

To move or not to move

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Key questions

How much does it cost to have a child?



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



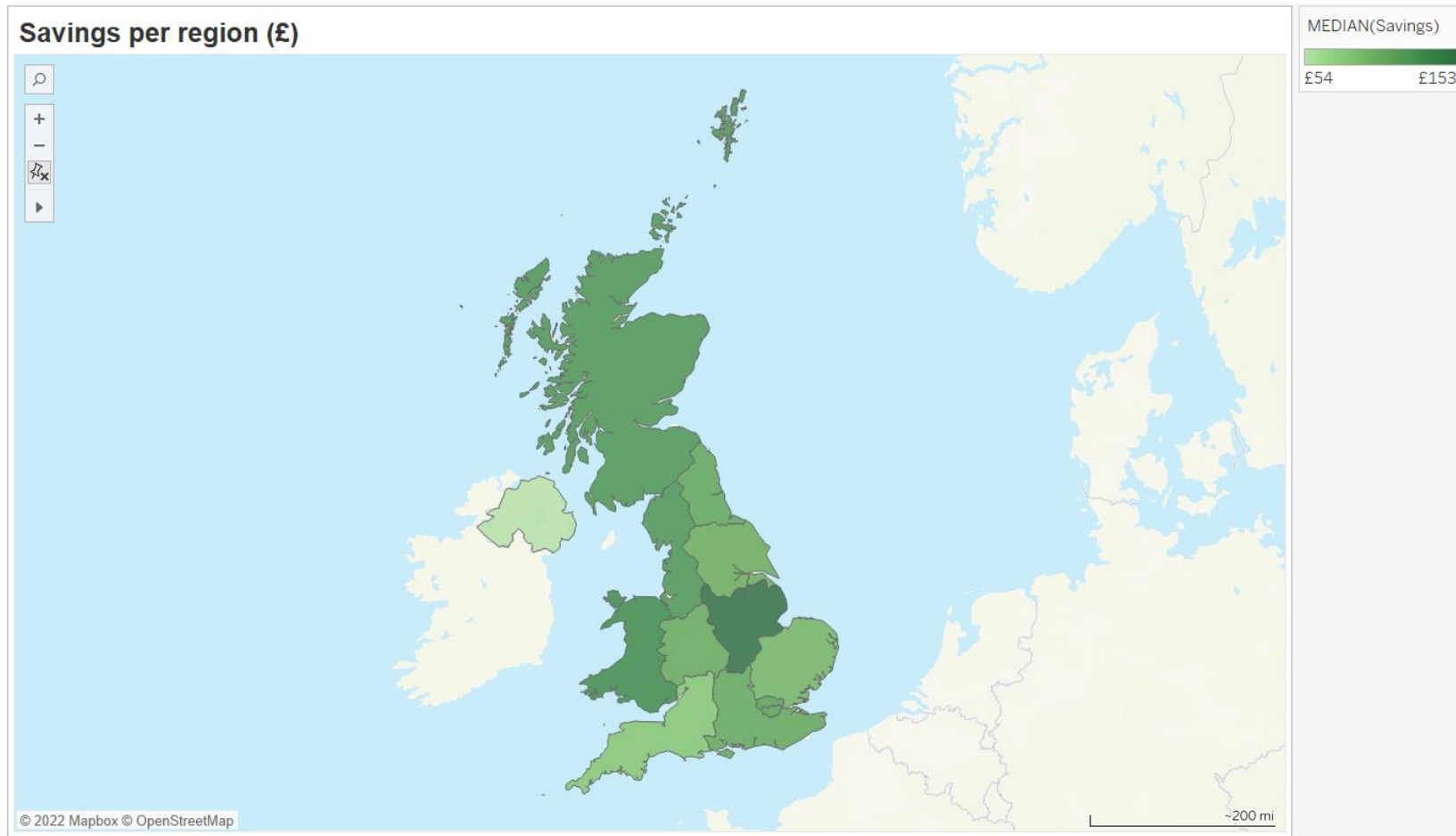
What expenses are we going to have after moving?

Meet our pilot user

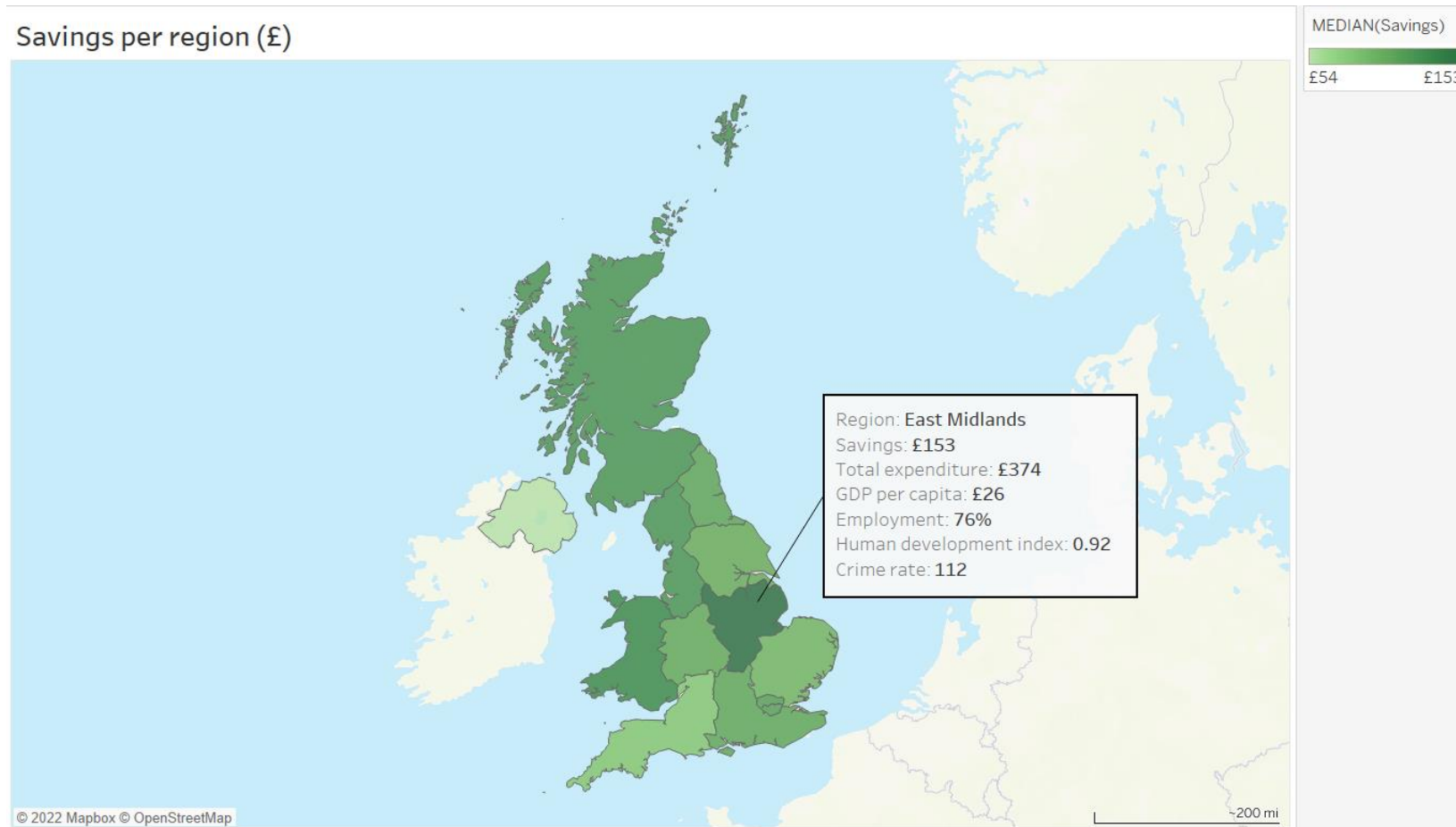
- Jerguš, 25 years old
- Works in the IT sector
- Lives in Nottingham, East Midlands
- Wants to start a family with his couple
- Not sure if they should move or stay



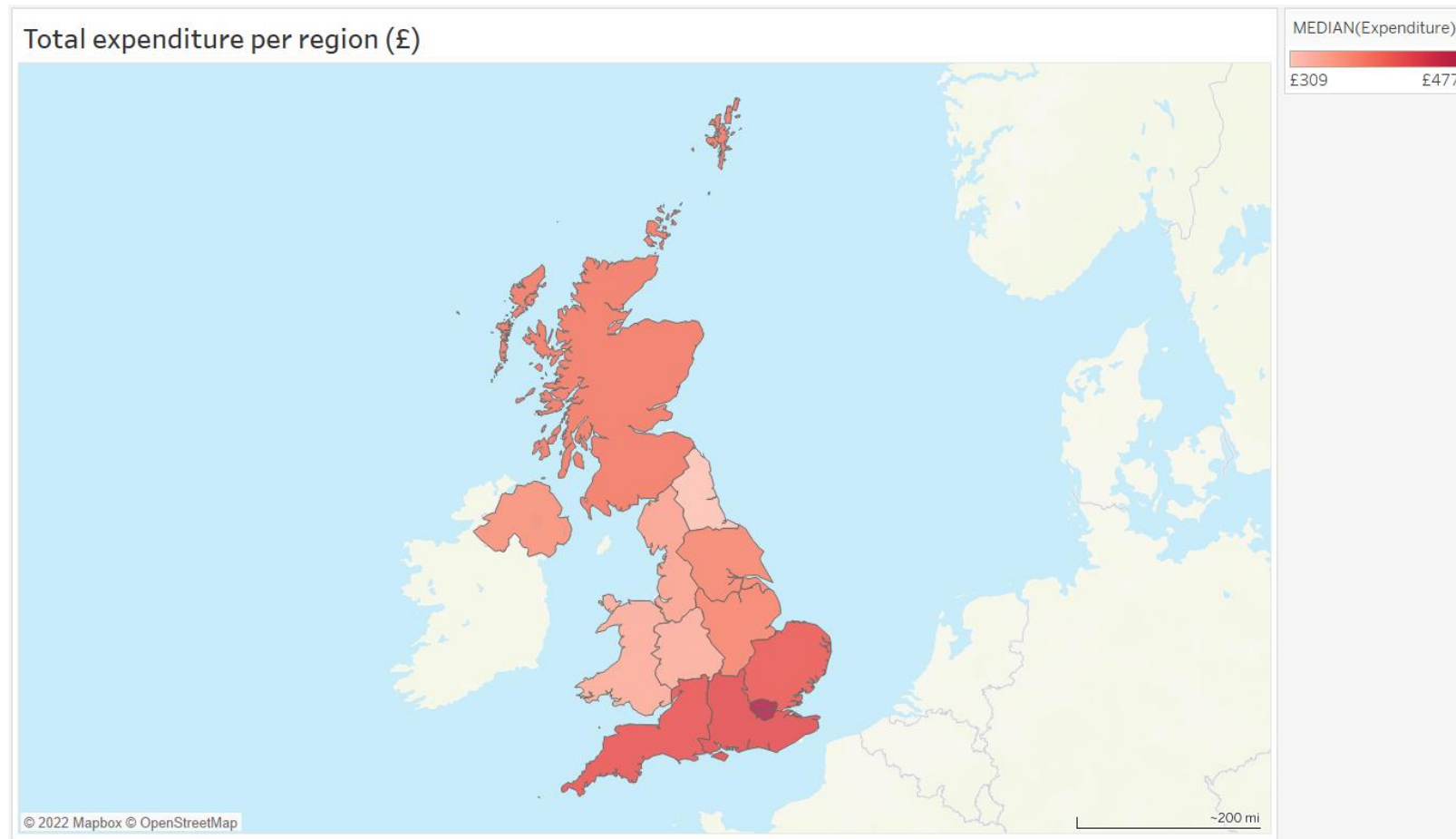
Where can I save the most money?




. . . 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.

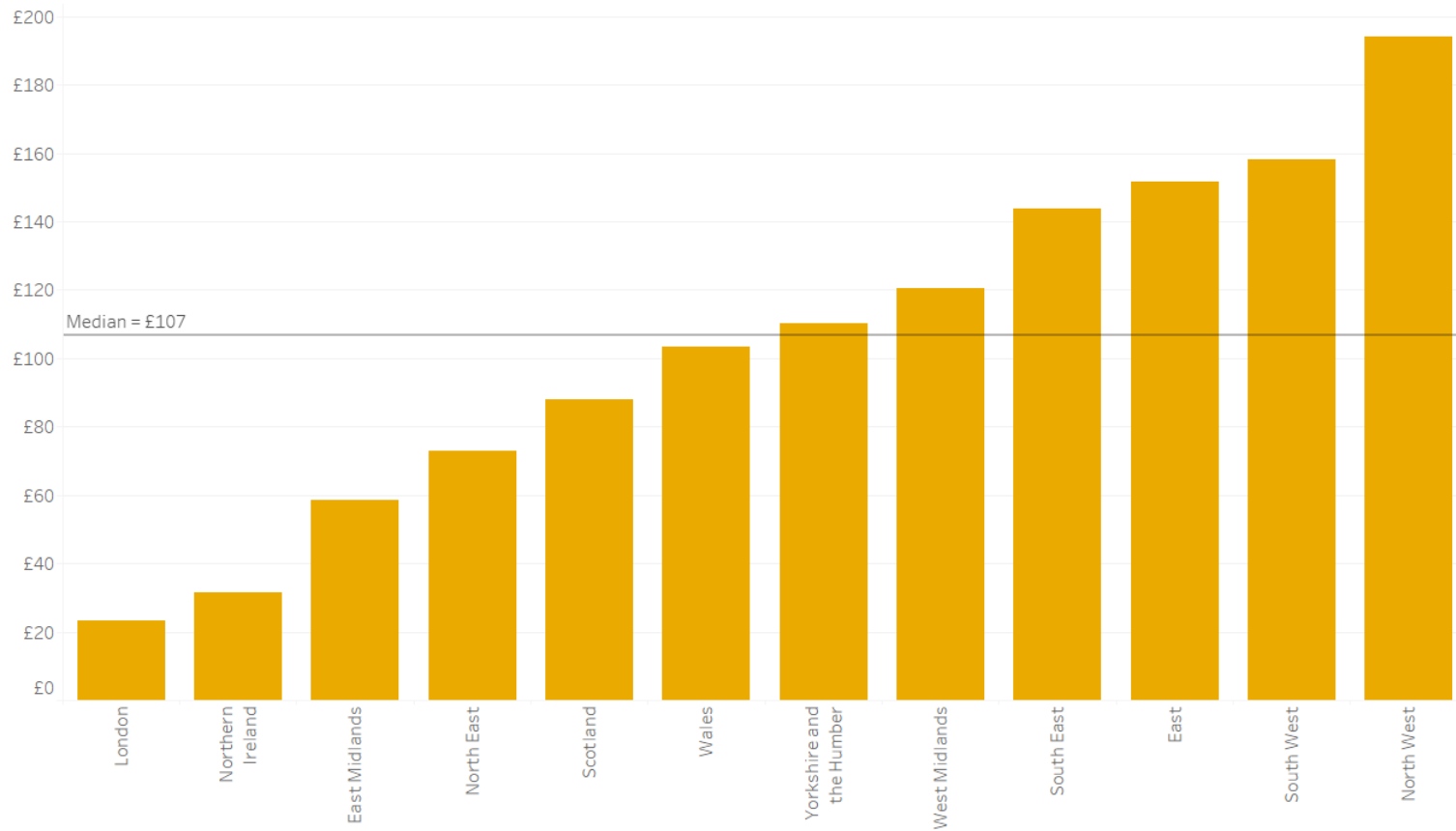


So, let's go back to the
original question.



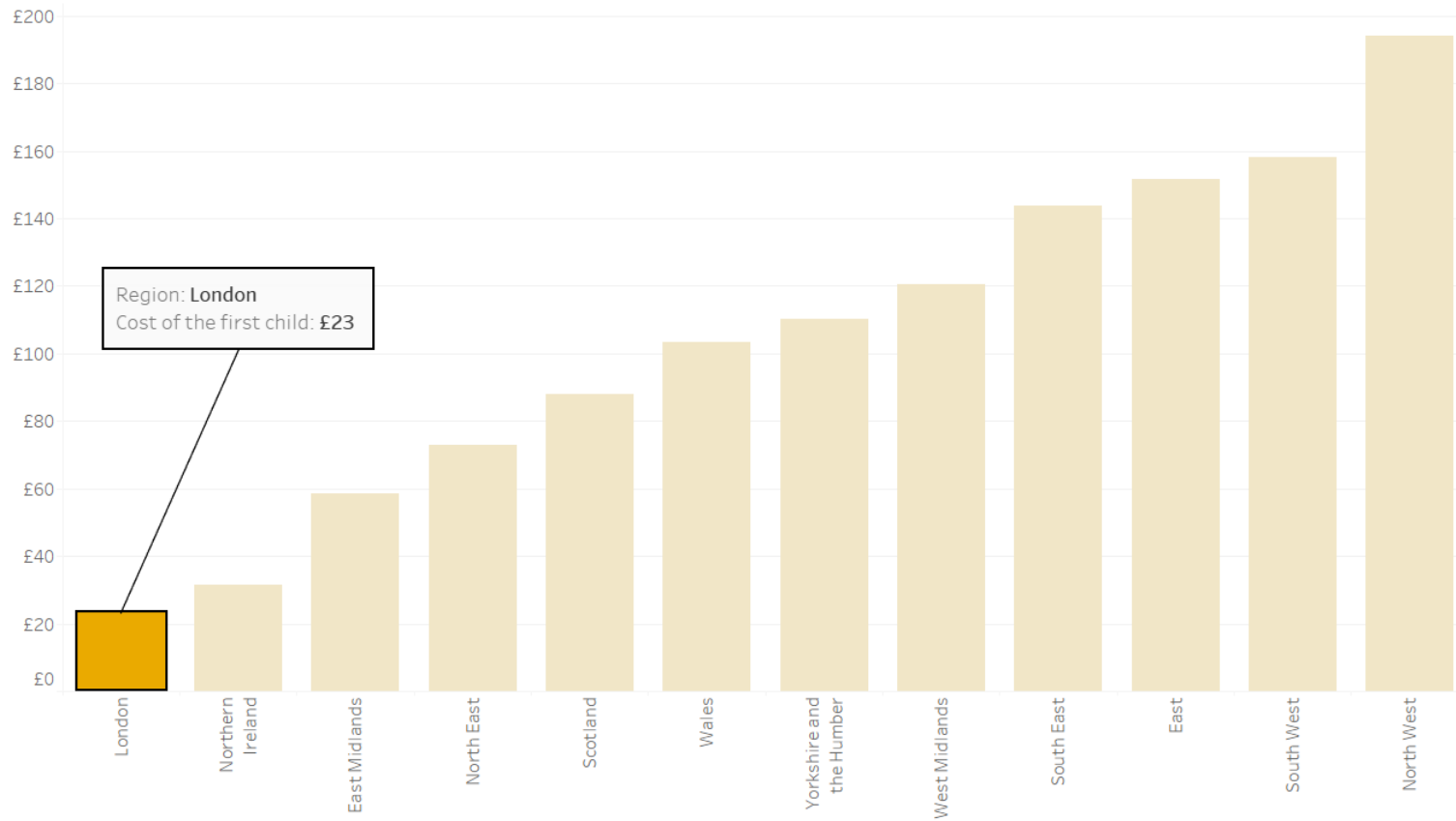
Where should we move if we want to start a family and have a child?

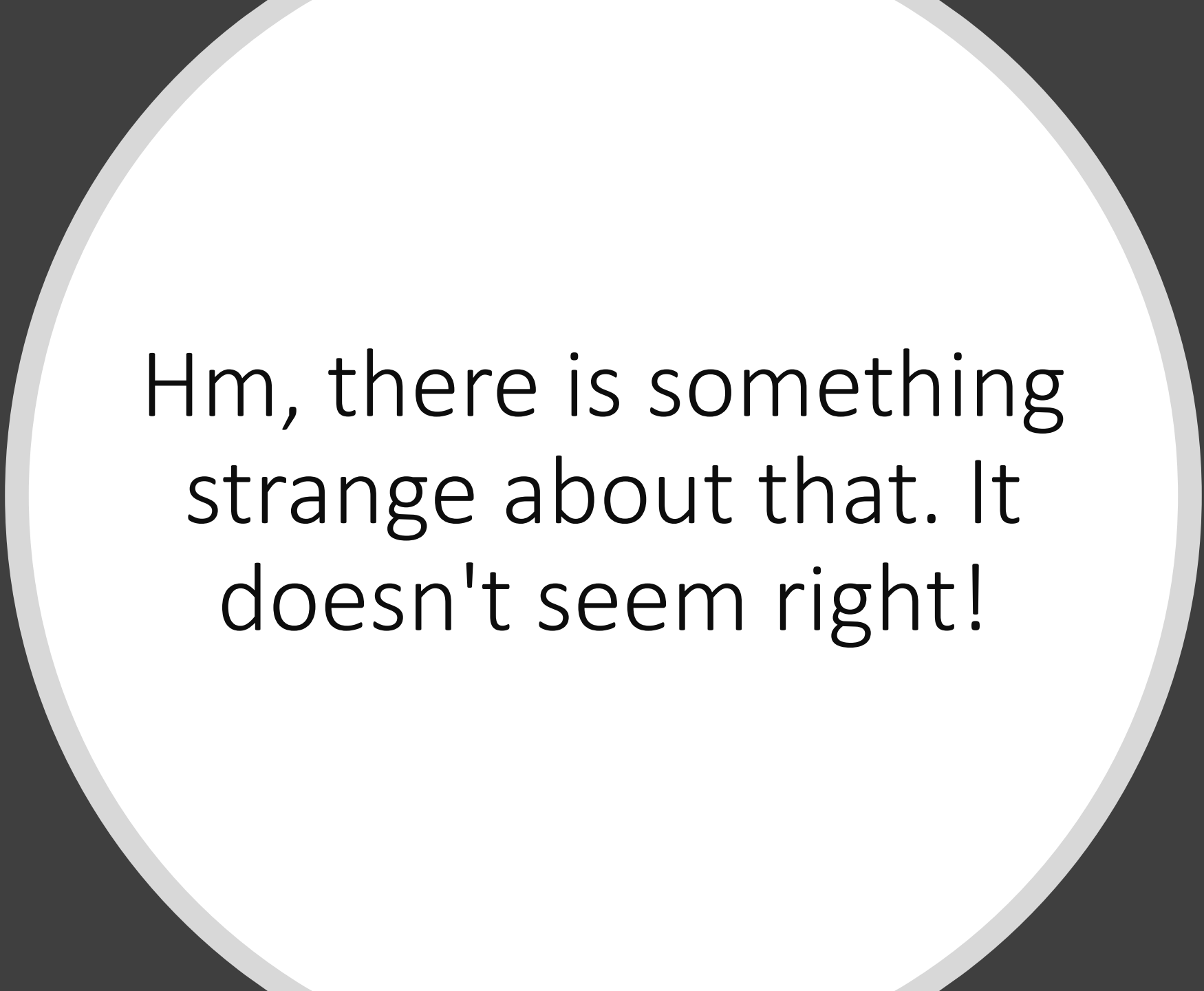
How much does it cost to have one child?



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

How much does it cost to have one child?

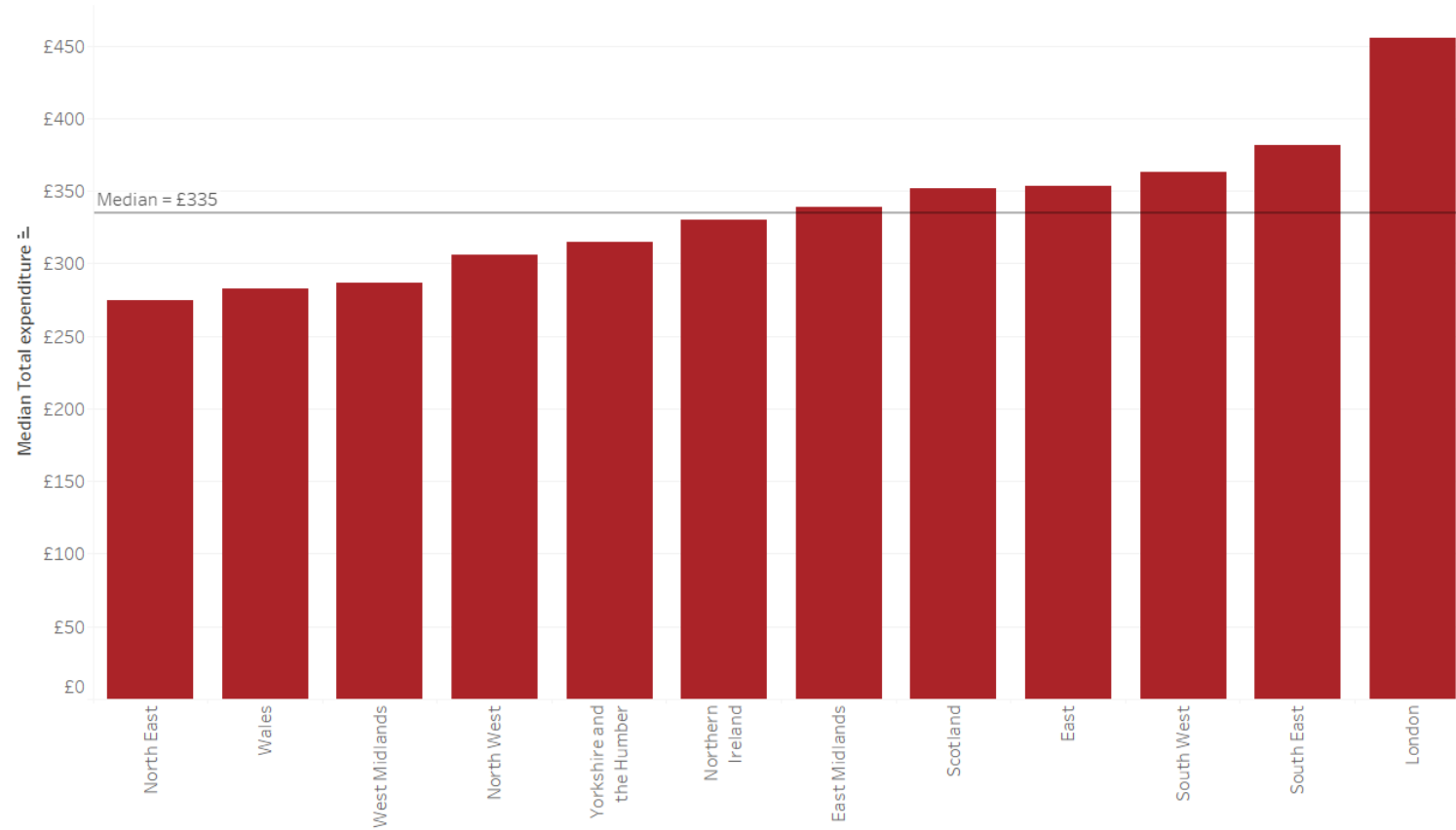




Hm, there is something
strange about that. It
doesn't seem right!

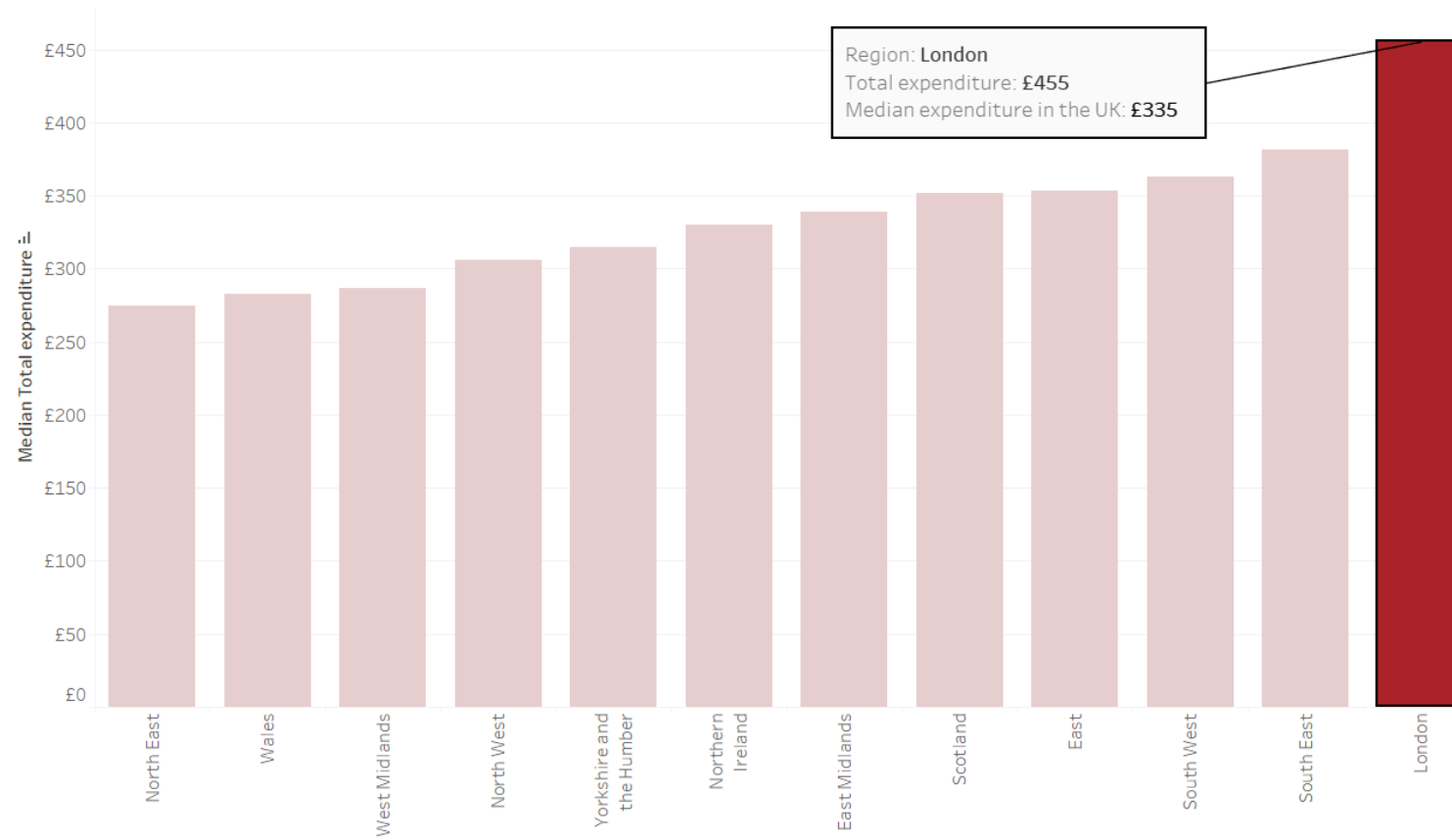
Let's take a closer look at the expenditures.

Total expenditure of the households with no children.

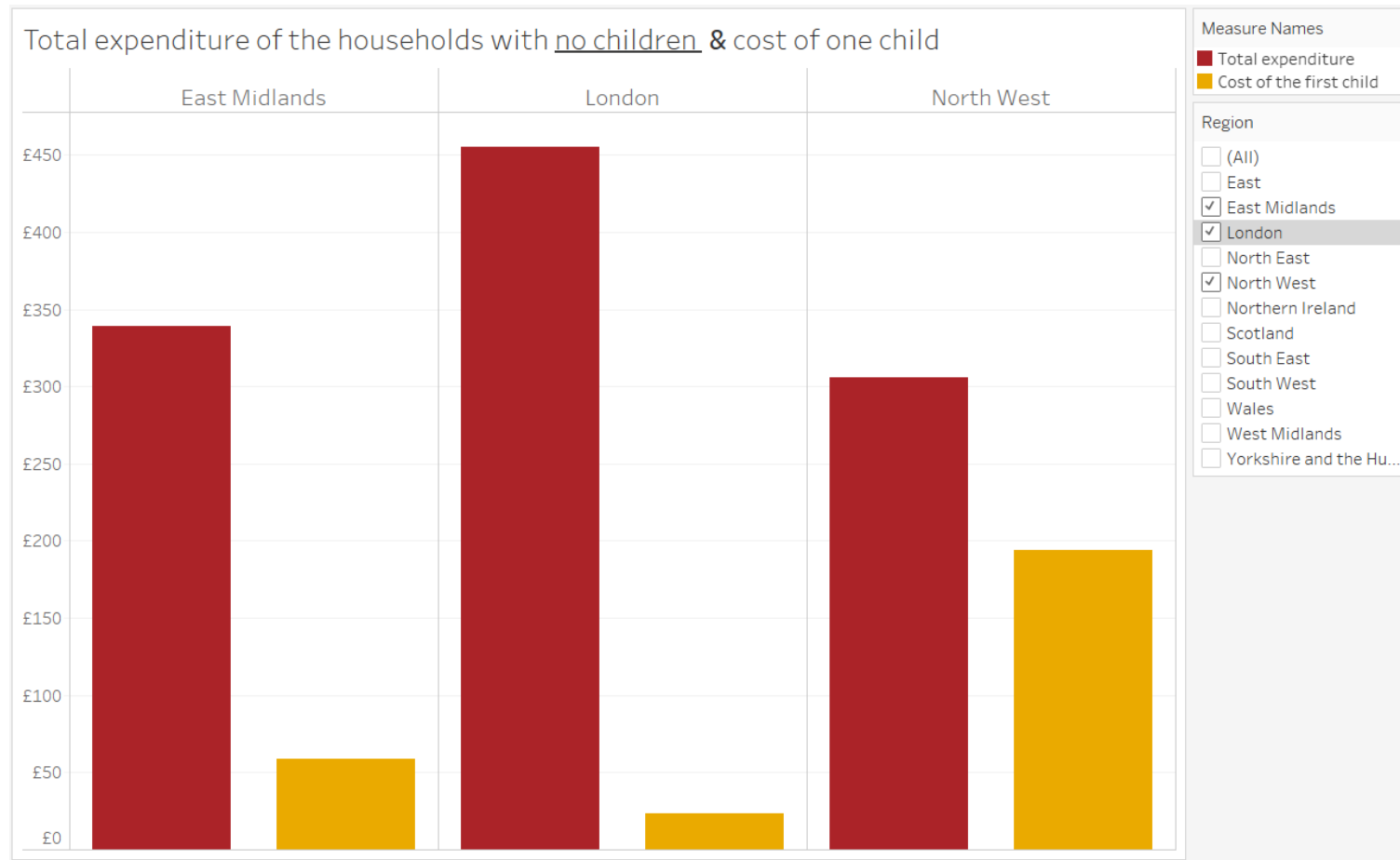


Well, now it makes much more sense.

Total expenditure of the households with no children.



Just for comparison . . .

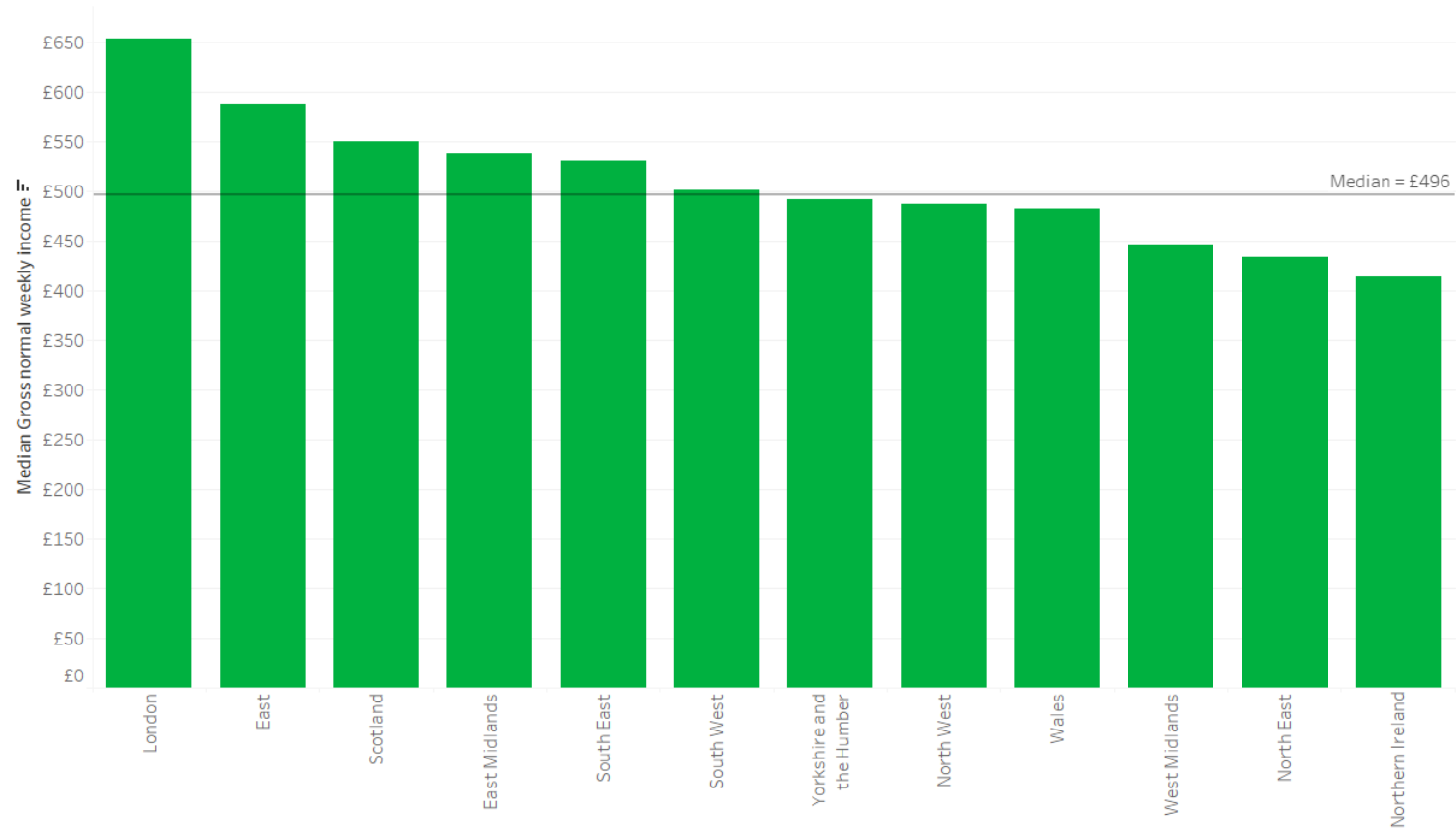




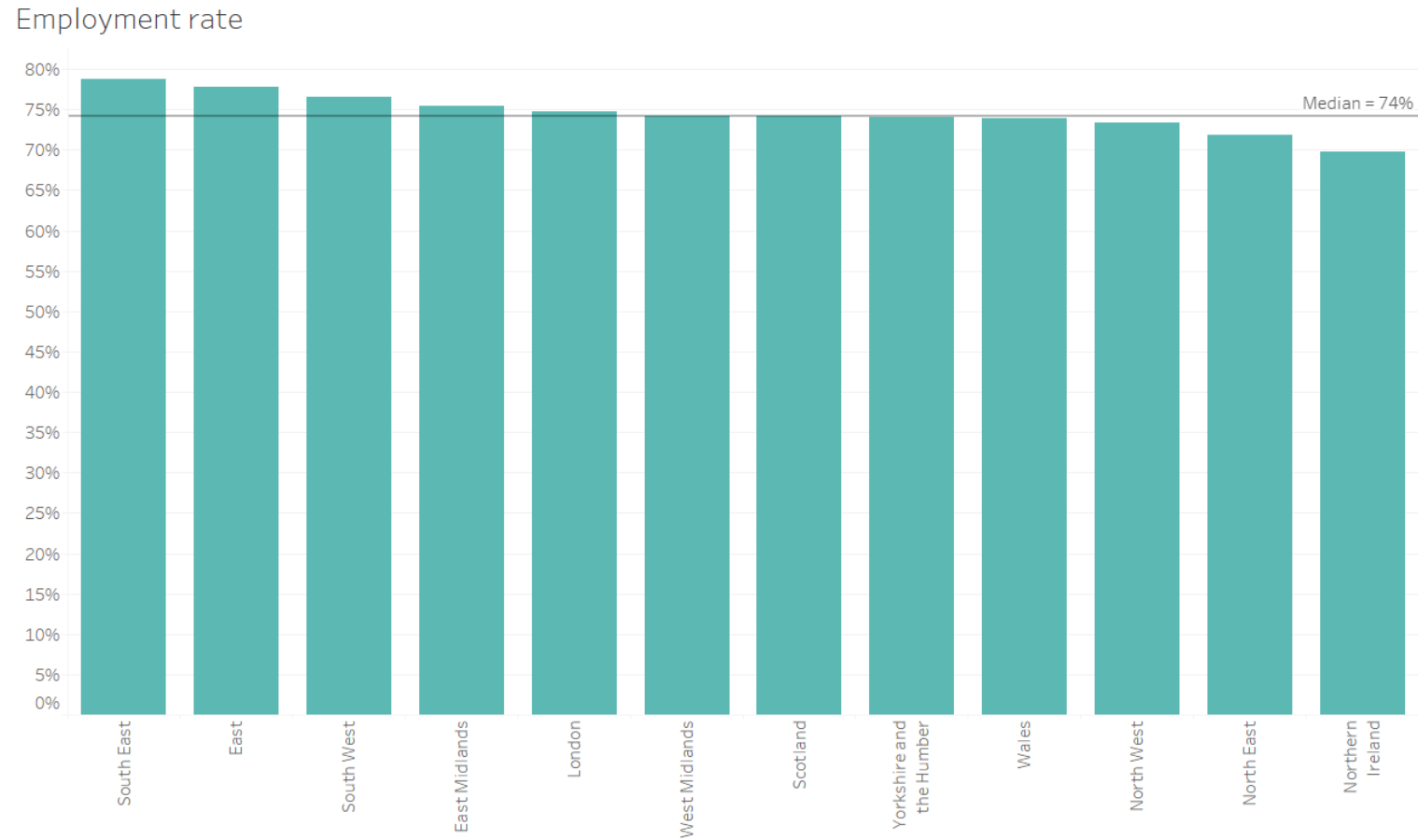
Where should we move then? Or should we stay and start a family over here? What about the other measures? **It's not all about the money!!**

Let's close the circle with the median income.

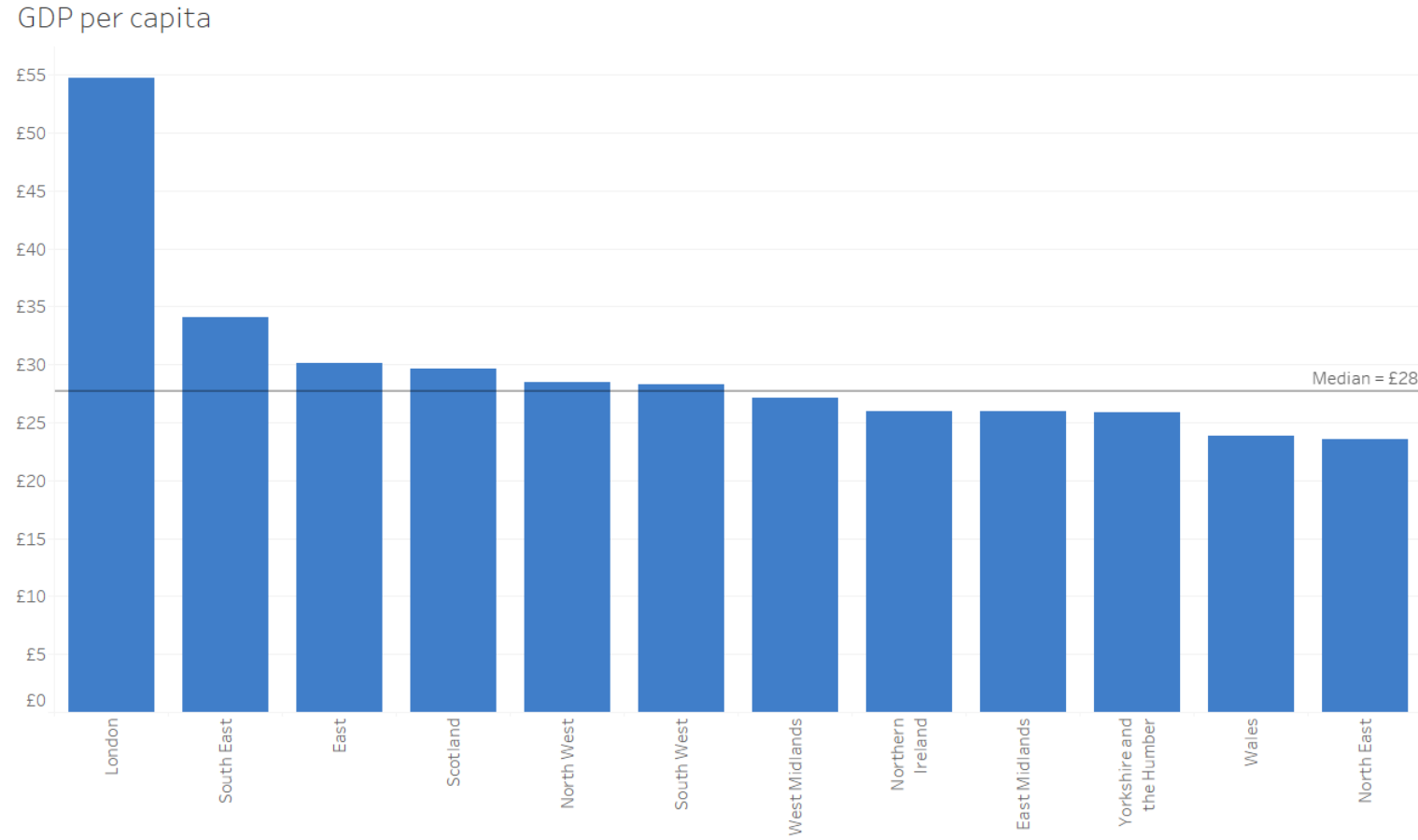
Income per region (£)



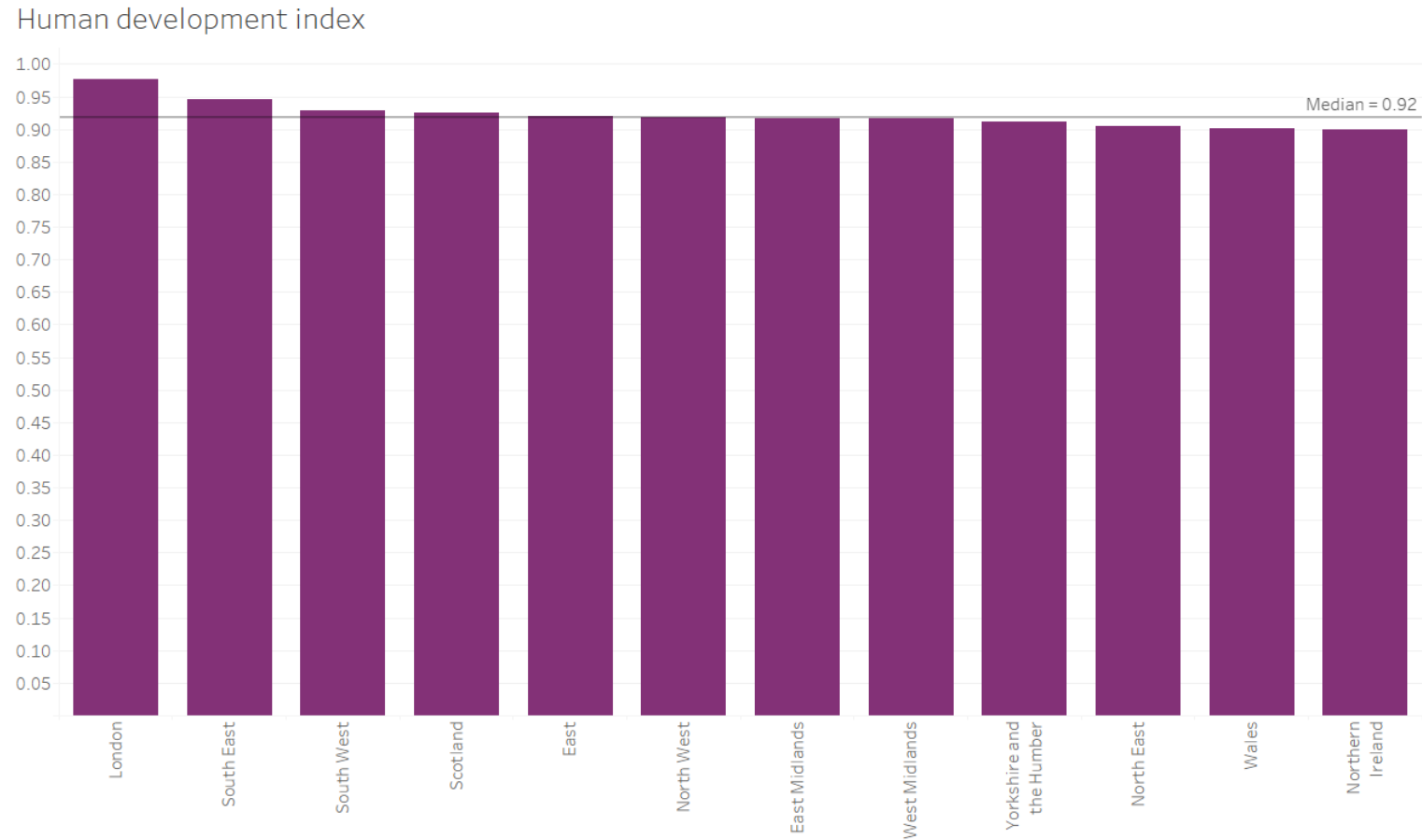
It's also nice to be able to find a job, isn't it?



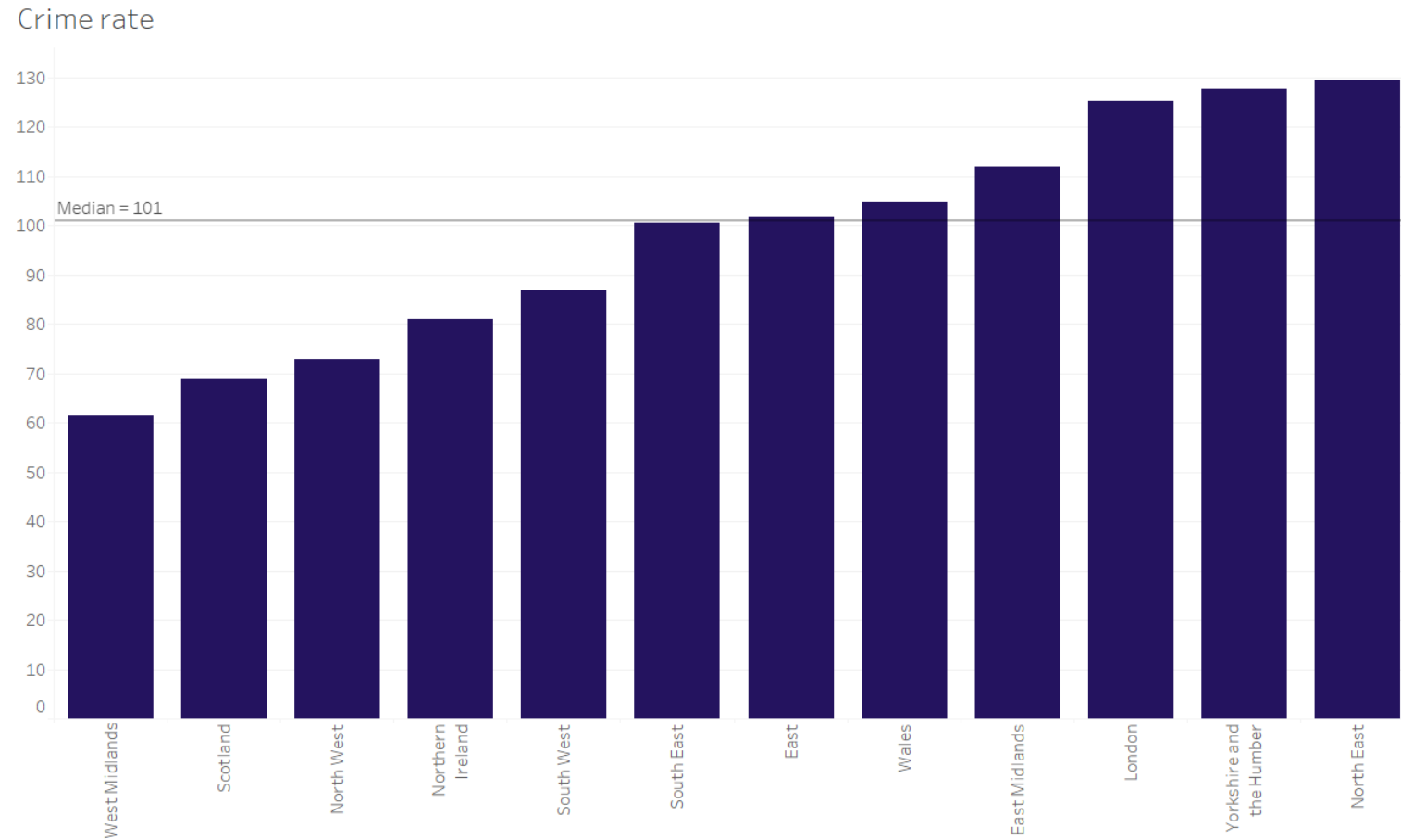
Something for more demanding people . . .



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?

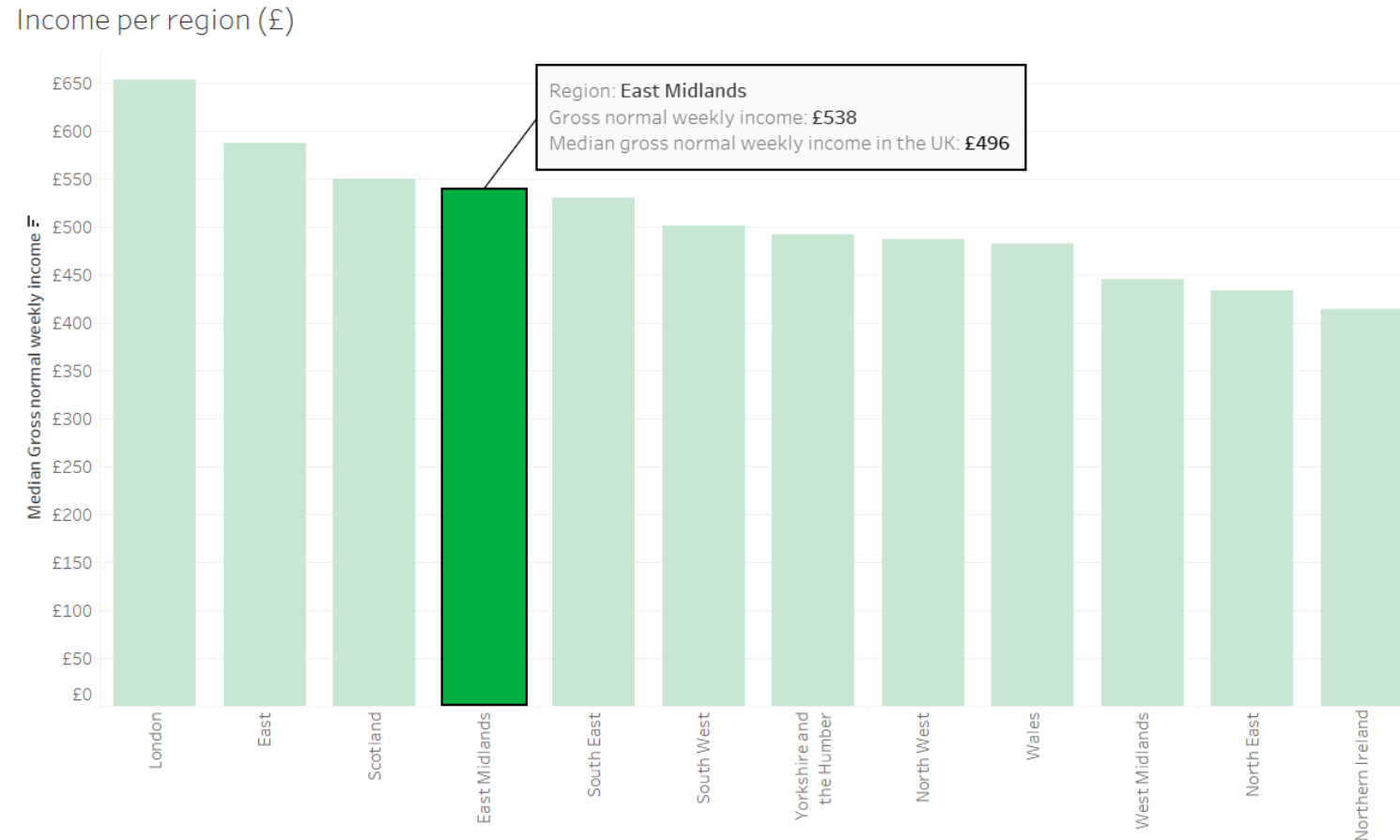
Well, it depends on one's preferences

...

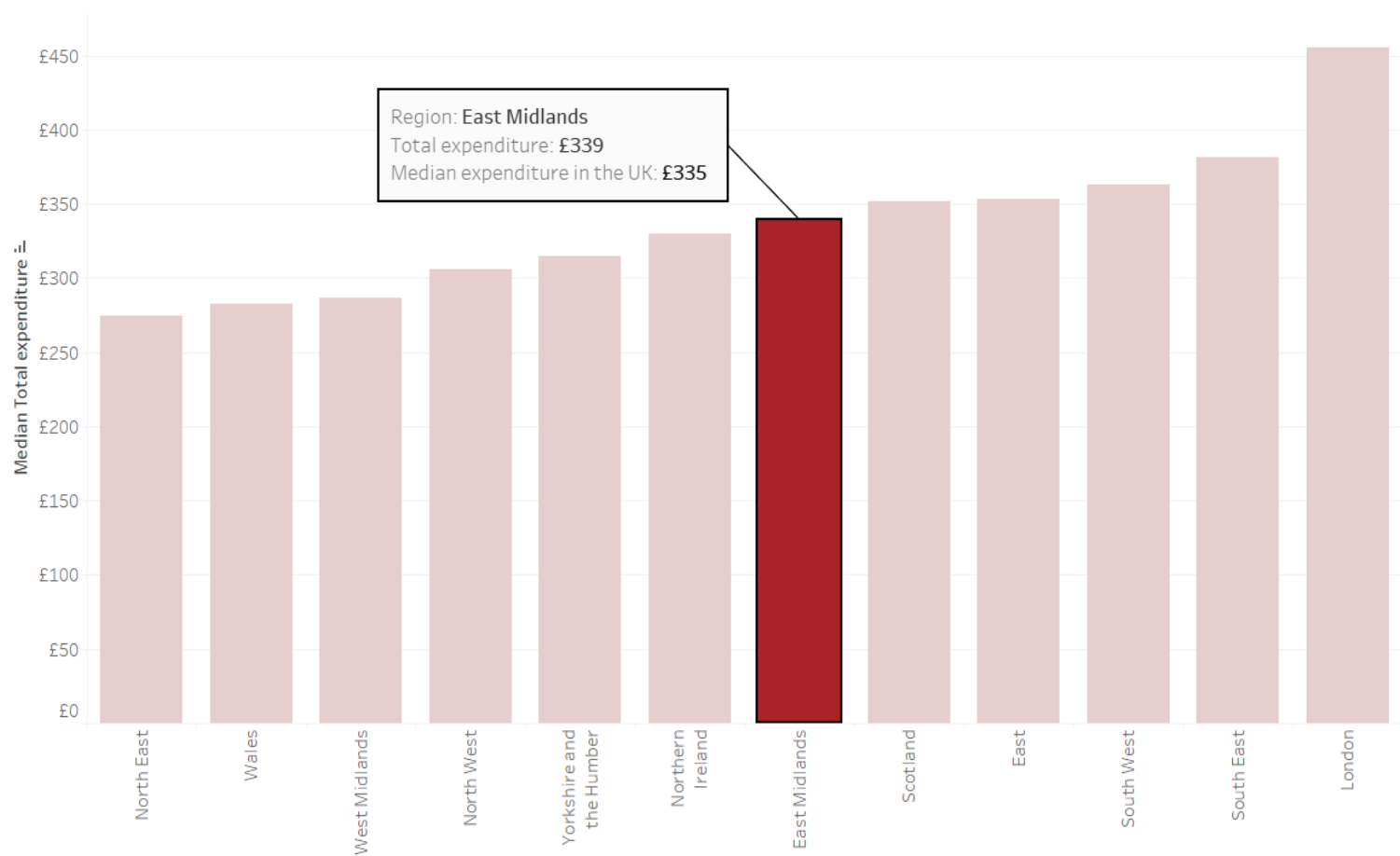


But what about Jerguš and his girlfriend? Should they move or not?

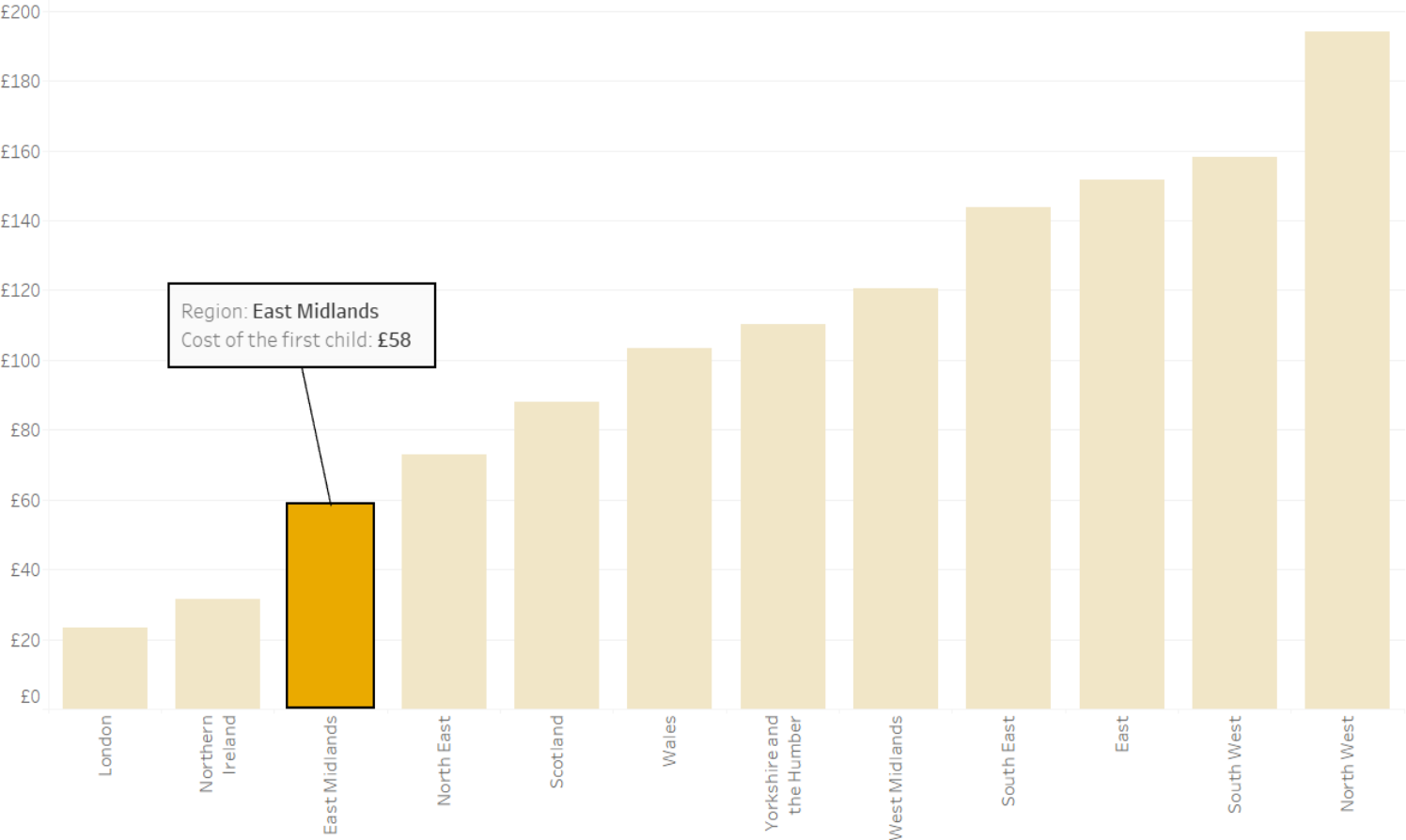
After reaching out to Jerguš, we came to the following decision . . .



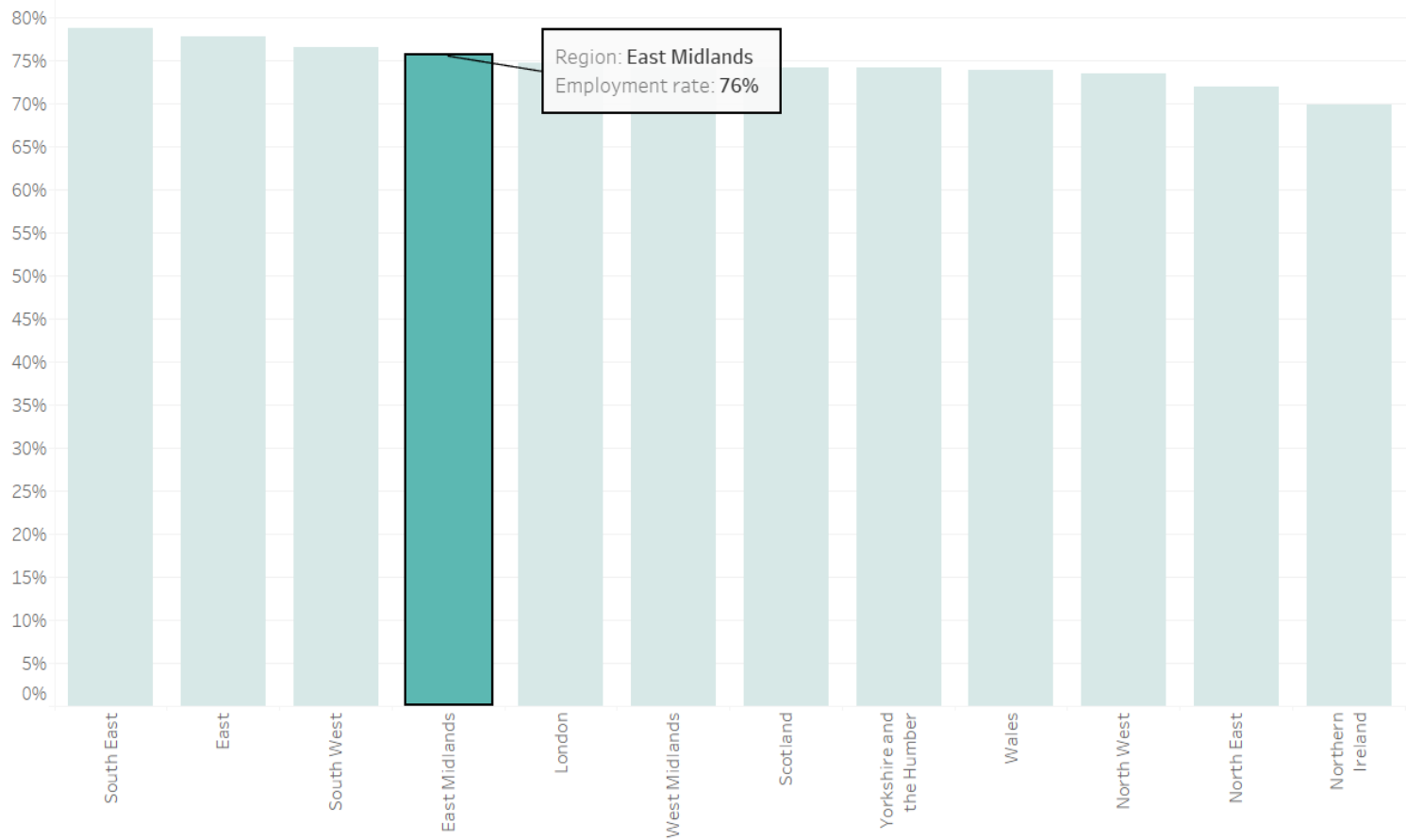
Total expenditure of the households with no children.



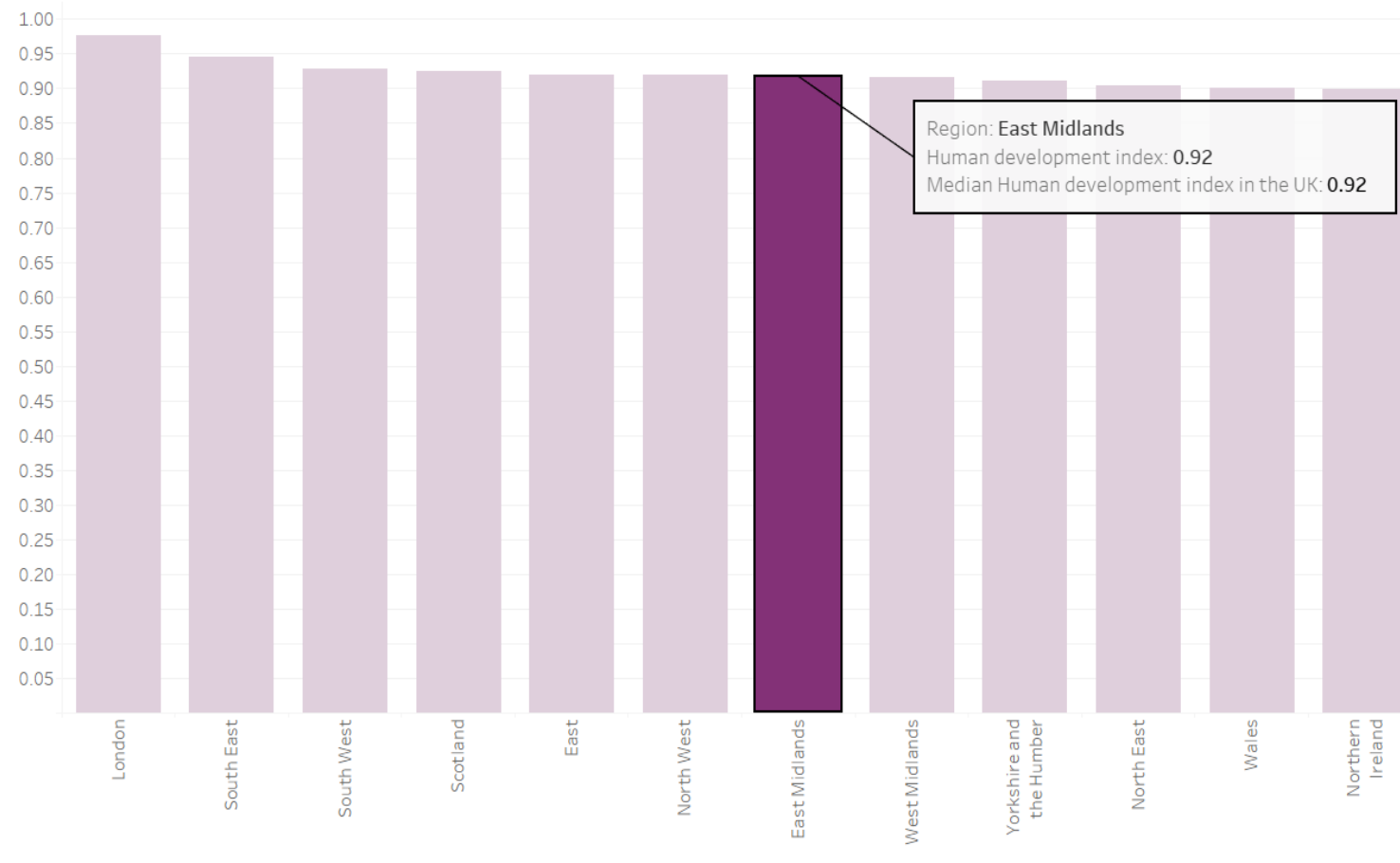
How much does it cost to have one child?



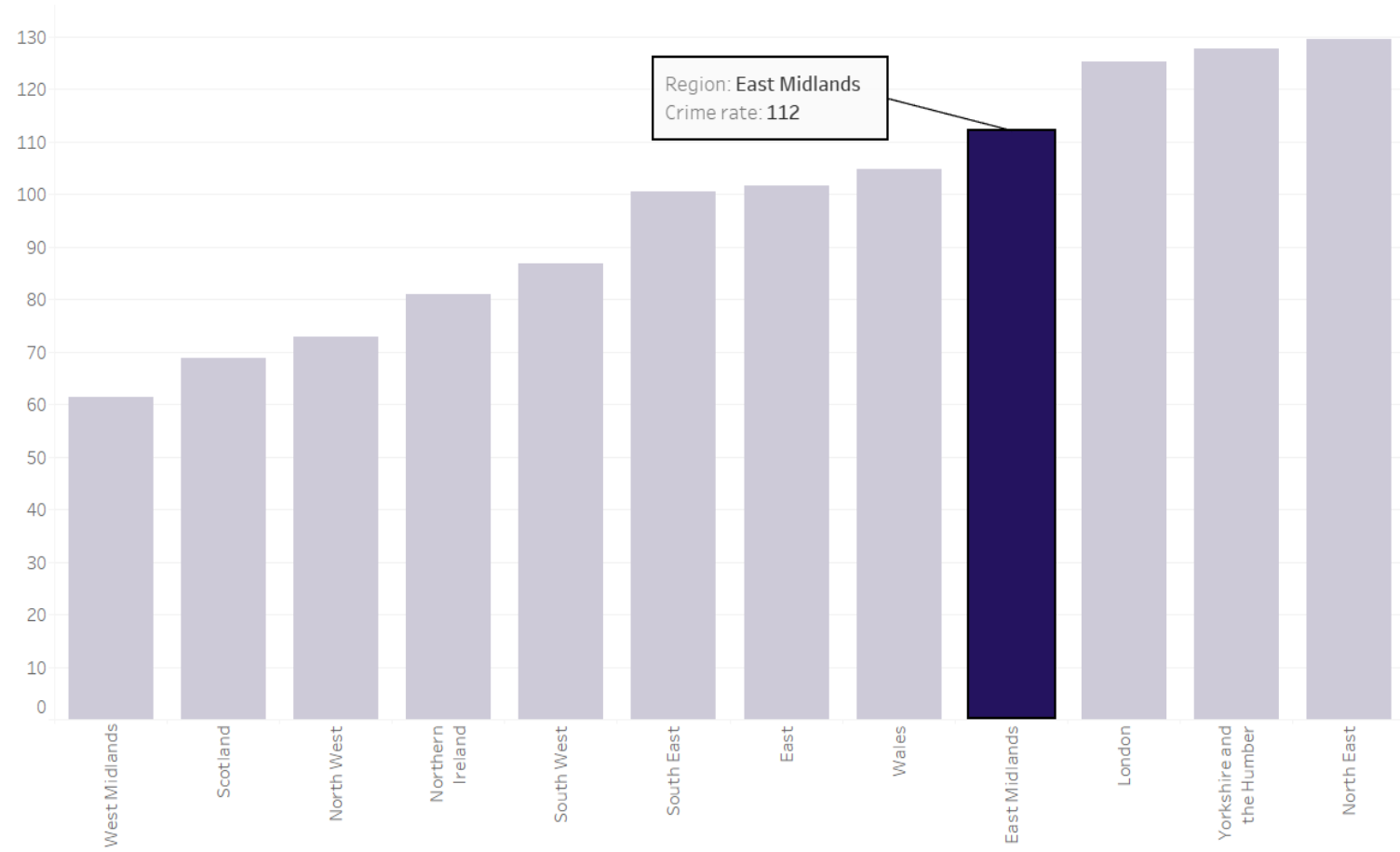
Employment rate



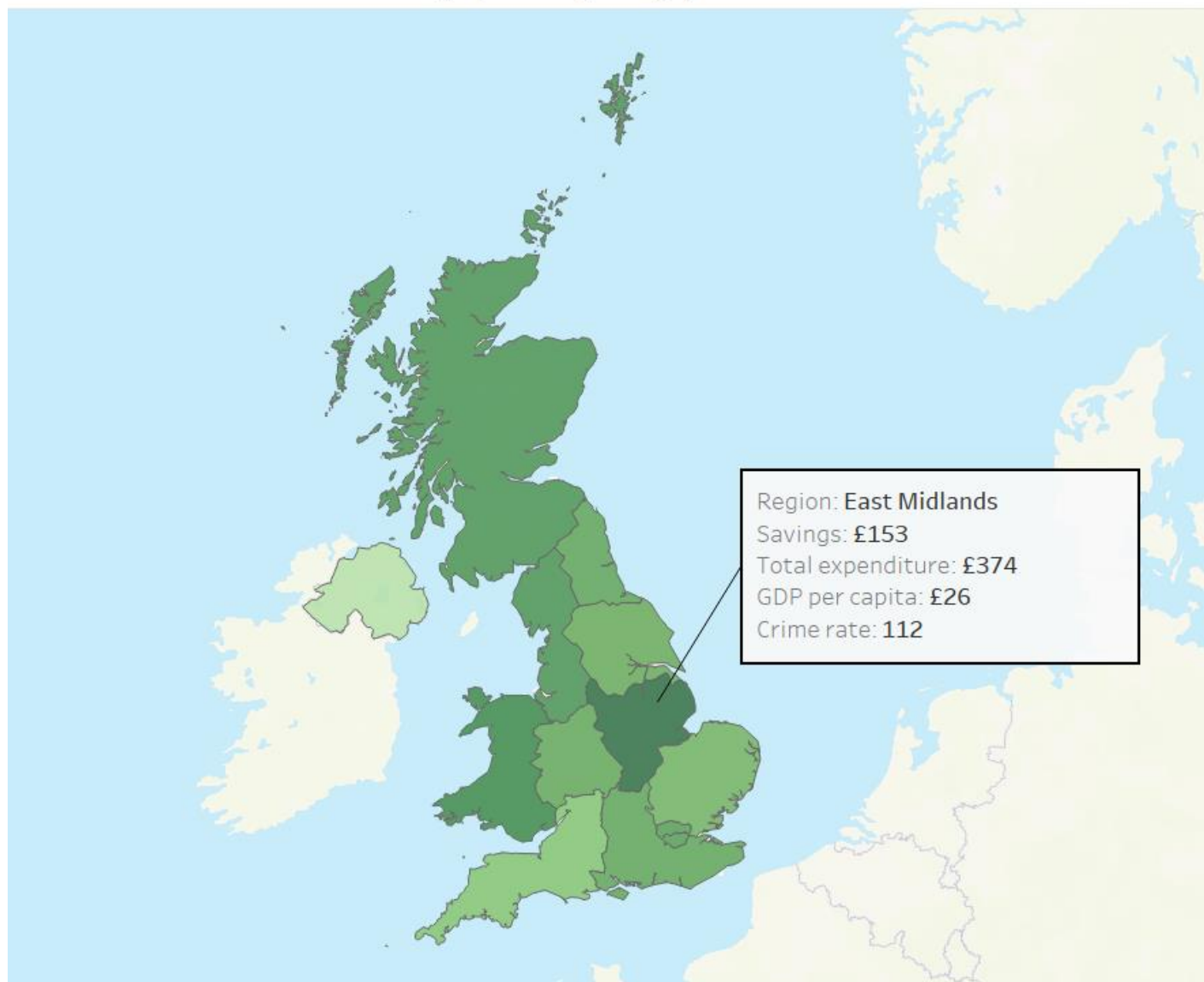
Human development index



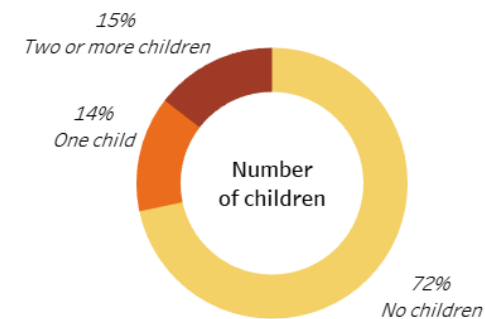
Crime rate



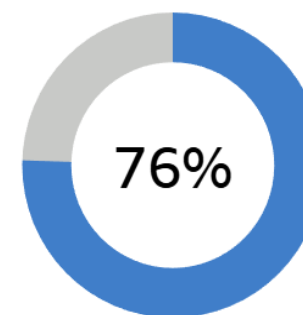
Savings per region (£)



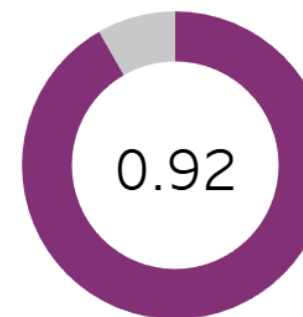
Median number of children in a household



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!