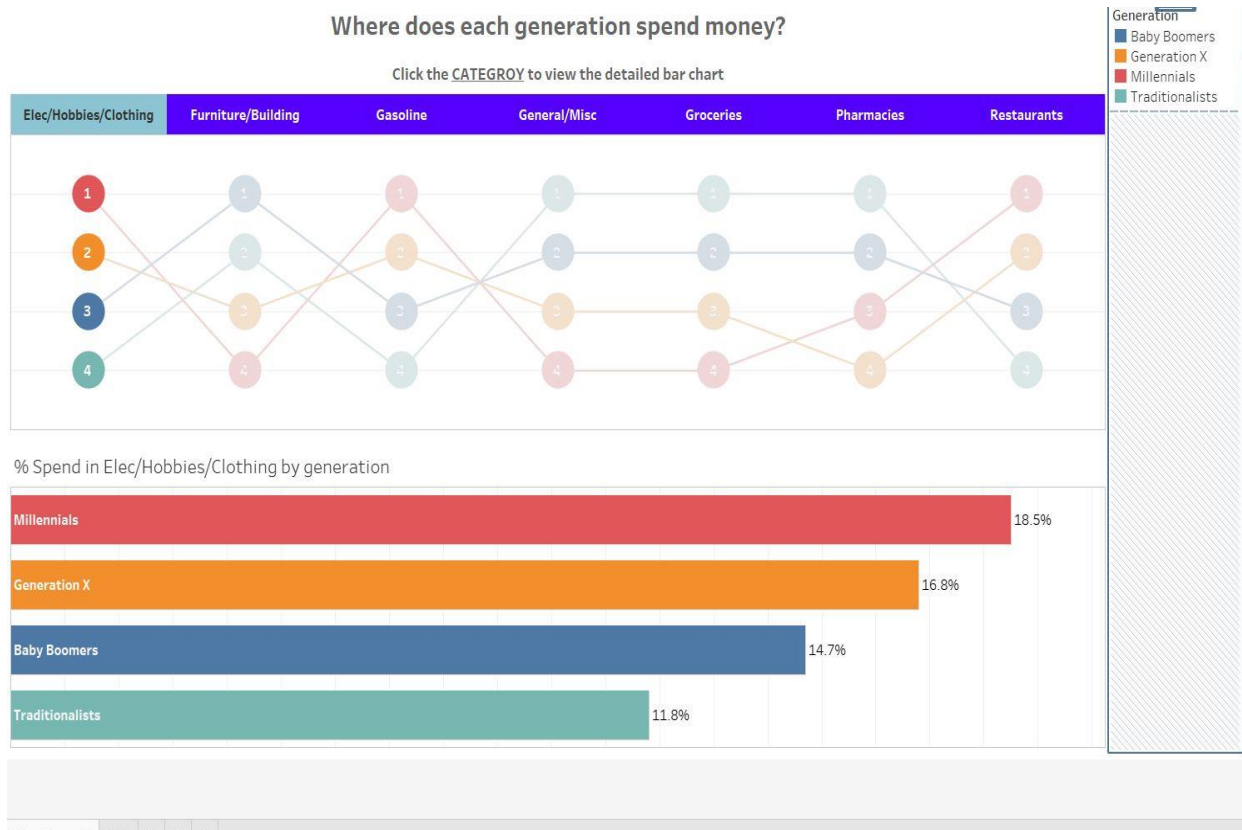


ANALYZING % OF MONEY SPEND BY DIFFERENT GENERATION ON ESSENTIALS

An interactive dashboard using Tableau that gives an overview of % spend done by different generations on essentials

Generation	Year Born
Baby Boomers	1946-1964
Generation X	1965-1980
Millennials	1981-1997
Traditionalists	1945 and before

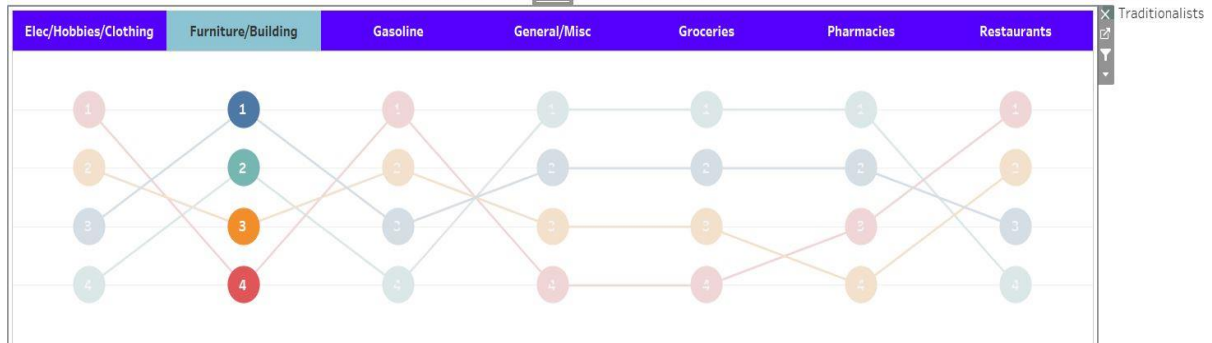
Category – Electrical/Clothing/Hobbies



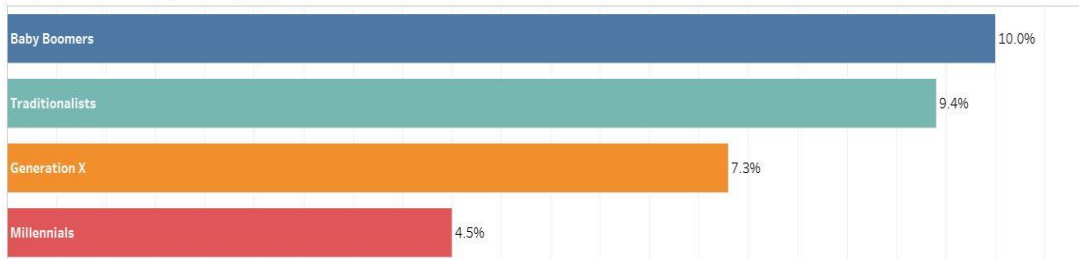
Category – Furniture/Building

Where does each generation spend money?

Click the CATEGORY to view the detailed bar chart



% Spend in Furniture/Building by generation



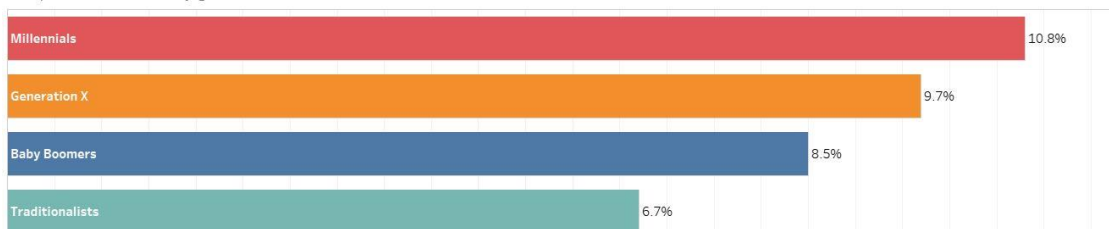
Category – Gasoline

Where does each generation spend money?

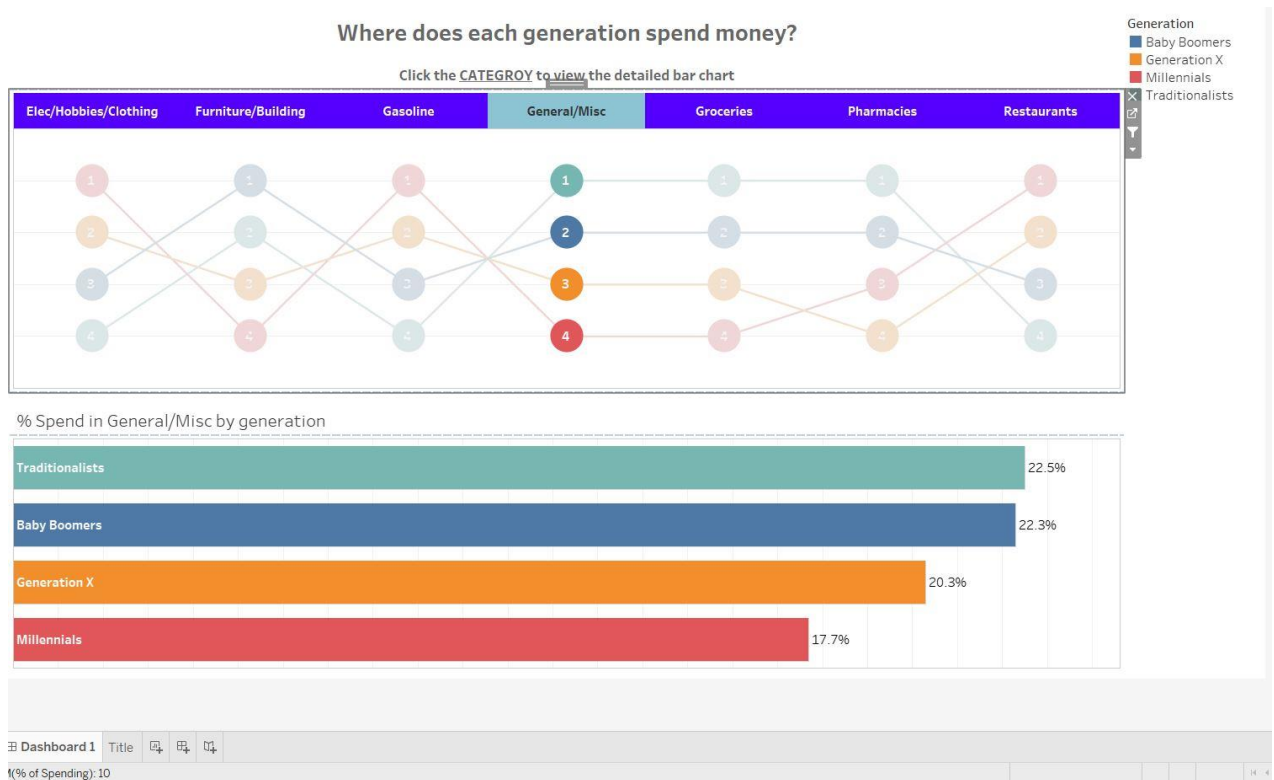
Click the CATEGORY to view the detailed bar chart



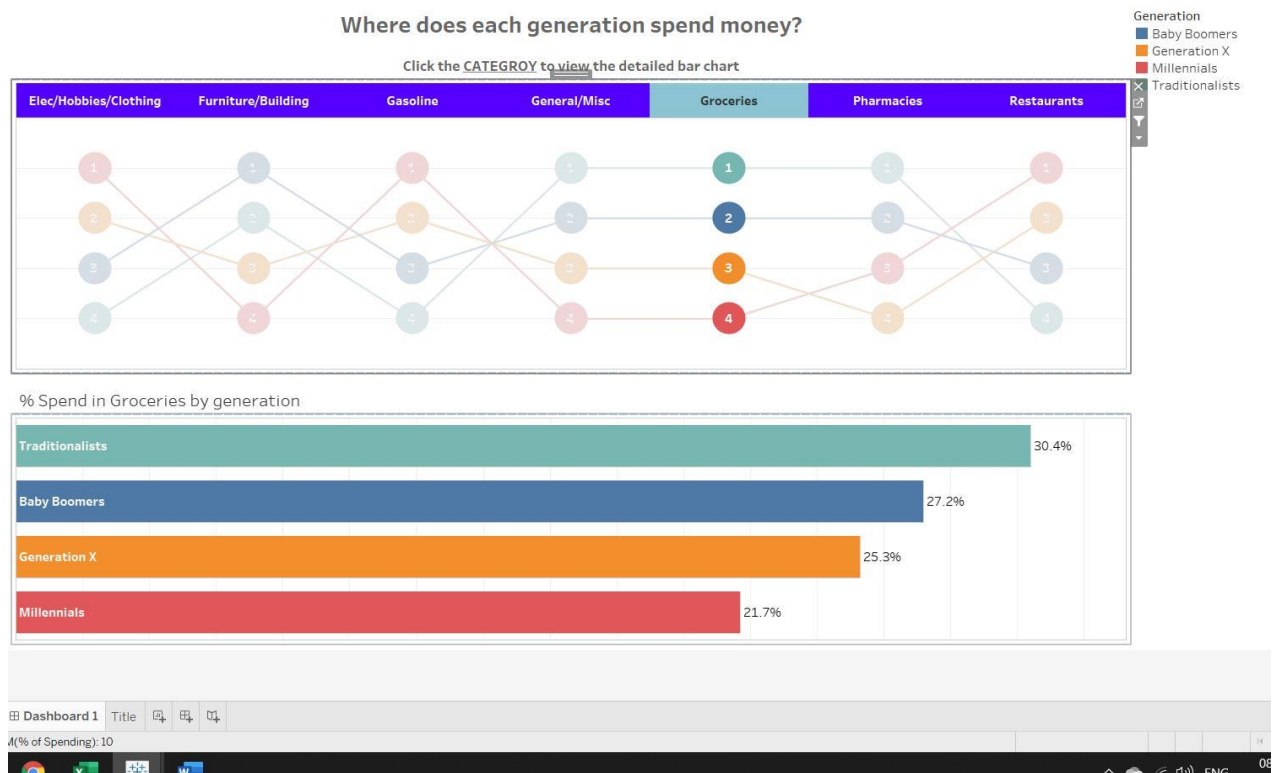
% Spend in Gasoline by generation



Category – General/Misc



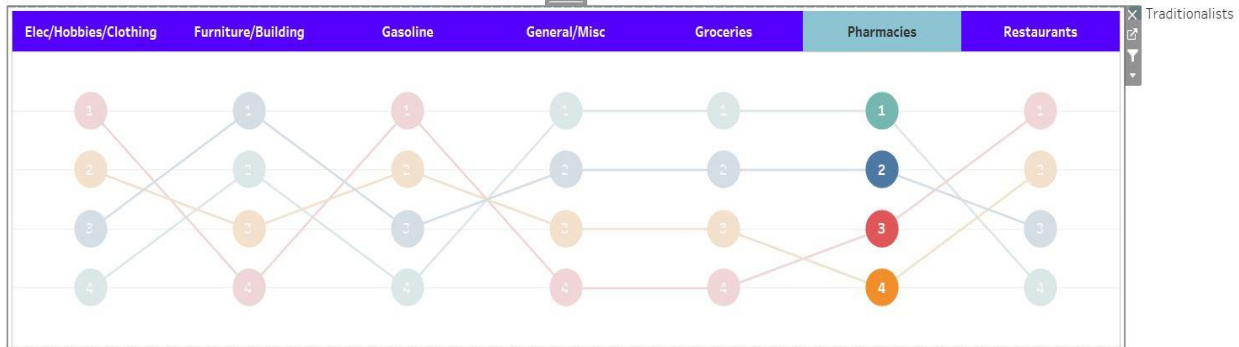
Category – Groceries



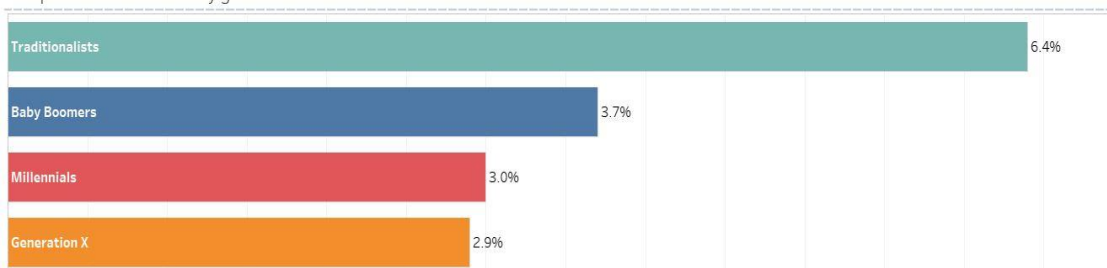
Category – Pharma

Where does each generation spend money?

Click the CATEGORY to view the detailed bar chart



% Spend in Pharmacies by generation



Category – Restaurant

Where does each generation spend money?

Click the CATEGORY to view the detailed bar chart



% Spend in Restaurants by generation

