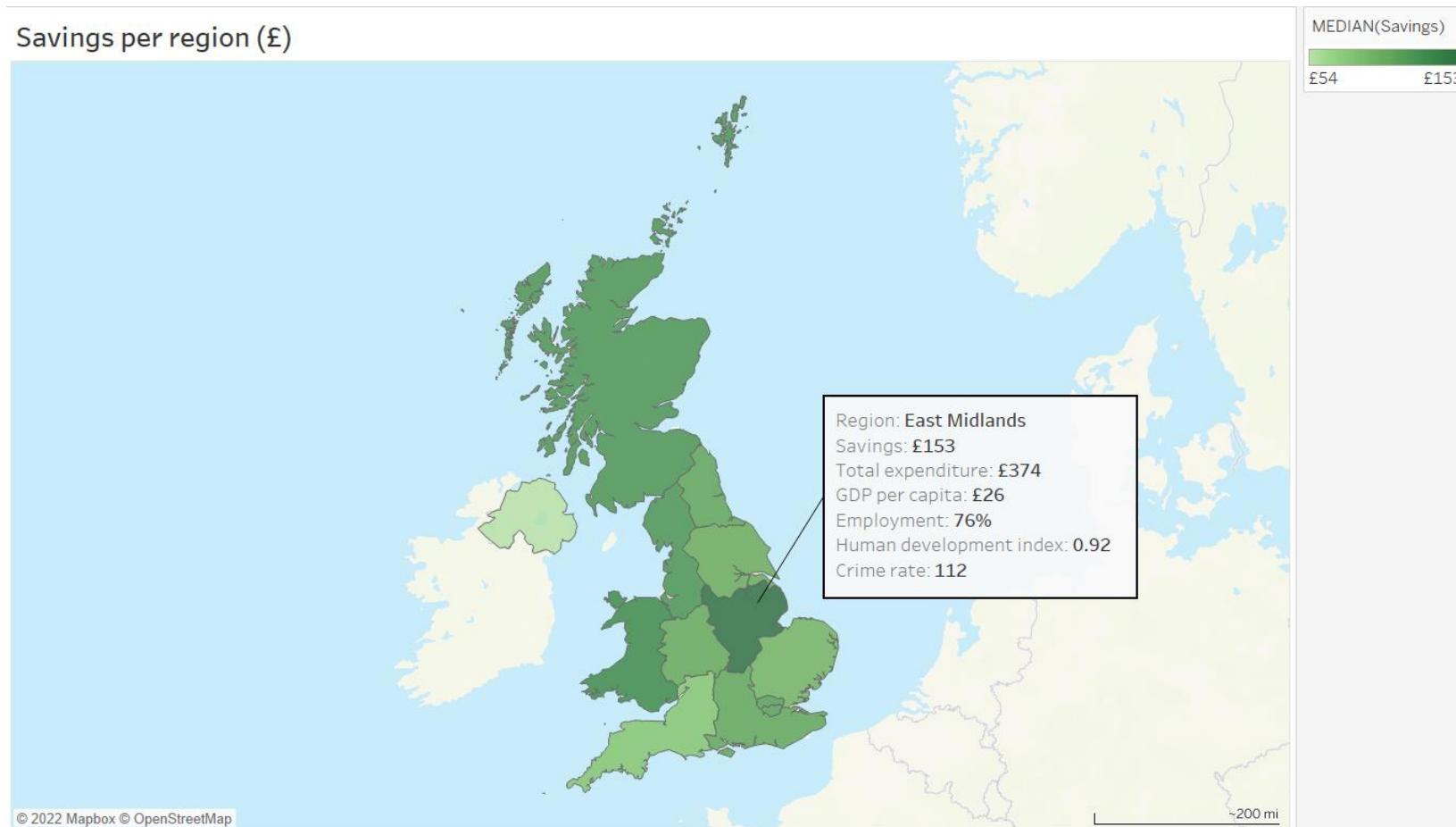
- Jerguš, 25 years old
- Works in the IT sector
- Lives in Nottingham, East Midlands
- Wants to start a family with his couple
- Not sure if they should move or stay



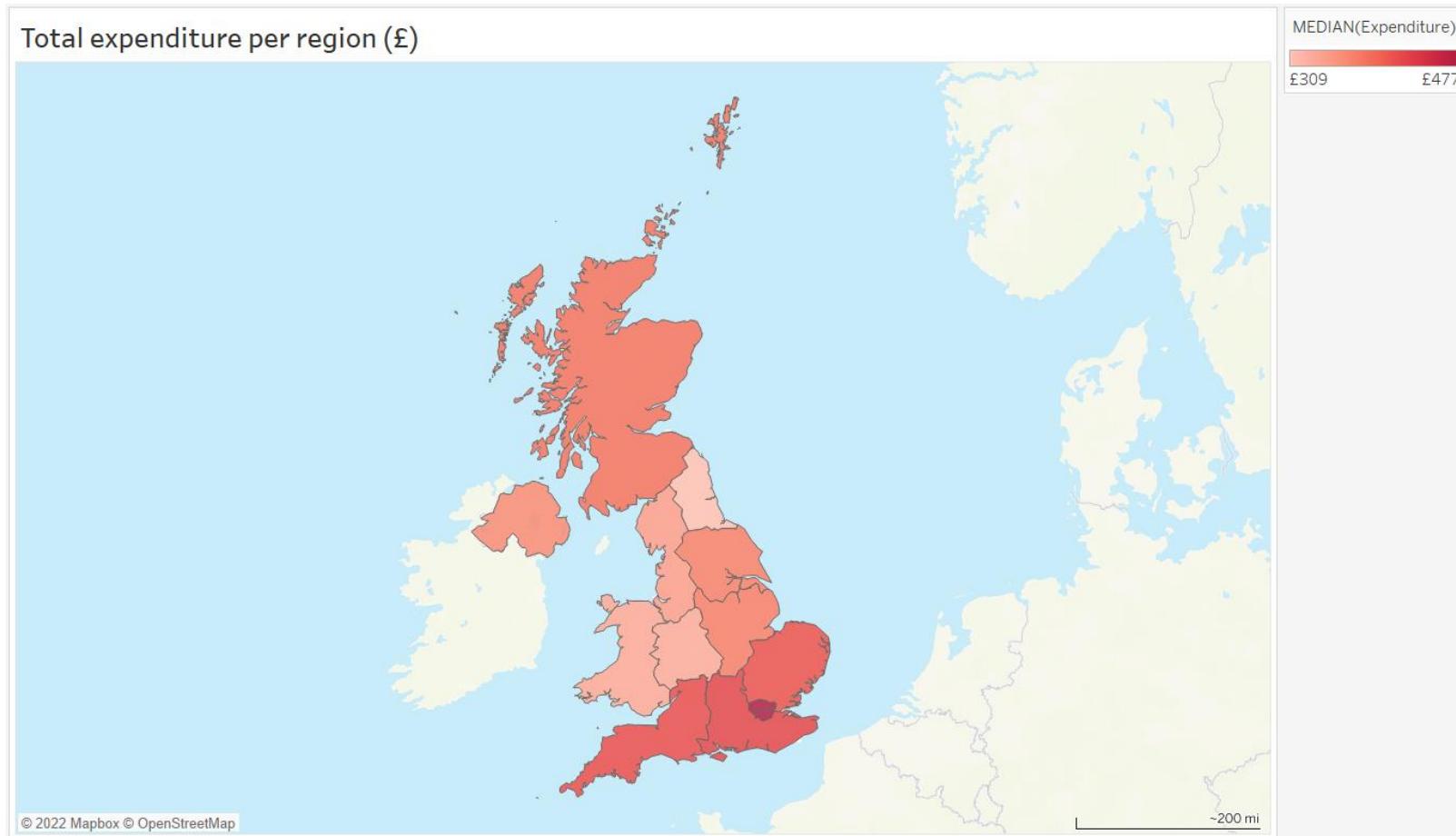
# Where can I save the most money?



. . . what about our couple?



# Income is one thing but what about the total expenditure?



Ok, but do we get any  
useful information from  
those charts?

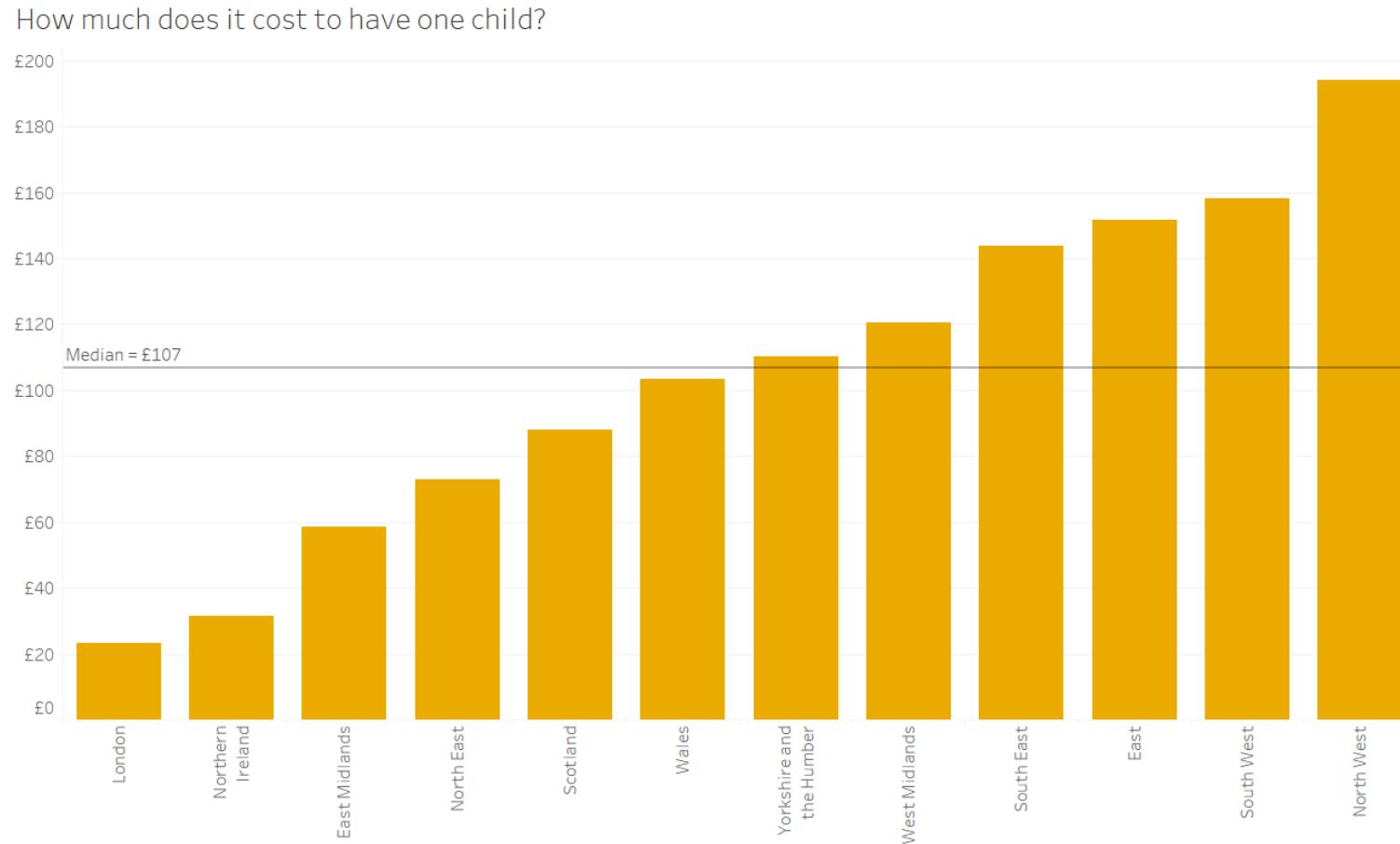
Not really, but we got the insight  
into the UK saving/expenditure  
distribution.

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So, let's go back to the  
original question.

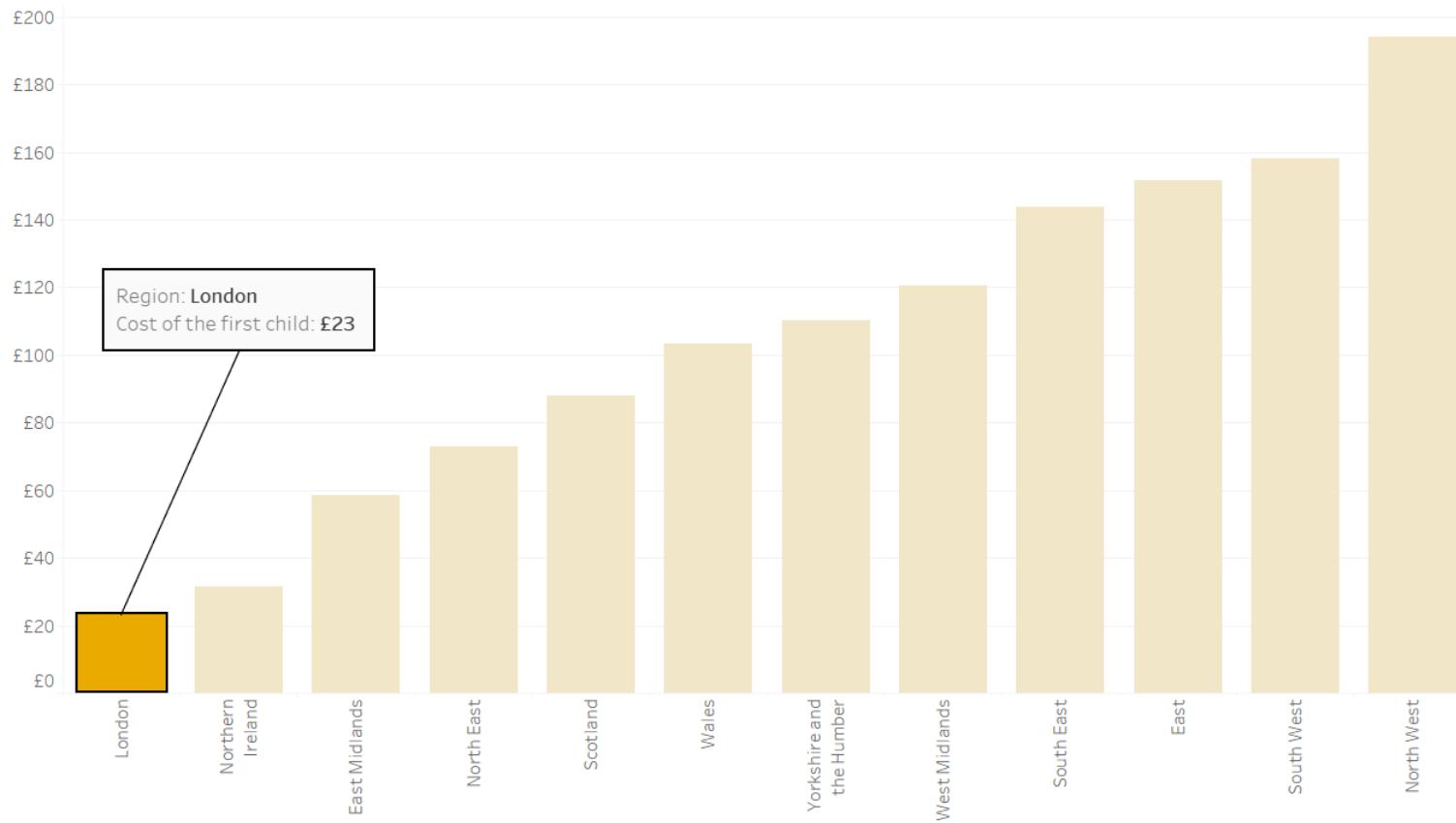
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# Where should we move if we want to start a family and have a child?



. . . perfect, let's move to London!!!

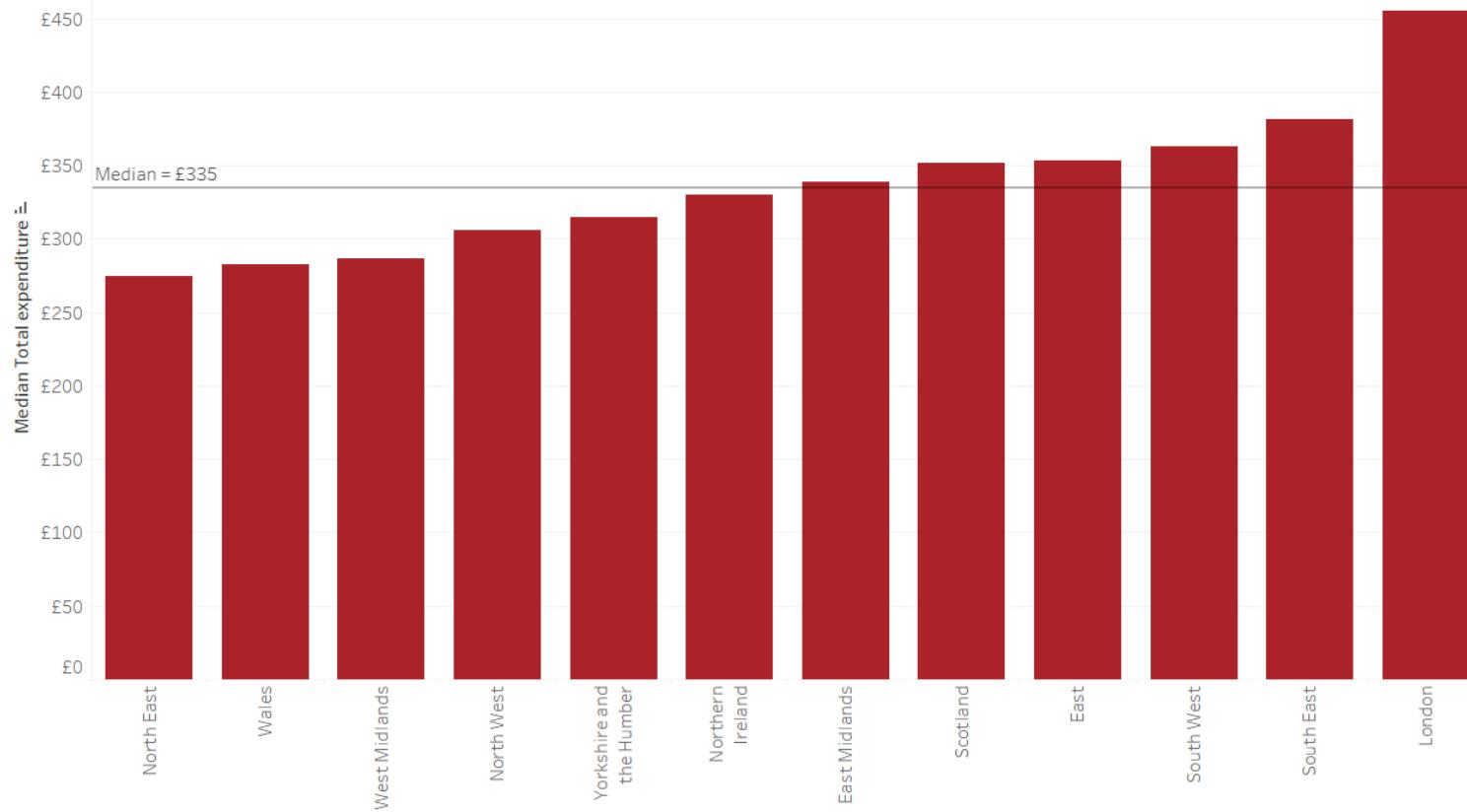
How much does it cost to have one child?



Hm, there is something  
strange about that. It  
doesn't seem right!

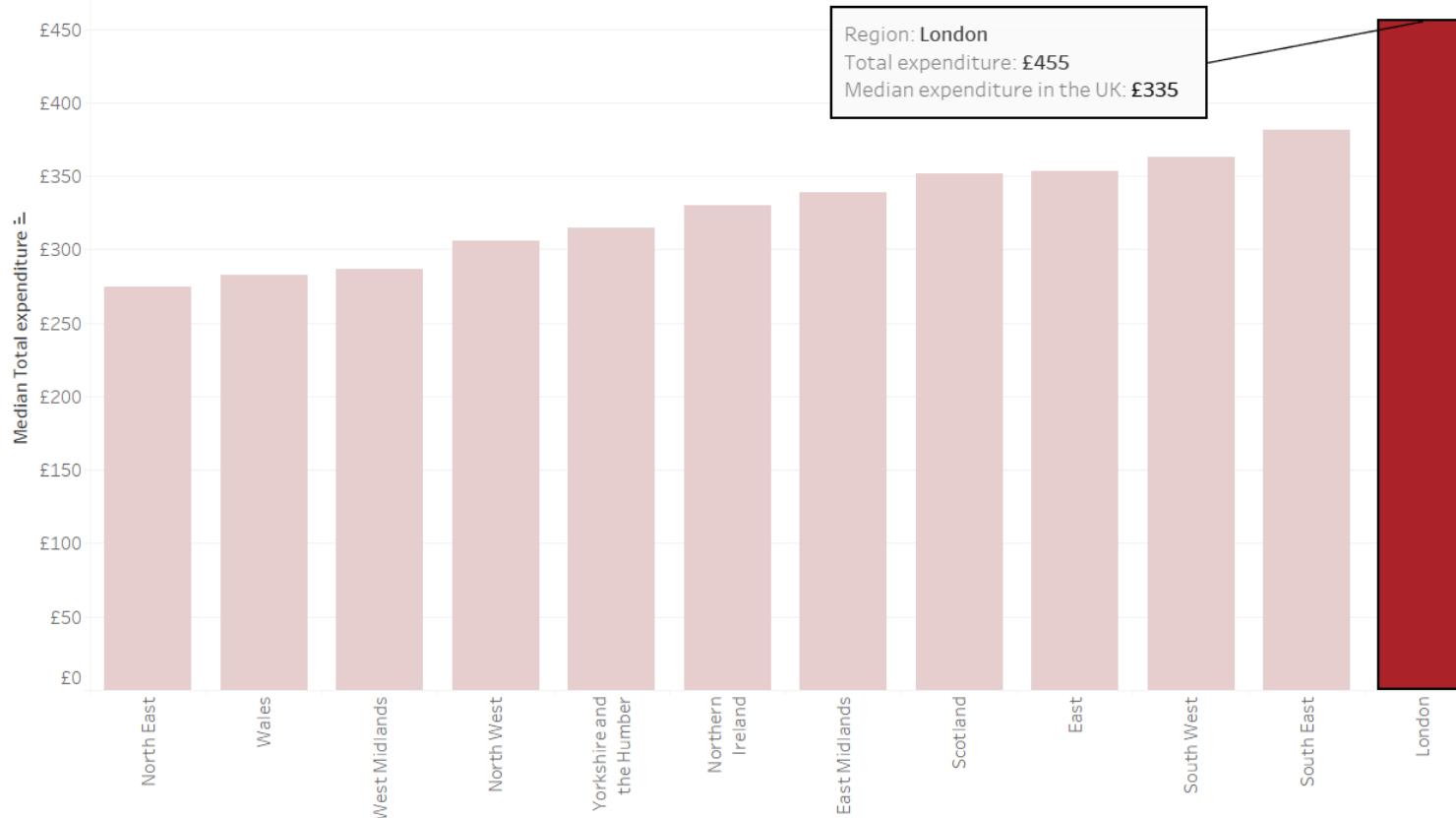
# Let's take a closer look at the expenditures.

Total expenditure of the households with no children.

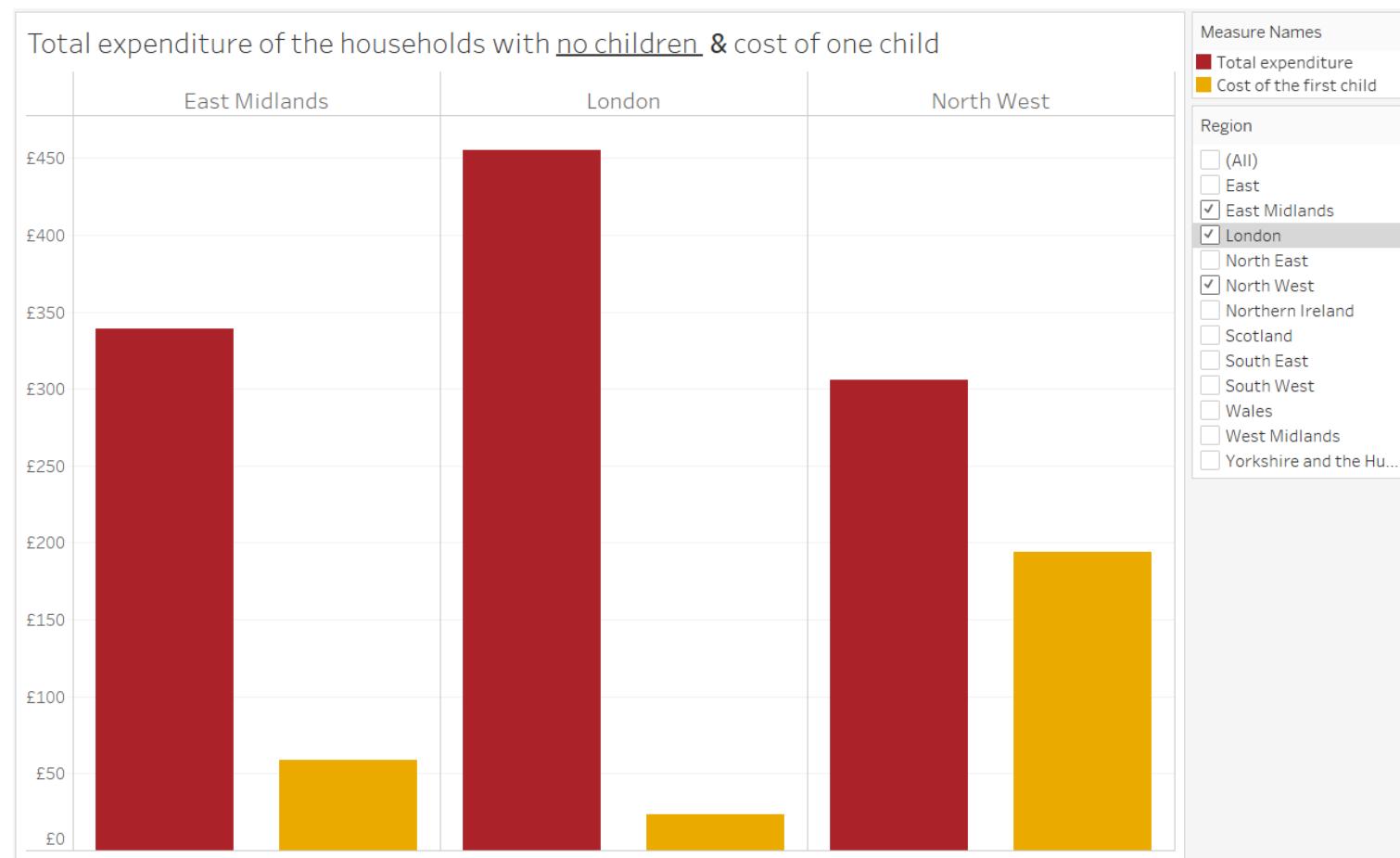


# Well, now it makes much more sense.

Total expenditure of the households with no children.



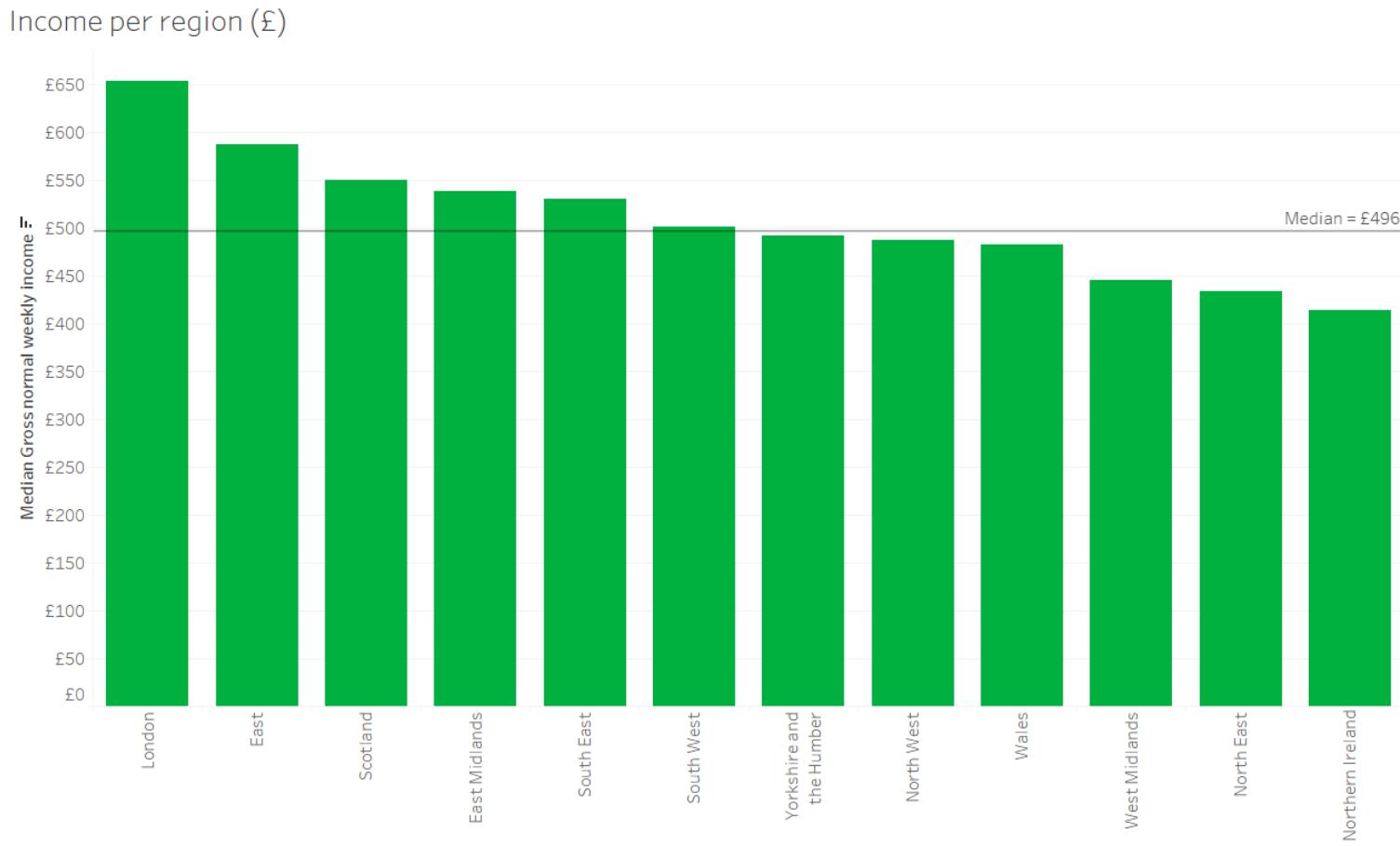
# Just for comparison . . .



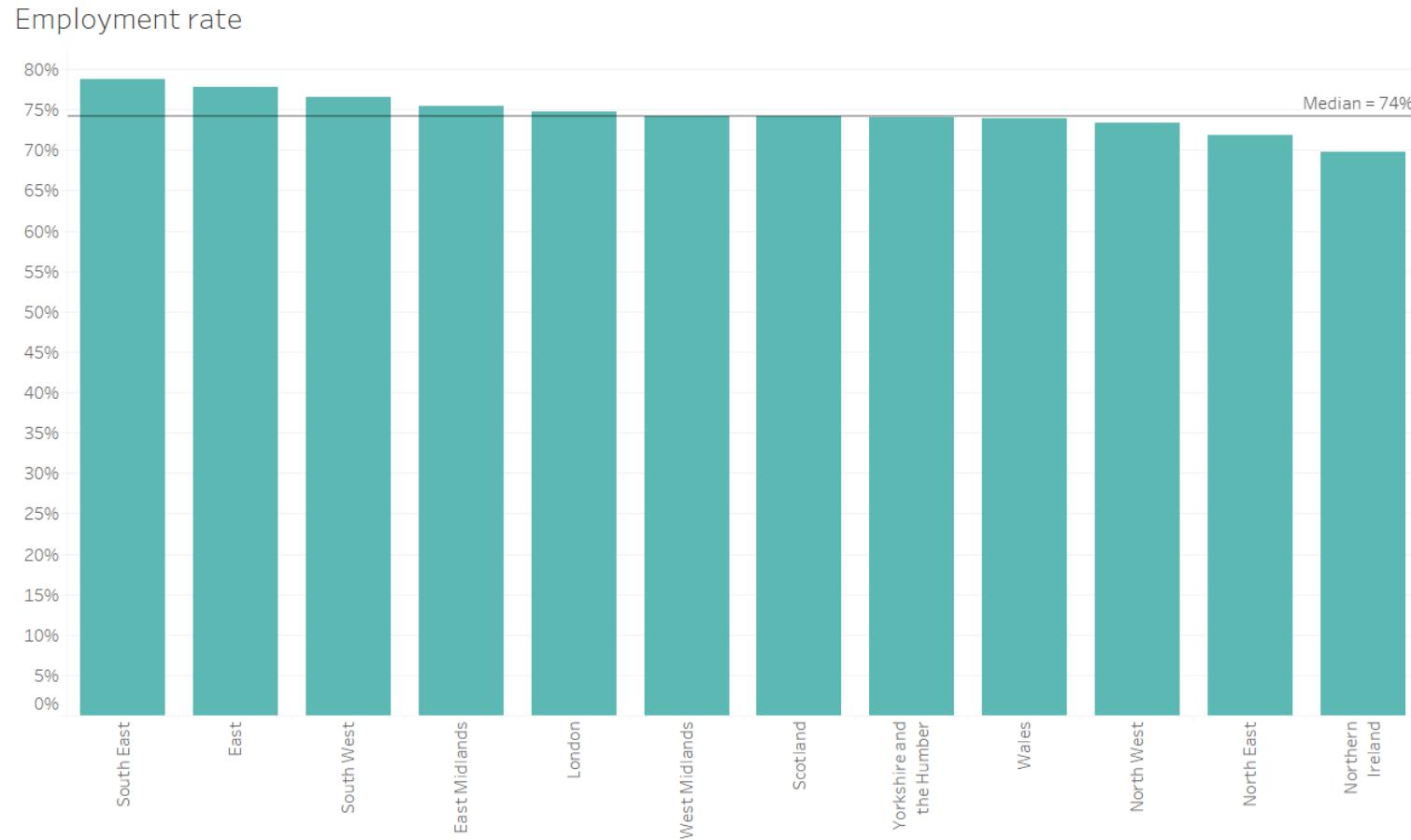


Where should we move then? Or should we stay and start a family over here? What about the other measures? **It's not all about the money!!**

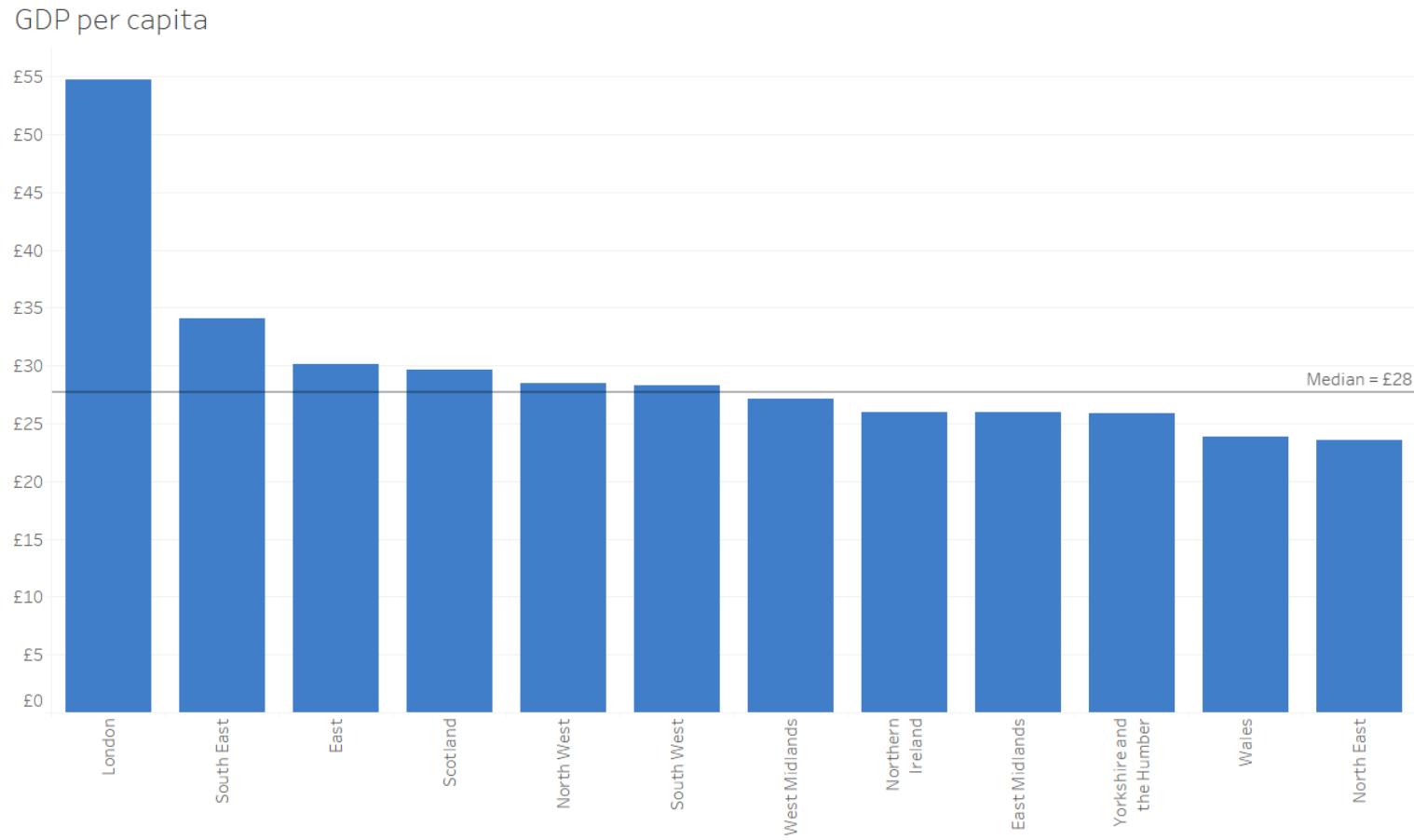
# Let's close the circle with the median income.



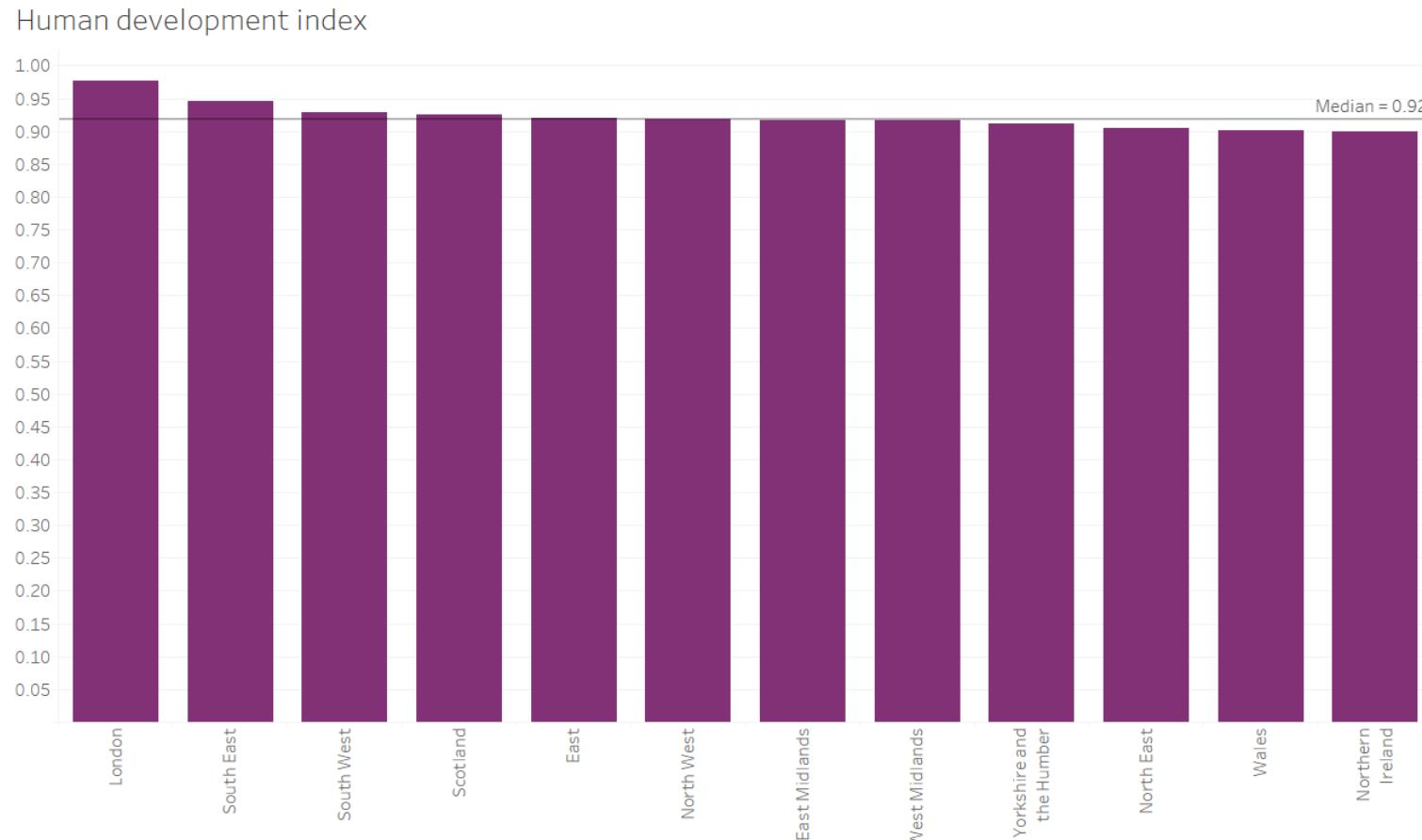
# It's also nice to be able to find a job, isn't it?



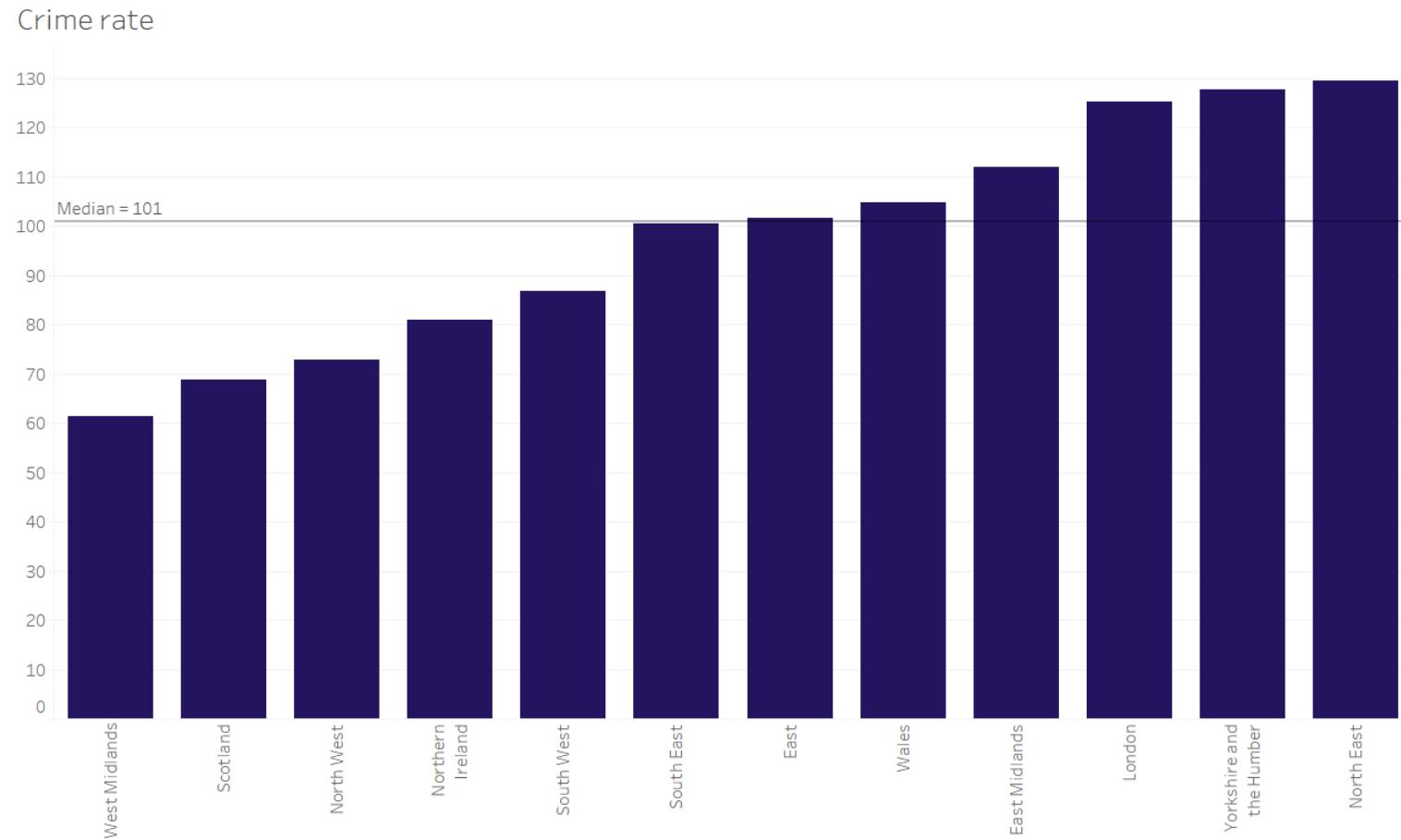
# Something for more demanding people . . .



# What about the living standards?



# Safety is an essential part when deciding to raise a child, right?



. . . it was a lot of information  
but what is the conclusion?  
Where should we move in  
the end?

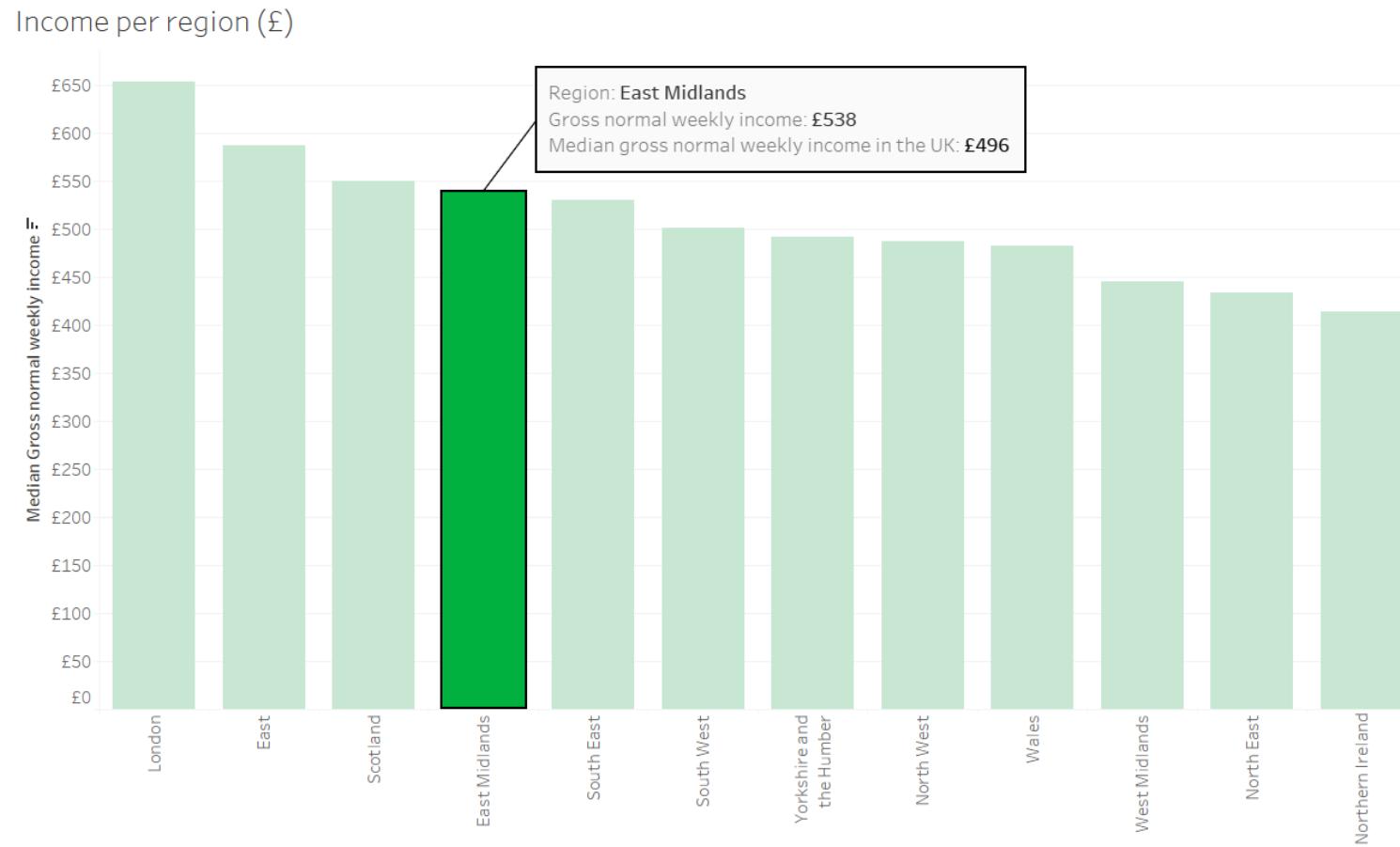
Well, it depends on one's preferences

...

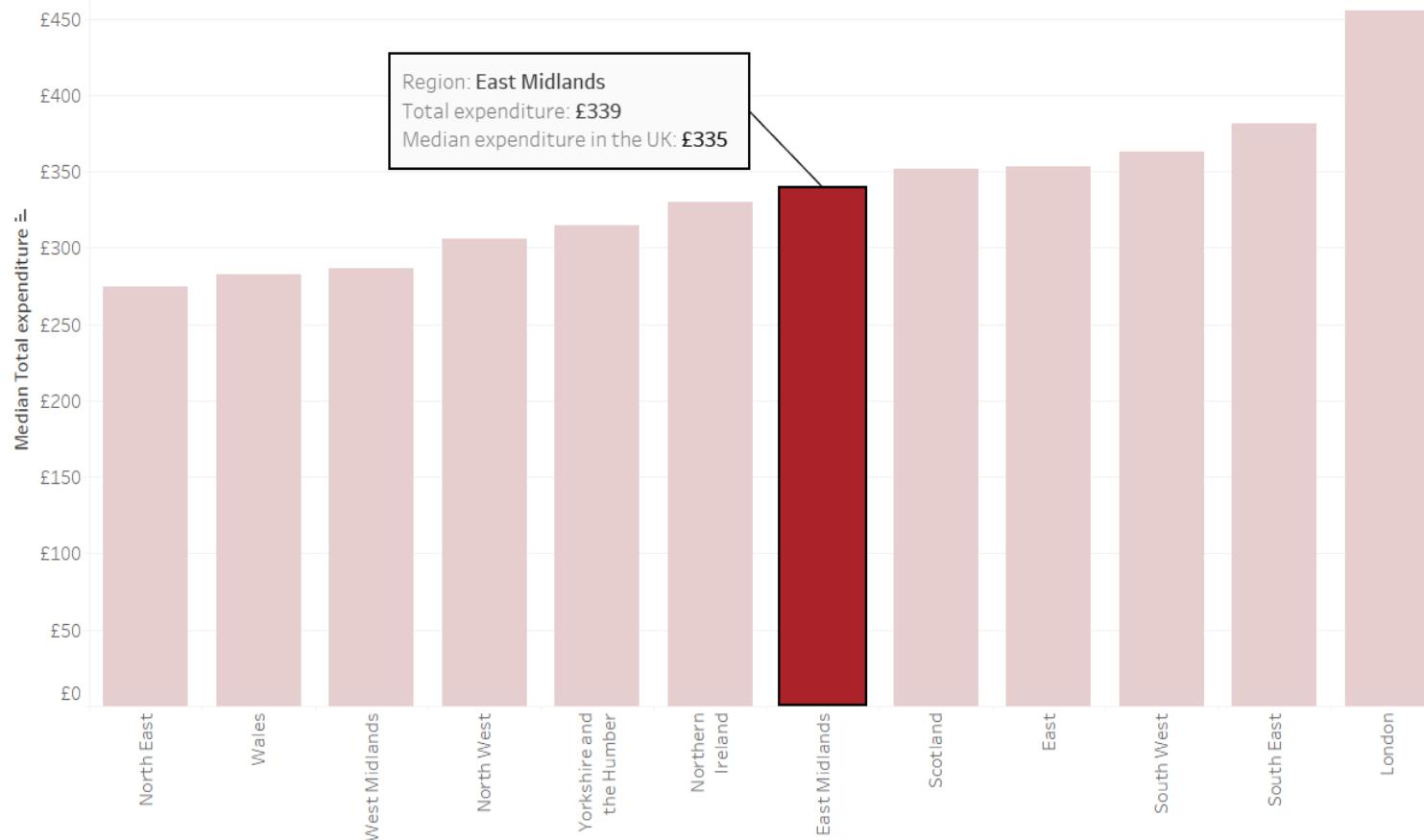


But what about Jerguš and  
his girlfriend? Should they  
move or not?

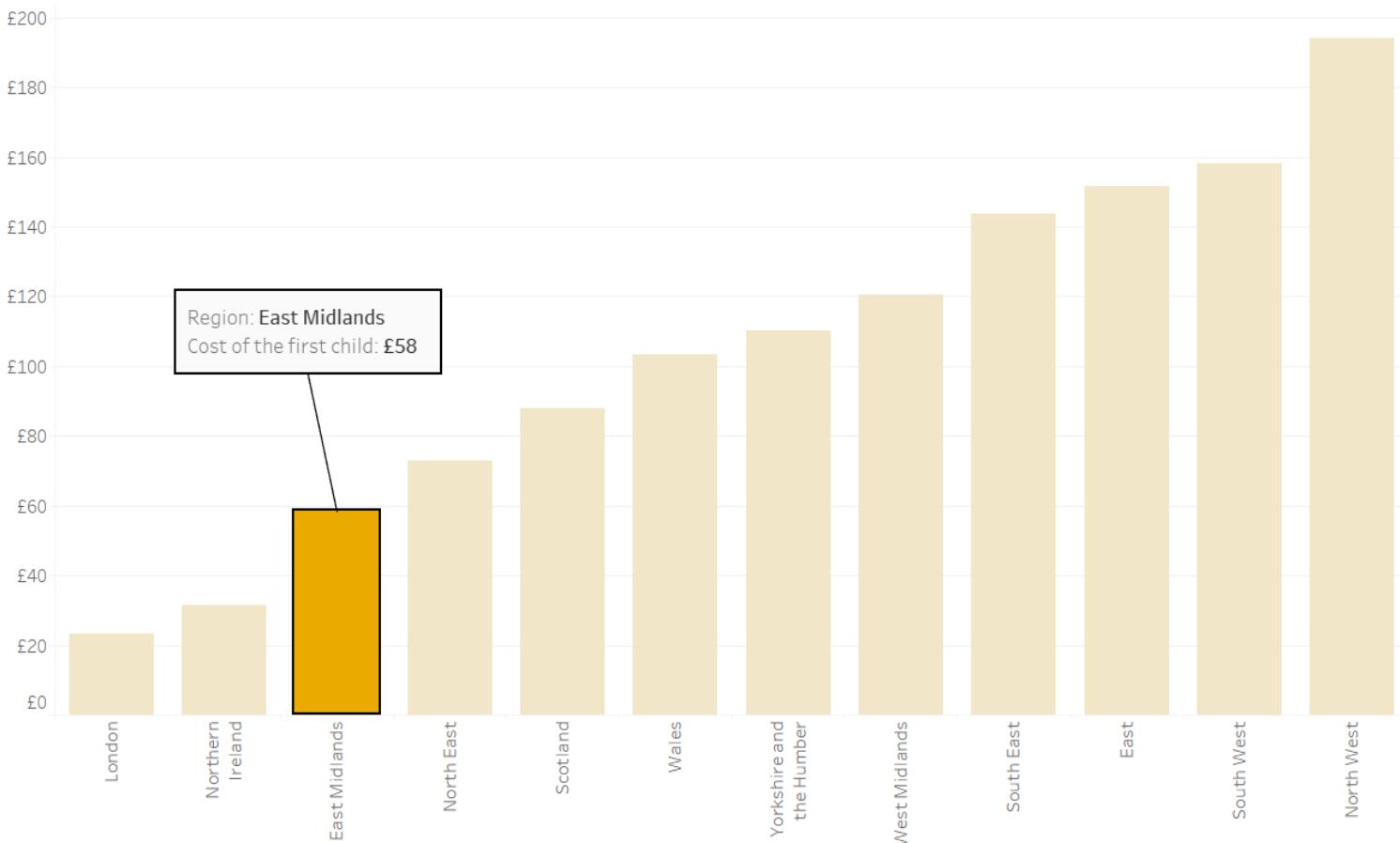
After reaching out to Jerguš, we came to the following decision . . .



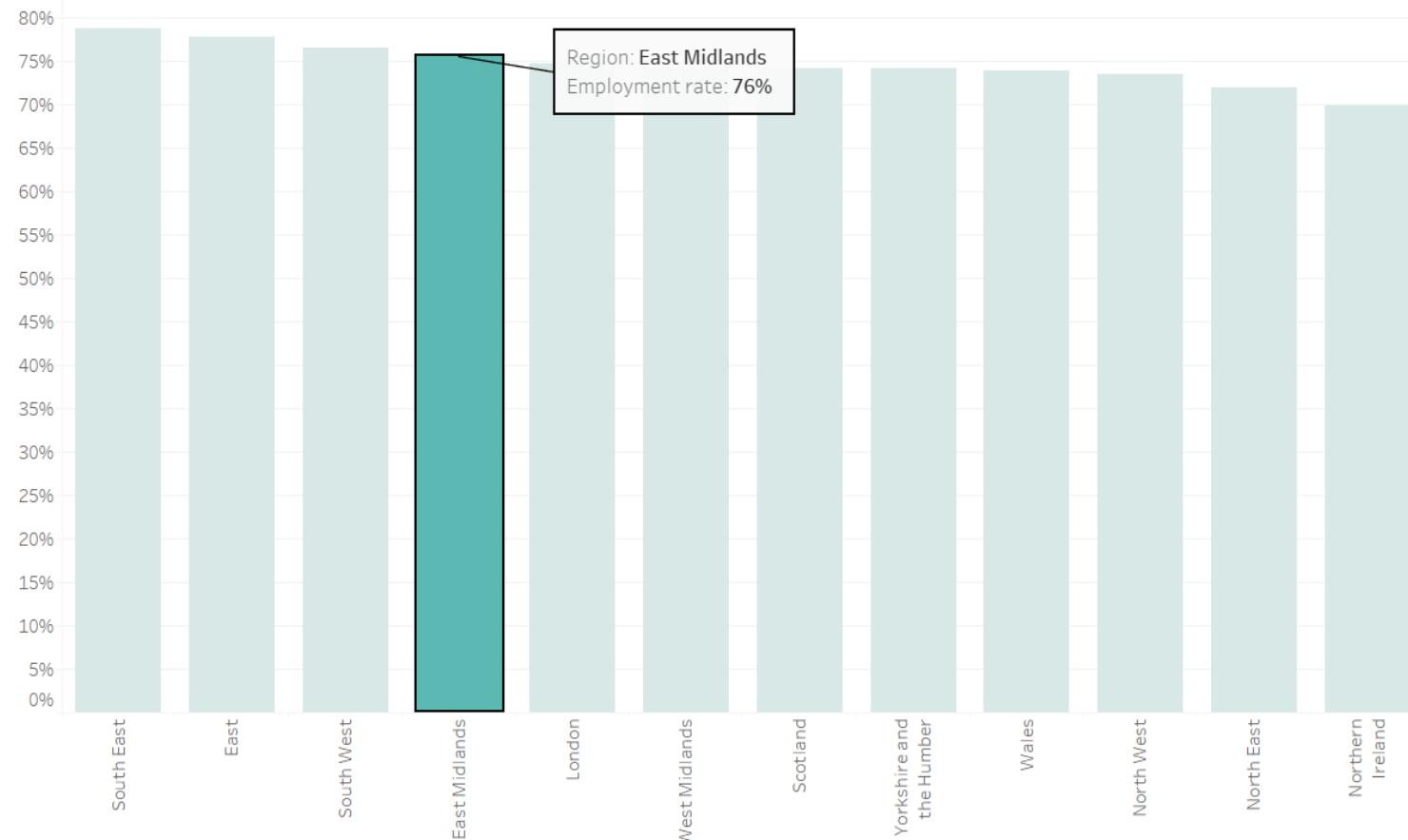
Total expenditure of the households with no children.



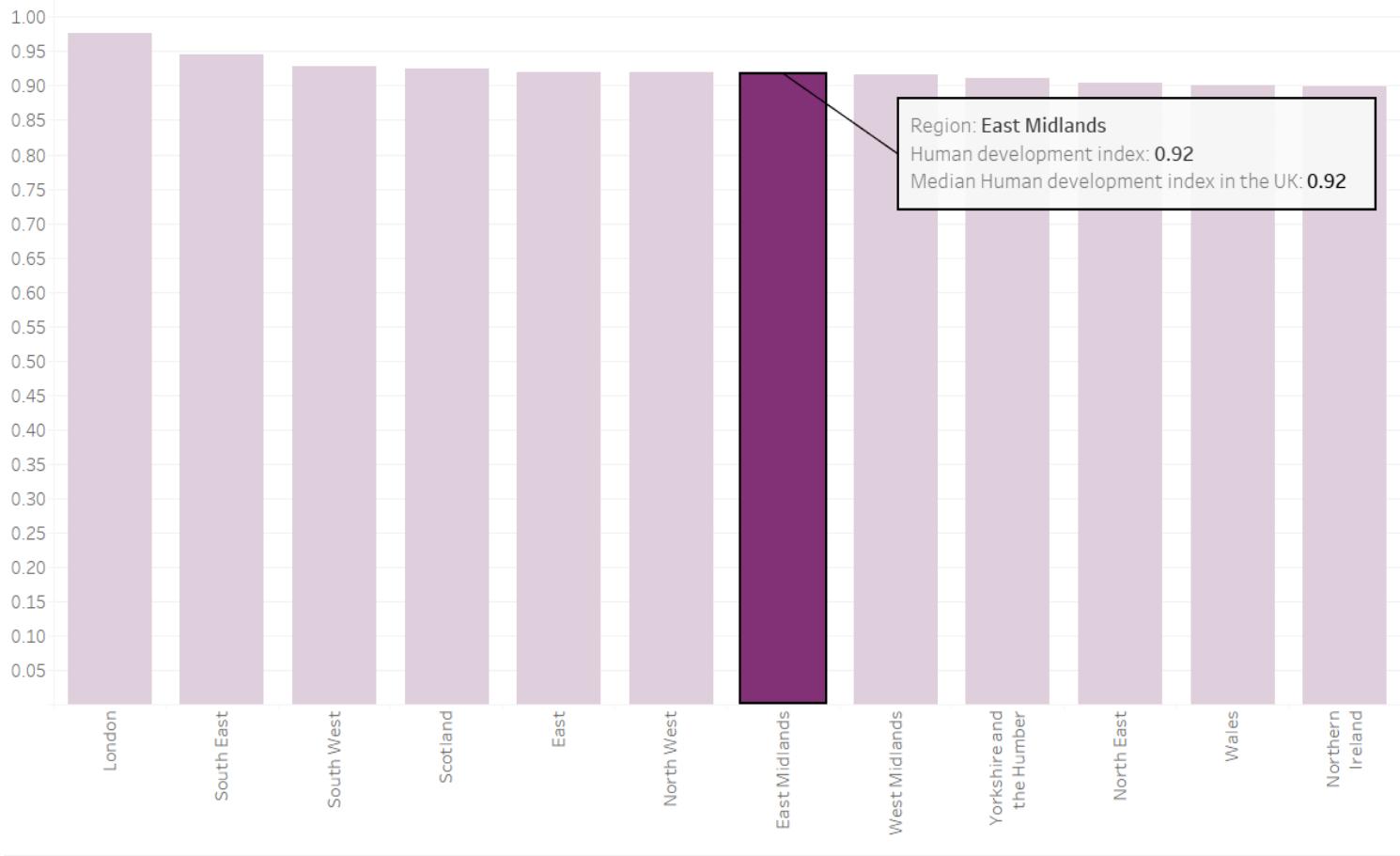
How much does it cost to have one child?



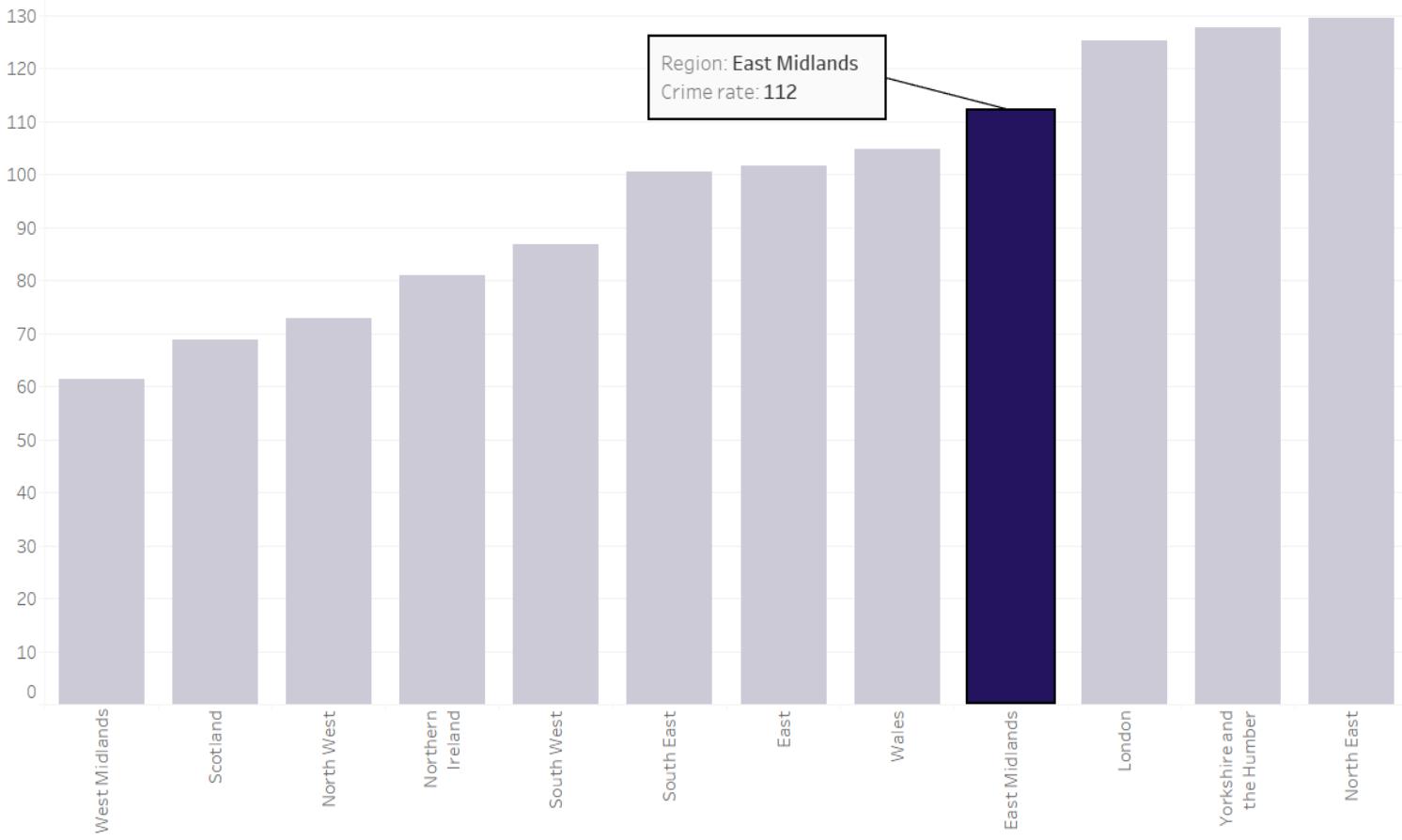
## Employment rate

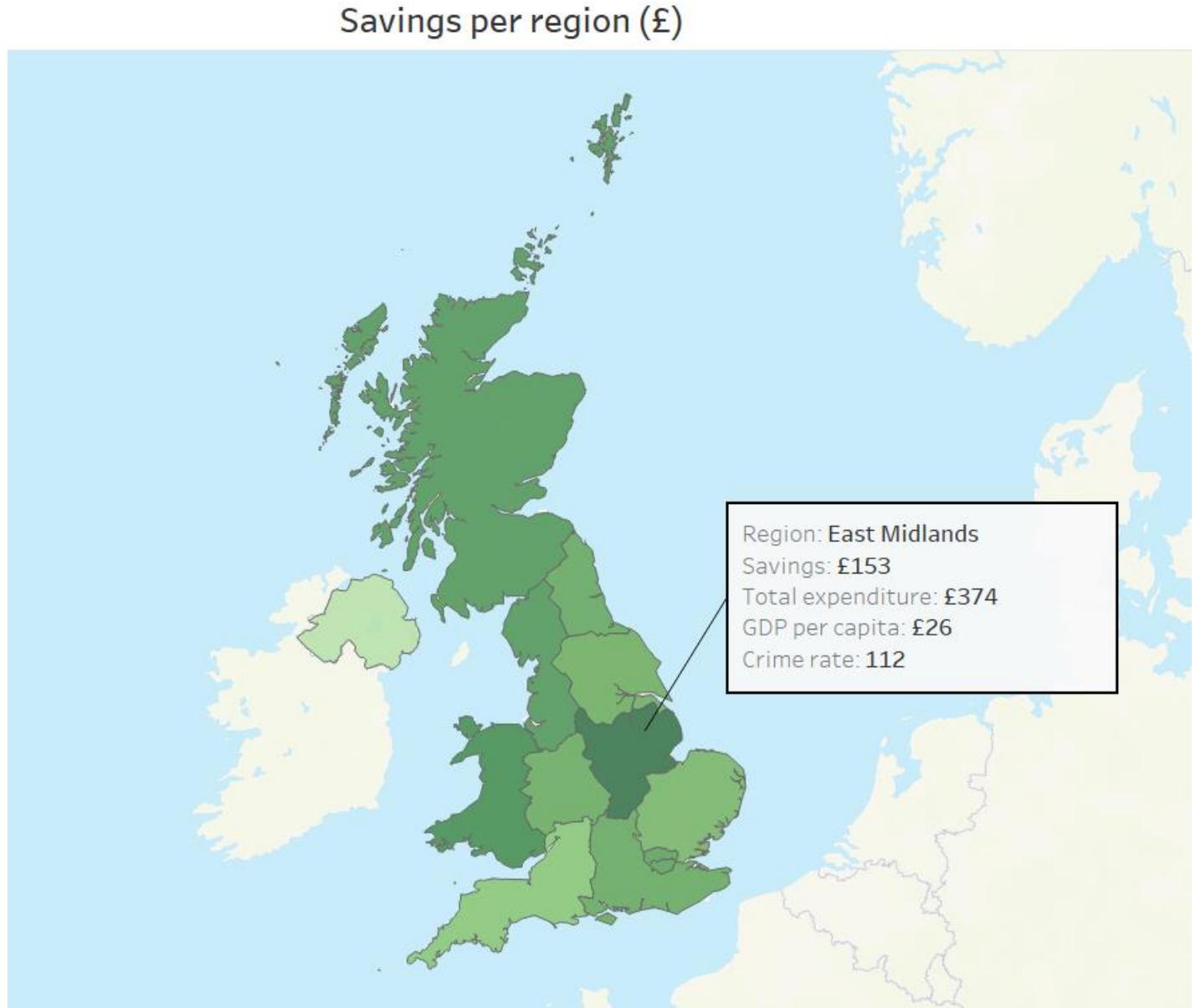


## Human development index

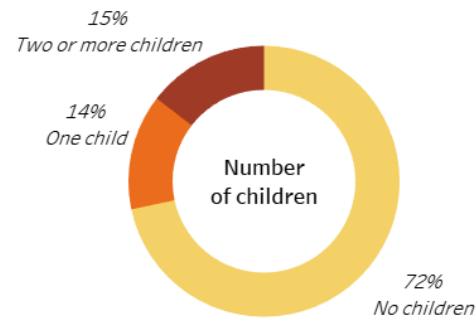


## Crime rate

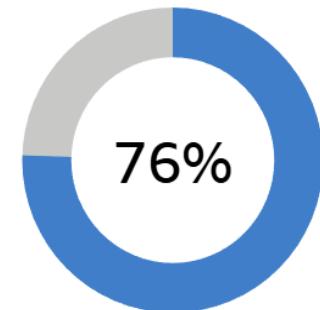




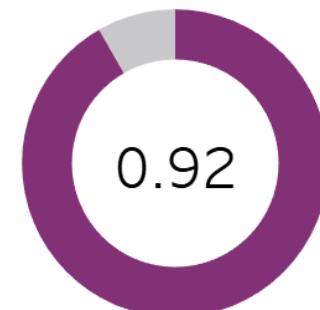
Median number of children in a household



Employment rate



Human development index





... East Midlands  
(Nottingham) is the  
right place for them to  
start a family!



The End!

Thank you for your attention!