

Cost Of Living Analysis

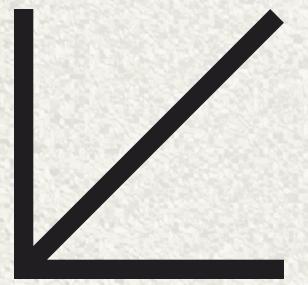


Presented
by
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Abomide



PROBLEM STATEMENT

The cost of living is an important measure that significantly impacts both individuals and businesses. Understanding how much it costs to live in different cities and countries is crucial for a variety of decisions. For individuals, this information is essential when considering relocating to a new city or country. For businesses, understanding the cost of living helps in making decisions about where to expand operations, invest, or open new offices. By analyzing cost of living data, people and organizations can make more informed choices that suit their financial and strategic needs.



DATASET DETAILS

01.

The dataset utilized in this project is sourced from Numbeo, a collaborative online database that provides cost of living information worldwide.

02.

It contains 56 columns, including information about cities, countries, and a wide array of cost-related variables, ranging from grocery prices to real estate costs.

03.

The dataset is designed to offer a comprehensive view of the economic aspects of various locations, making it a valuable resource for conducting cost of living analyses.

DATA TRANSFORMATION AND CLEANING PROCESS

Inspect for missing values and duplicates

Standardize numeric columns to Decimal Number.

Create a TotalCostOfLiving column by summing cost components.

Rename all the columns

DATA TRANSFORMATION AND CLEANING PROCESS

A screenshot of the Microsoft Power BI Data Editor interface, illustrating the process of transforming and cleaning data.

The main area shows a table with 28 rows and 6 columns. The columns are labeled:

- EN
- 1.2 TOYOTA COROLLA
- 1.2 BASIC ESSENTIALS FOR APT
- 1.2 1MIN TARIFF CALL
- 1.2 INTERNET
- 1.2 FITNESS CLUB

The data consists of various numerical values, such as 25456, 20137.9, 19740.2, etc., across the rows.

At the top of the table, a formula bar displays the DAX code used for transformation:

```
= Table.RenameColumns(#"Rounded Off",{{"x1", "MEAL INEXPENSIVE REST"}, {"x2", "MEAL FOR 2 PEOPLE"}, {"x3", "MC"}, {"x4", "COST OF LIVING"}, {"x5", "COST OF LIVING"}, {"x6", "COST OF LIVING"}, {"x7", "COST OF LIVING"}, {"x8", "COST OF LIVING"}, {"x9", "COST OF LIVING"}, {"x10", "COST OF LIVING"}, {"x11", "COST OF LIVING"}, {"x12", "COST OF LIVING"}, {"x13", "COST OF LIVING"}, {"x14", "COST OF LIVING"}, {"x15", "COST OF LIVING"}, {"x16", "COST OF LIVING"}, {"x17", "COST OF LIVING"}, {"x18", "COST OF LIVING"}, {"x19", "COST OF LIVING"}, {"x20", "COST OF LIVING"}, {"x21", "COST OF LIVING"}, {"x22", "COST OF LIVING"}, {"x23", "COST OF LIVING"}, {"x24", "COST OF LIVING"}, {"x25", "COST OF LIVING"}, {"x26", "COST OF LIVING"}, {"x27", "COST OF LIVING"}, {"x28", "COST OF LIVING"}})
```

To the right of the table is the Query Settings pane, which includes:

- PROPERTIES**: Name is set to "cost-of-living".
- APPLIED STEPS**: A list of steps taken during the transformation, including "Source", "Navigation", "Promoted Headers", "Changed Type", "Replaced Value", "Rounded Off", and "Renamed Columns".

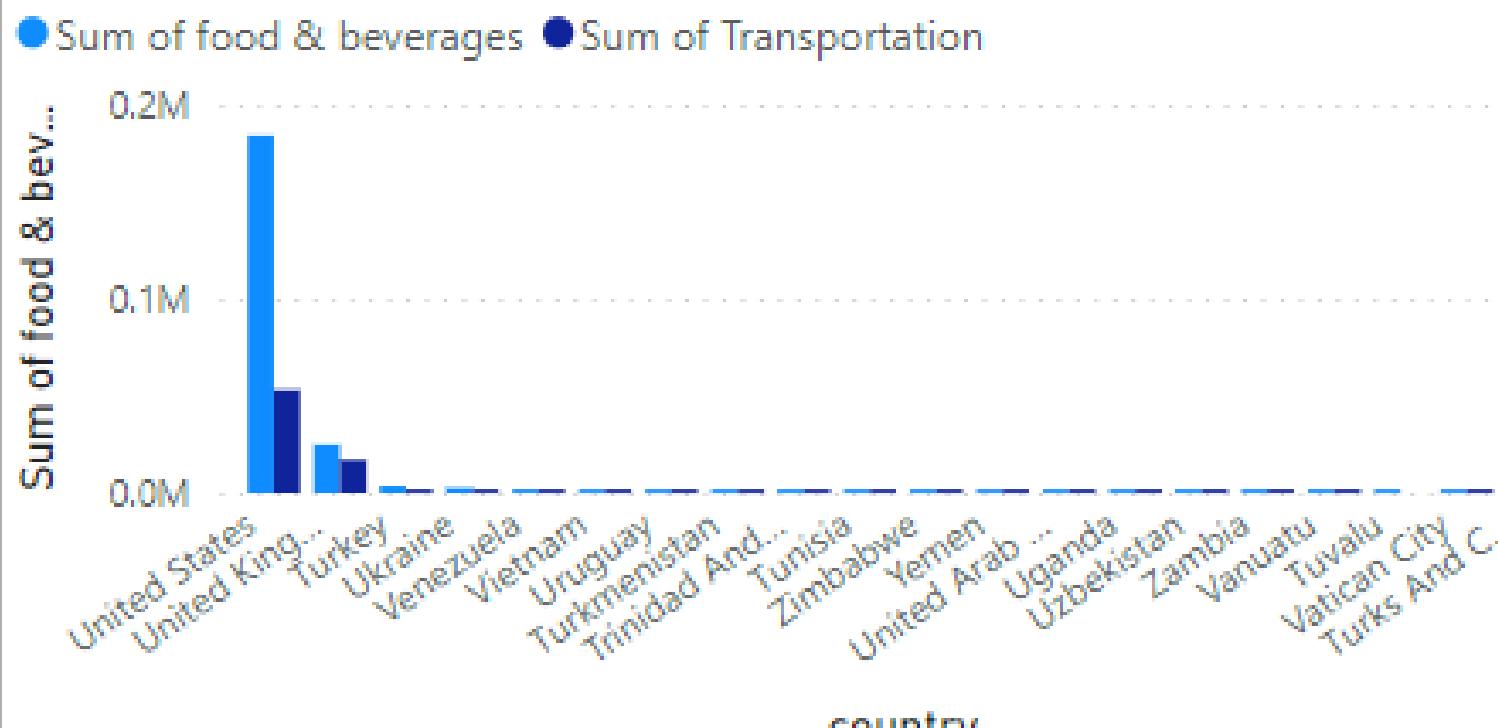
BUSINESS QUESTIONS

- What are the cities and countries with the highest and lowest costs of living?
- What are the major cost components contributing to the overall cost of living in a region?
- How do factors like average salary, housing costs, and transportation expenses correlate with the cost of living?
- Are there any trends or patterns in the data that can help individuals and organizations make strategic decisions?

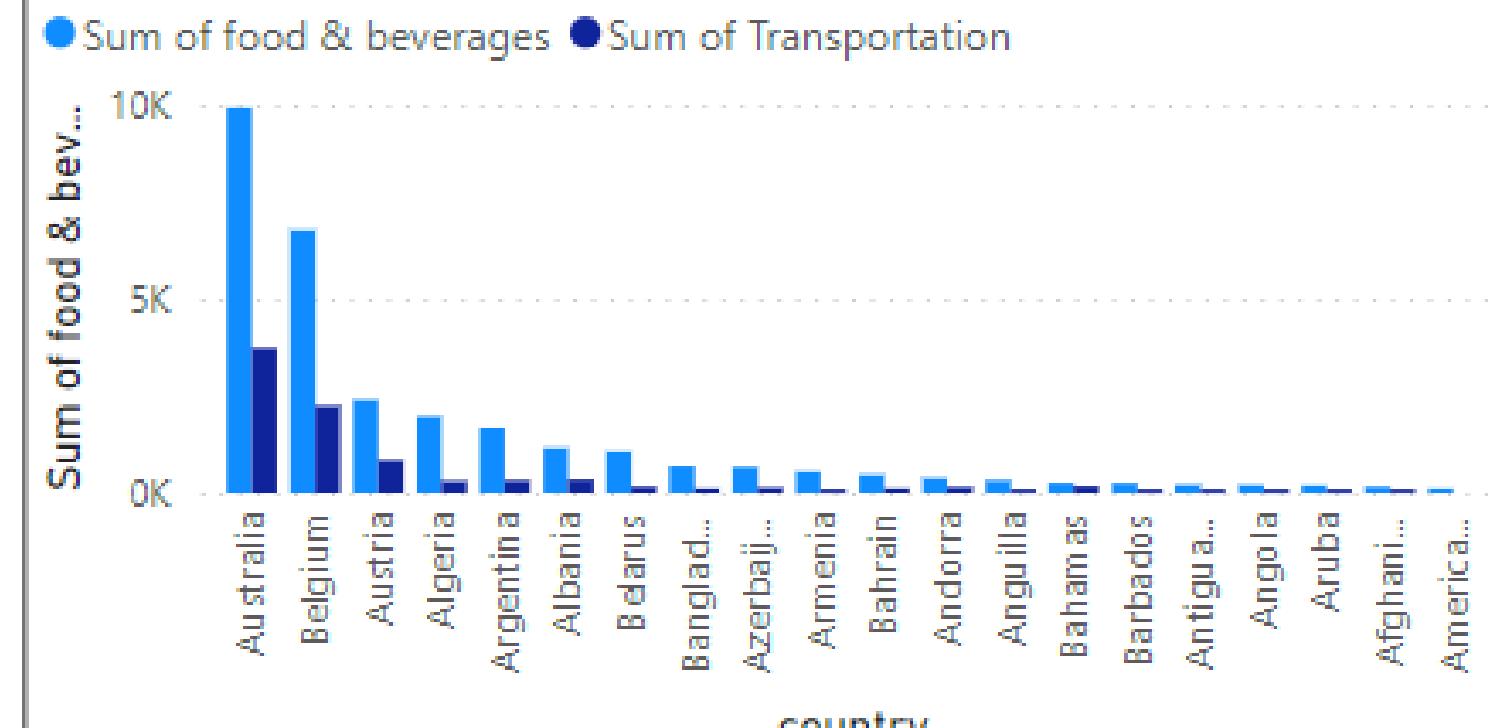
What are the cities and countries with the highest and lowest costs of living?

Honiara	171.70	150,586.40	14.30	15.00	485,997.90	636,785.30
Niamey	114.60	323,286.60	10.50	174.80	386.80	323,973.30
Monaco	314.60	186,734.50	42.10	131.20	241.80	187,464.20
Mogadishu	109.20	121,451.70	12.80	47.80	94.30	121,715.80
Hargeysa	122.70	112,499.10	15.80	67.60	141.20	112,846.40
Utsunomiya	158.30	76,573.80	29.00	102.00	253.20	77,116.30
Fukuyama	153.60	67,006.60	15.20	27.00	163.10	67,365.50
Kermanshah	65.30	65,959.90	27.90	11.70	22.40	66,087.20
Hong Kong	211.50	63,927.20	30.10	86.20	222.60	64,477.60
Oranjestad	191.30	54,966.20	60.70	69.00	258.40	55,545.60
London	386.90	51,486.10	94.10	329.20	524.70	52,821.00
Meilen	389.00	51,606.30	88.10	145.00	368.40	52,596.80
Total	612,056.90	27,287,053.90	106,385.20	211,144.00	1,282,904.90	29,499,544.90

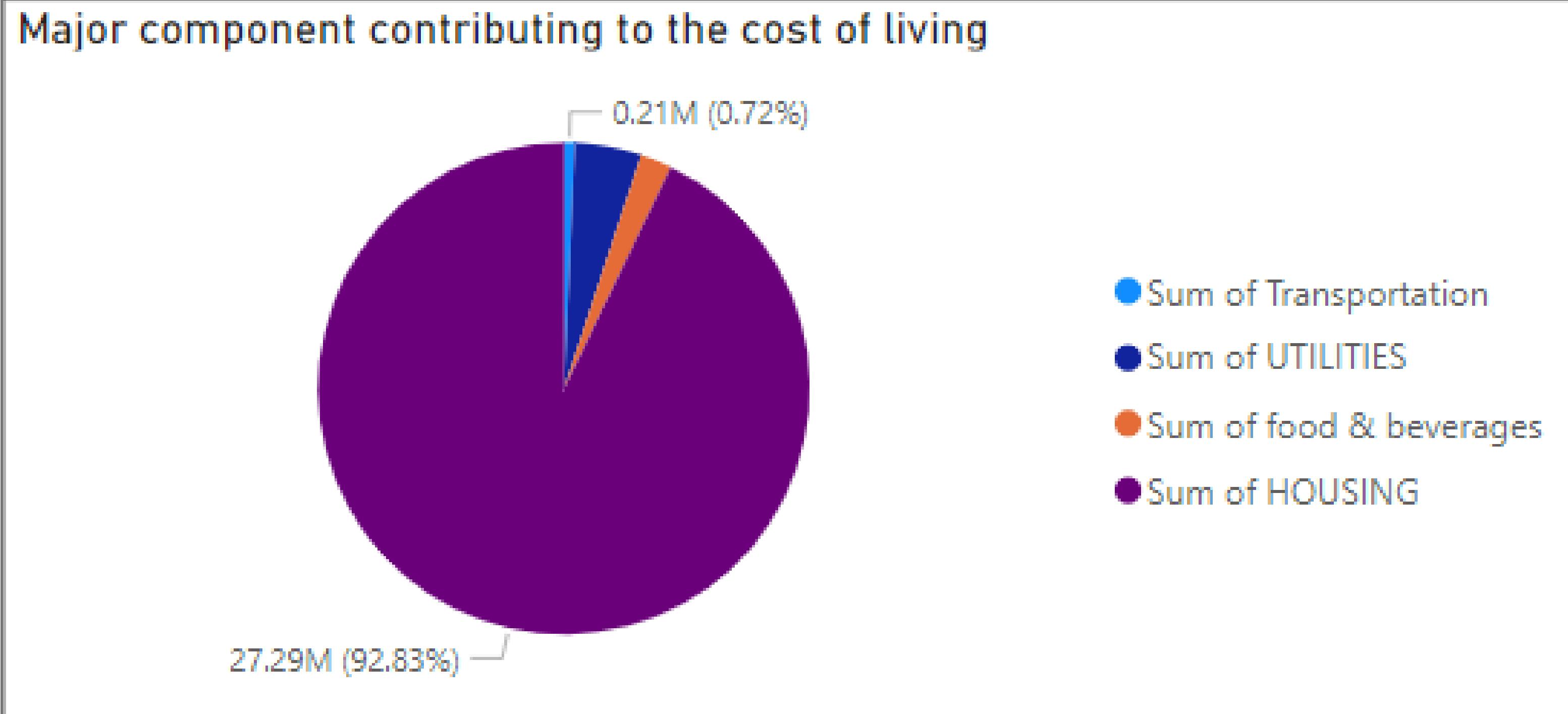
Top 20 cost of living by country



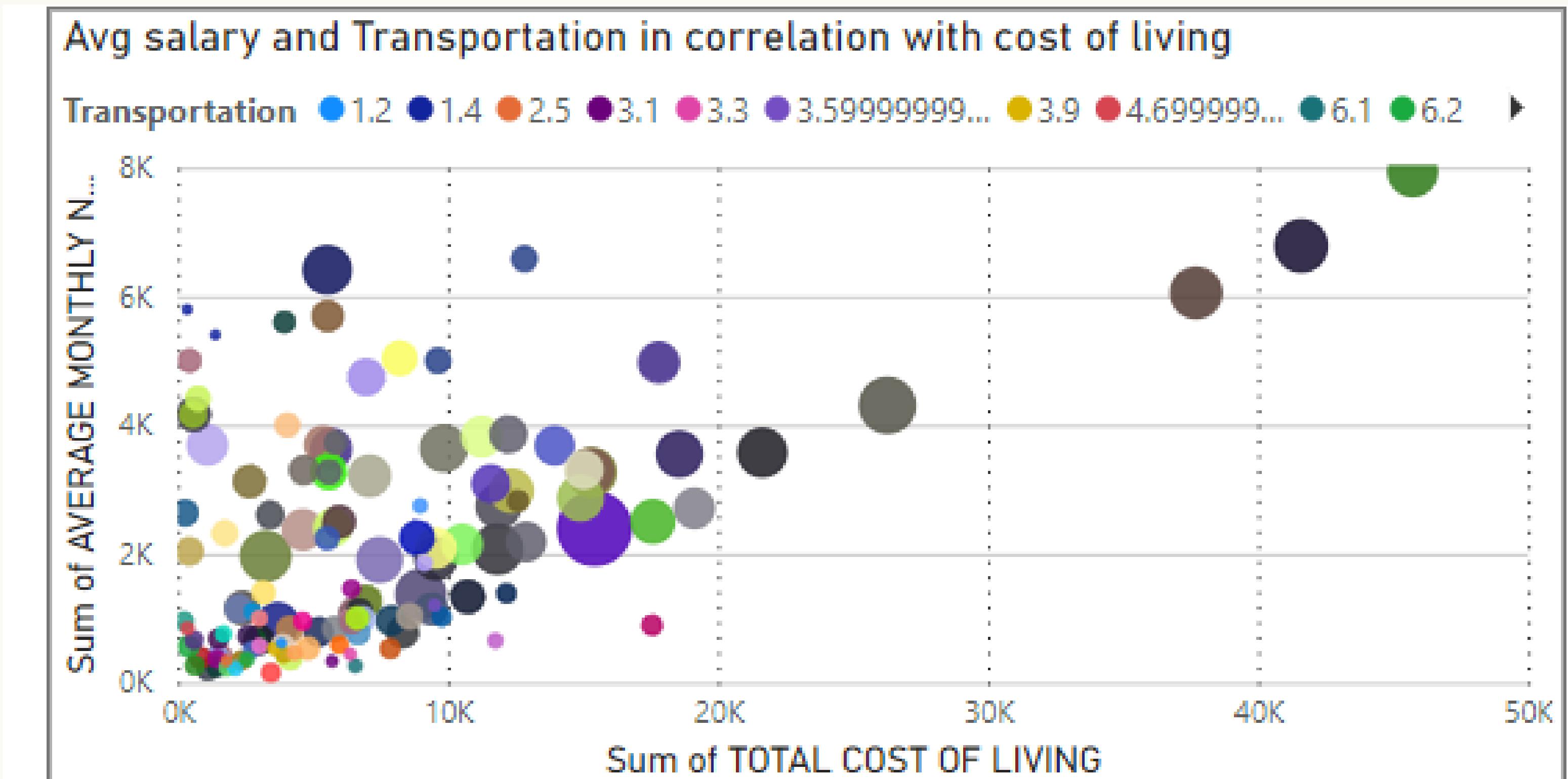
Bottom 20 cost of living by country



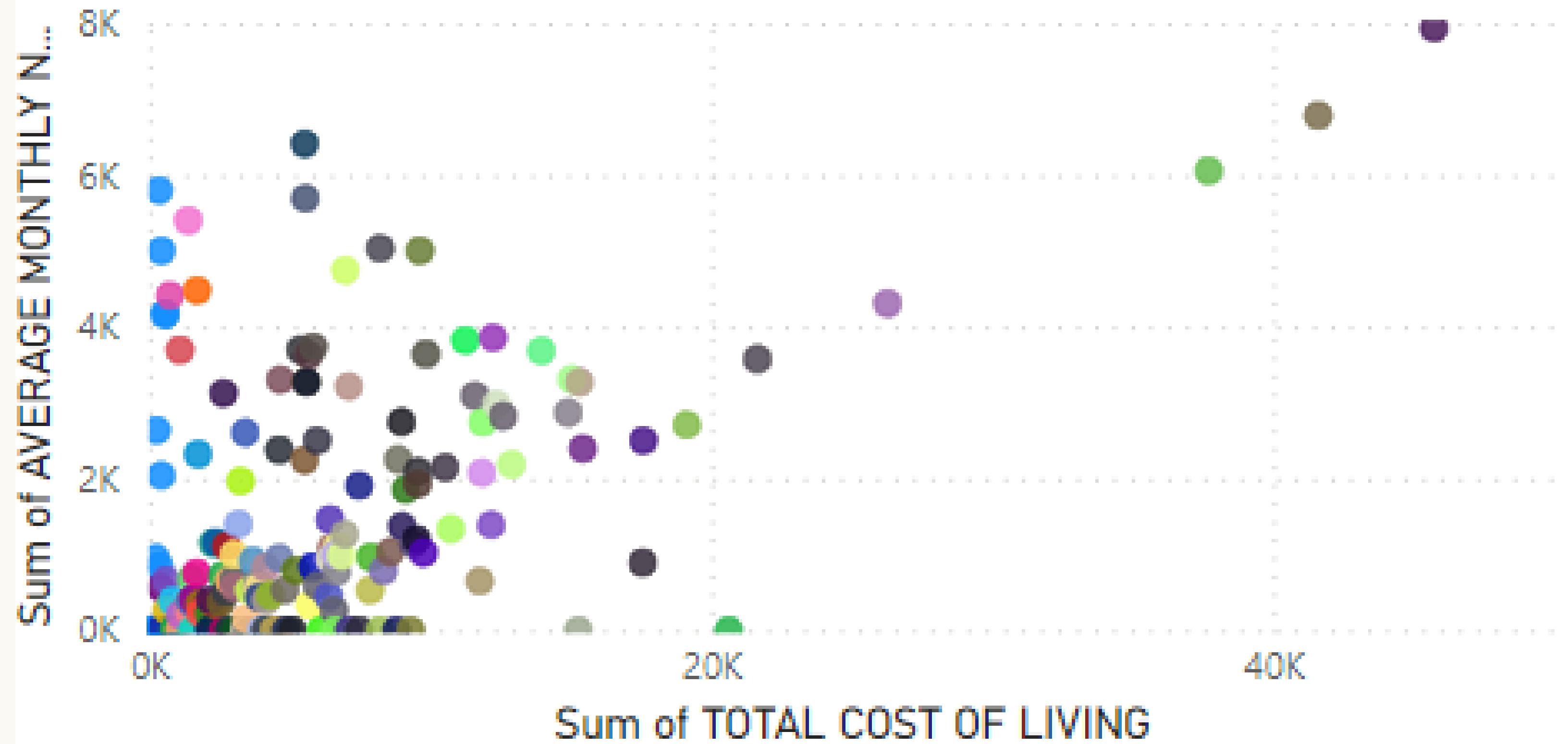
What are the major cost components contributing to the overall cost of living in a region?



How do factors like average salary, housing costs, and transportation expenses correlate with the cost of living?



Avg salary and Housing in correlation with cost of living





RECOMMENDATION

To strategically leverage cost of living data, I recommend the following actions tailored to individuals, businesses, and policymakers:

For Individuals:

Relocation Analysis: Evaluate overall living costs, including housing, transportation, and groceries.

Salary Negotiation: Use cost of living data to negotiate higher salaries when moving to expensive areas.

Financial Planning: Adjust budgets and consider local tax implications.

For Businesses:

Expansion Strategy: Assess operational costs in potential locations to optimize expenses.

Talent Acquisition: Offer competitive salaries based on regional living costs.





For Policymakers:

Economic Development: Implement incentives to attract businesses to lower-cost regions.

Affordable Housing Initiatives: Control housing costs in high-cost areas.

Analytical Tools and Techniques:

Data Visualization: Use Power BI for detailed visualizations.

Predictive Analytics: Forecast cost of living trends.

Continuous Monitoring:

Regularly update cost of living data and gather feedback to keep strategies relevant.



THANK YOU

