

Spending Kind Vs All other columns:

>1. Every Age group has decreased their expenditure (ref plot: cat_0) (So, Irrespective of Age group every individual decreased their cash inflow into the system --> Decreases Liquidity).

> 2. In High Spending and Medium spending, the change was not significant b/w male & female, But the change in low_spend among was male & female was significant. So, we can say females are spending less when compared to male. (ref plot: cat_3) Some reasons may be Decrease in shopping, parlour or save for a better future.

	high_spend_change	medium_spend_change	low_spend_change
Male	9.9 dec	5.4 dec	16 increase
Female	8.1 dec	4.8 dec	21.6 increase

> 3. Some ppl are still not worrying about their health. At Present, mostly low spending ppl started worrying about their wealth(ref plot: cat_10)

> 4. The sleeping habits are changed from Early to Rise to Late to Rise. (ref plot: cat_21)

> 5. ppl considering that they live Healthy Lifestyle or started living Healthy lifestyle has increased, The transition of Low spending ppl is more from Before to Present when compared to others (ref plot: cat_22)

> 6. In Present situation, Low spending ppl are showing more interest in Economy_management than before (ref plot: cat_26)

> 7. In Brand_non-brand low spending has increased rather than high spending(ref plot: at_30)

Demographic of people Changed to low_spending group :

1. Income decreased($41/108 = 37.8\%$) i.e.. ppl with no income effect (62.2%) has changed to low_spending. $41/178 = 0.23$, $65/315 = 0.20$

2. South_india ($75/108 = 69.4\%$) $75/361 = 0.207$; $30/155 = 0.193$; $2/12 = 0.166$

3. not married ($61/108 = 56.4\%$) $61/210 = 0.290$; $47/210 = 0.223$

Changes in Healthy Lifestyle from Before to Present:

> Quarter of ppl from other groups started recognising they live a healthy lifestyle or started living Healthy lifestyle.

- * 33% of neutral_before transferred to agree_present

- * 24.6% of Disagree_before transferred to agree_present

> ~ 22% of ppl who believed they are living healthy_lifestyle_before are not.

- * ~10 % of healthy_before disagree in the present situation

- * 11% of healthy_before are confused about their lifestyle.



Healthy lifestyle vs Branded food products.

> Surprisingly only ~10% of ppl from each other groups changed to organic foods/Branded food products

> There is a transition of ppl who preferred/Agree branded food products (Organic and Famous food brands) from being neutral in healthy_lifestyle to agree they are living a healthy lifestyle.

- > 26 ppl increased to Agree with a healthy lifestyle and Branded food products.

- > 26 is less, but the remaining transitions are less than 5



I live a very healthy lifestyle. vs I worry about my health

>Half of ppl who did not worry about their health and were neutral before they started worrying.

- > 53% of Disagree changed to Agree

- > 58% of Neutral changed to Agree

>If ppl are living a healthy lifestyle, they shouldn't worry about their health, but due to this pandemic and psychological disturbances, every individual has a concern about their health.

- > out of 289(201+48+40) healthy ppl 201 worried about their health even when they are living a healthy lifestyle. ~ 70 %

-> 166 ppl are neutral and don't worry about their health, among them 88 are living a healthy lifestyle. ~ 53 %

-> There will be change from ppl worrying about their health from before to present, and the reason is well known (FEAR)

> Demographic of ppl who agree with healthy life-style and worry about their health

-> Income Decreased due to pandemic. ~ 46% --- 35%

-> Age : 20-30 ~ 55% --- 57%

-> Feel lonely in life. ~ 35% --- 34.4%

-> south_indian. ~64% --- 68.3%

I live a very healthy lifestyle. vs Food preferences

> Diet plays a crucial role in a healthy lifestyle, but to the present situation Out-Side food is completely ruled out (the main reason was worry about their health and the another reason was non-availability).

-> There is a known change by an increase in the number of Home-Cooked and Healthy_Lifestyle.

-> Surprisingly there is also an increase in Disagree and being Neutral while they prefer Home-Cooked. So having a healthy lifestyle does not depend on food choices entirely.

I spend on Non-essential/Luxury items also. vs I worry about my health.

> In General ppl who worry about health tend to disagree spending on luxury

-> ppl who worry about health are disagreeing to spend on luxury (from 44 to 146), but still who worry about health are neutral on luxury(131).

-> ppl who agree on luxury spending also agree on worrying about health more (present: 87 > 10 & 87 > 16 | Before : 62 ~ 55)

I spend on Non-essential/Luxury items also. vs Interest in Economy and Management.

-> Present ppl who spend on luxury and interest in Economy_management has decreased (from 101 to 75)

-> the ppl who disagree_luxury and interest in Economy_management has increased

Interest in Politics. vs Views on Religion

> The trend continues in Religion and Politics

-> Before and Present ppl who are Interested/Not Interested/Neutral in one are also Interested/Not Interested/Neutral in other (the Diagonal is maximum in both the cases)

Interest in things related to medicine vs I keep stock of basic medications

> As Pandemic is all about Health, Medicines. So most of the ppl shown that change.

-> There is a transition from Neutral, Not Interested Medicine_intrst to Interested. (~38 %, ~19 %)

-> There is transition from Neutral, Disagree to Agree_Stock_of_Basic_Medications. (~40 %, ~32 %)

-> Increase in Medicine_intrst Interested and Basic_medications_agree. (from 114 to 245)

Is there any change in ppl who are Enthusiatic to start something new:

> Significant changes between ppl who are Enthustatic to start something new and who are not Enthusiastic were observed.

-> There is a significant change in healthy life style (ref : 16)

-> There is a significant change in Charity (ref : 6)

-> There is a significant change in Smoking (ref : 13)

-> There is a significant change in Economy_Manag_intrst (ref : 20)

-> They have same opinion on edu_intit_fee (ref : 30)

-> They have same opinion on hobbies_interest (ref : 9)

-> Increased chi-square statistic :: Digital_content, Mode_of_transport, Food_pref, Medicine_preferences, Drinking_hab, WFH_office, Worry_health, All_angles.

-> Decreased chi-square statistic :: Spending_kind, Track_Household_exp, Spend_on_Luxury, Basic_medications, Save_all_money, Medicine_intrst, Internet_interest, Sleeping_hab, Spent_onli, Meeting_ppl, new_env(adapt to new env quickly), Lonely, Notice_things

* Increase: More different distributions of before and present when compared to Non-enthusiastic ppl.

* Decrease: Less different distributions of before and present when compared to Non-enthusiastic ppl.

> Analyse the demographic of Income change(decrease and Increase)

-> In age groups 25-30 ~21%, 40-55 ~22% their income change is significant. --- ~15%, ~15%

-> There is equal effect on different Genders male :64% ,female : 34.5% --- 51% ,47% delta = 13% in both.

-> Income groups of I don't earn right now (maybe in future), 5-10 lpa and 20+ lpa have income change

-> Self-Employed and Students are affected

> Analyse the demographic data_consumption Decreased

> Usually due to Work from Home, Online Entertainment, Online Education, Kids Management the Data Consumption will increase, But 10% decreased their Consumption.

-> ppl Who are not lonely decreased time spending online, this can tell us they are spending Quality time with Family || not working currently. ~56% --- 45%

-> ppl who are Self-Employed majorly(~ 60%) decreased their data consumption, this can be due to Lose of business/clients currently || Extended time period for projects which in turn decreases their Income.

-> ppl in age group 40-55 decreased consumption among other age groups. ~ 25% --- 15%