

Insights on Spending Habits

Demographics considered: Age, Occupation, City-Tier, Survey Participants

data-set from: kaggle.com

Krittika Goel

Average Disposable Income

₹ 10.65K

Average Desired Savings

₹ 4.98K

Average Potential Savings

₹ 2.58K

Disposable Income %

25.60%

Tier-wise spending on Non-negotiables:

Age

- ☐ Adult
- ☐ Senior Citizen
- ☐ Young Adult

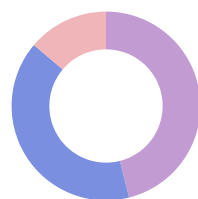
Occupation

- ☐ Professional
- ☐ Retired
- ☐ Self Employed
- ☐ Student

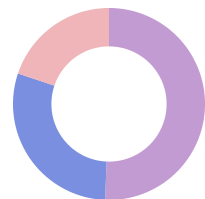
City Tier

- ☐ Tier 1
- ☐ Tier 2
- ☐ Tier 3

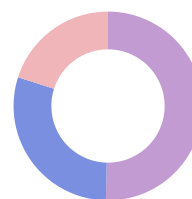
Rent



Loan-Repayment



Insurance

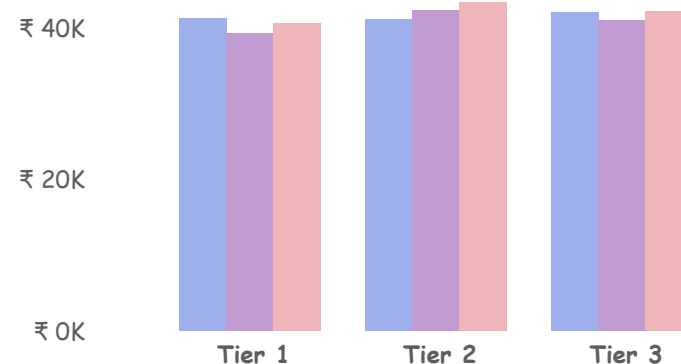


Age

Tier 1 Tier 2 Tier 3 Total

Age	Tier 1	Tier 2	Tier 3	Total
Adult	4417	7455	2980	14852
Young Adult	910	1526	594	3030
Senior Citizen	607	1087	424	2118
Total	5934	10068	3998	20000

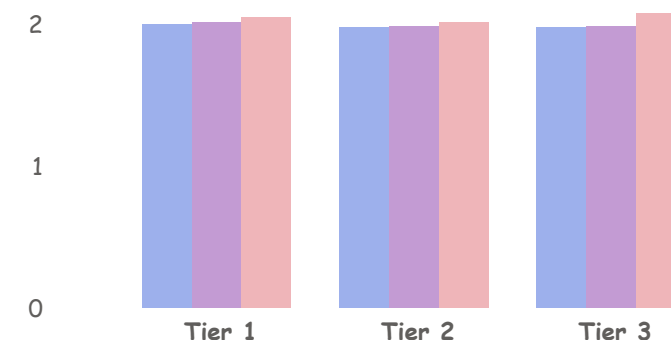
Average Income



Tier-2 > Tier-3 > Tier-1

Tier-2 & 3 earn more despite lesser participants in Tier-3.

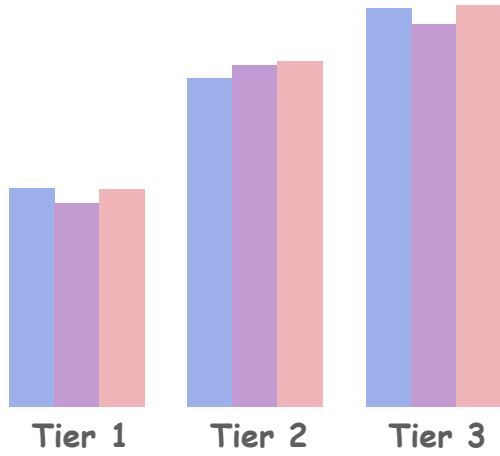
Average Dependents



Dependents are **consistent** across city tiers and age groups.

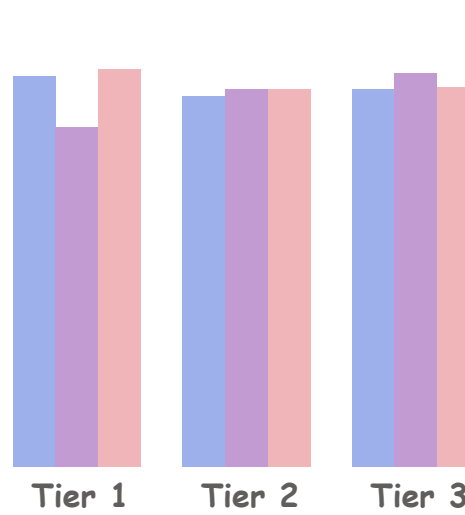
Average Disposable Income

₹ 10K
₹ 5K
₹ 0K



Average Spend

20K
15K
10K
5K
0K



Shows a situation of dis-savings.

All tiers spend more than they earn, Tier-1 has higher expenses relative to income.



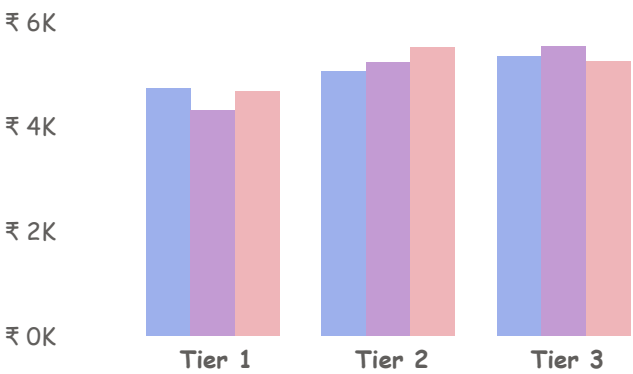
Spent on:



0% 20% 40% 60% 80% 100%

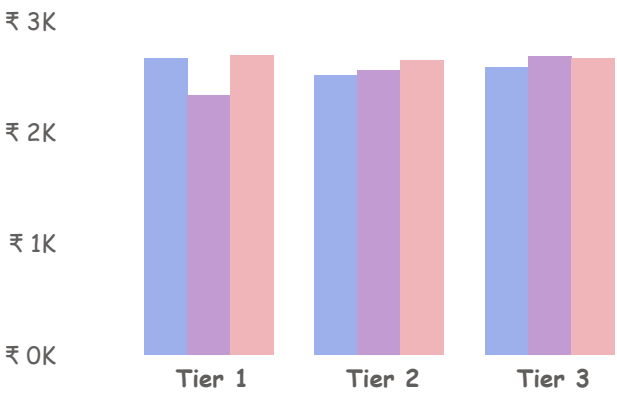
● Rent ● Groceries ● Transport ● Utilities ● Edu ● Healthcare ● Eating Out ● Insurance ● Entertainment ● Misc. ● Loan Repayment

Average Desired Savings



Users won't save on loan repayments, insurance and rent.

Average Potential Savings



Scope for Potential Savings

● Groceries ● Transport ● Utilities ● Entertainment ● Eating Out ● Misc. ● Edu ● Healthcare



0% 20% 40% 60% 80% 100%

Savings **constrained** due to non-negotiables.

Actual potential savings are **50%** of the desired ones, pushing individuals to live paycheck-to-paycheck.