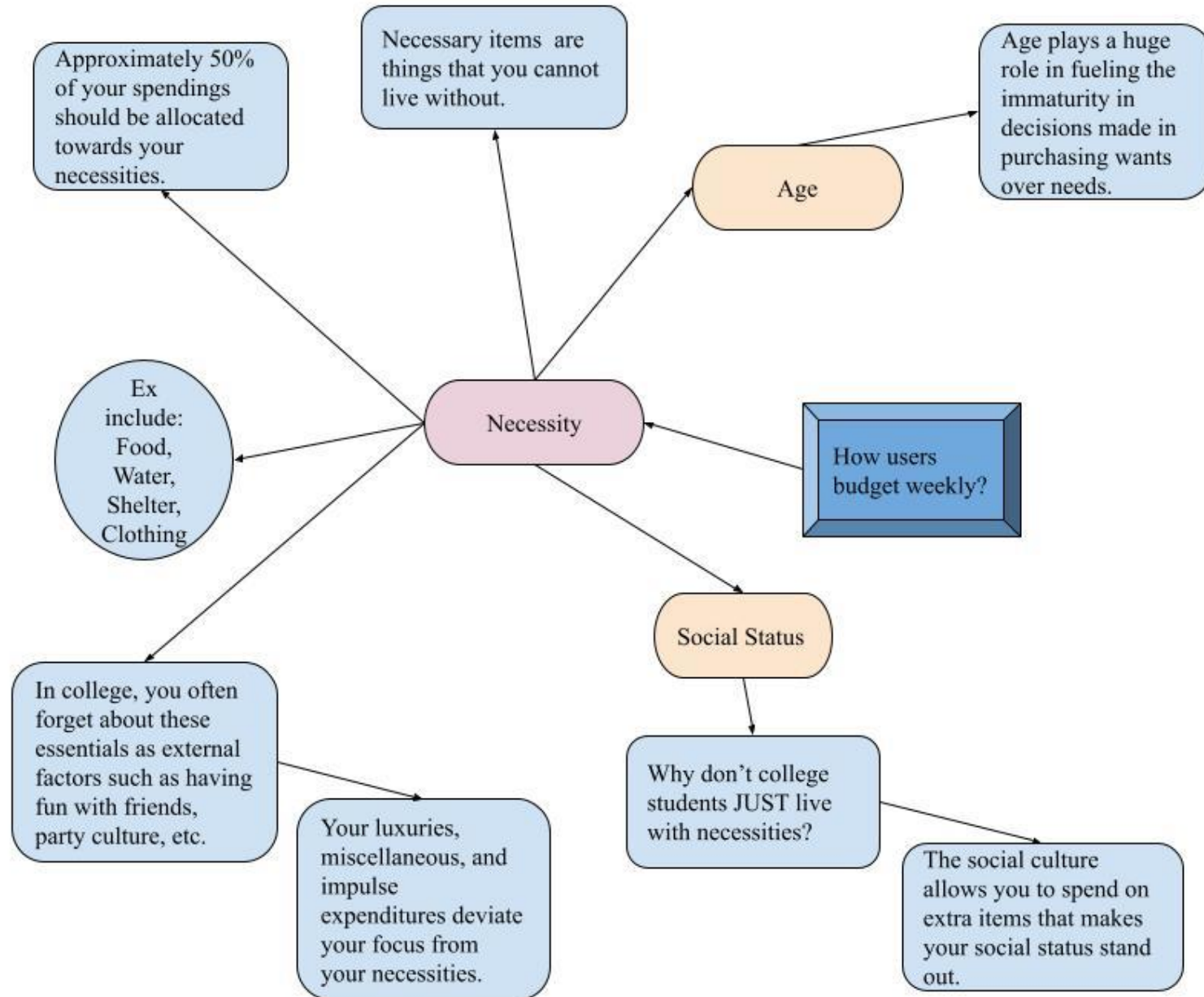


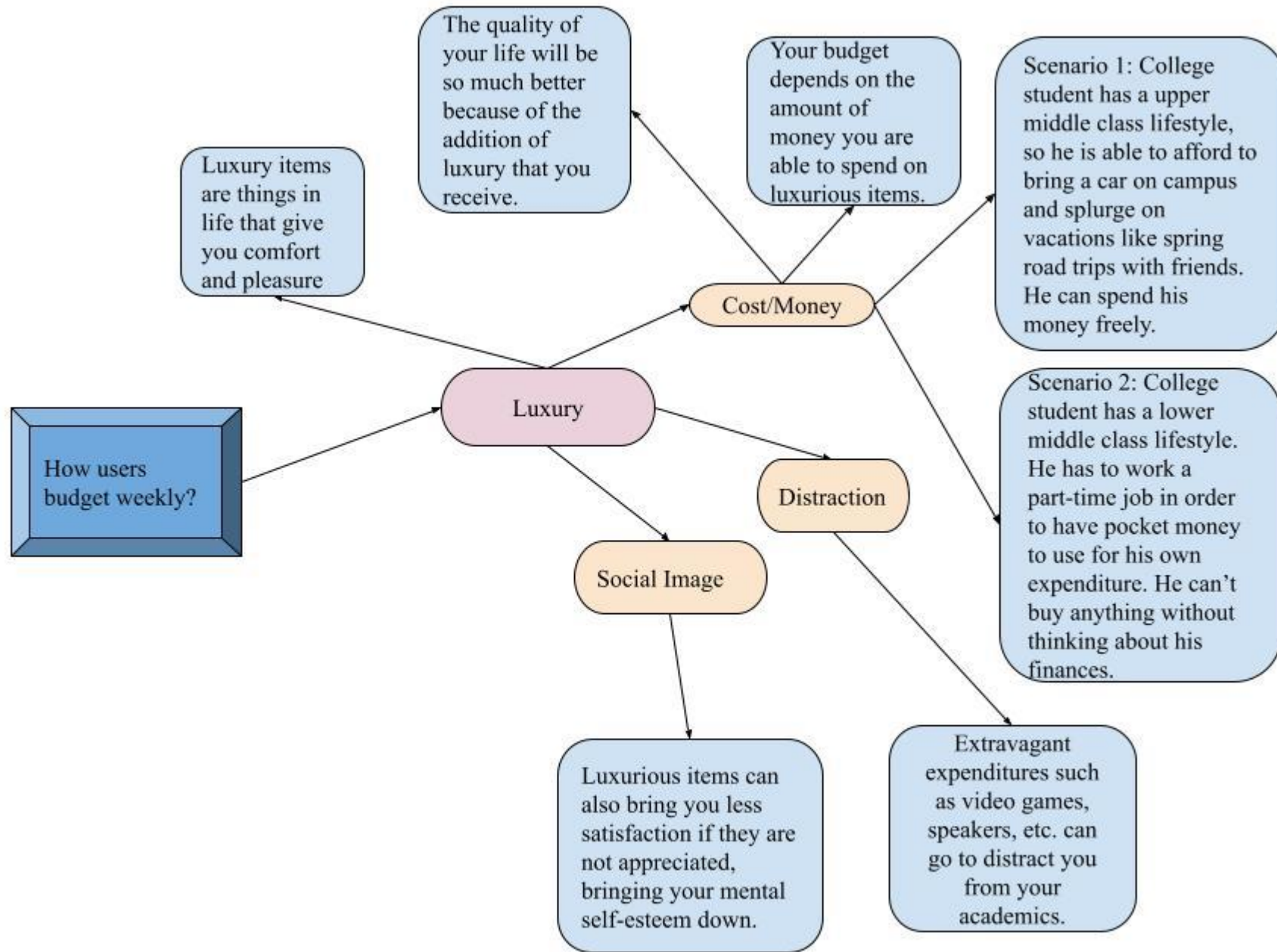
Data Analysis

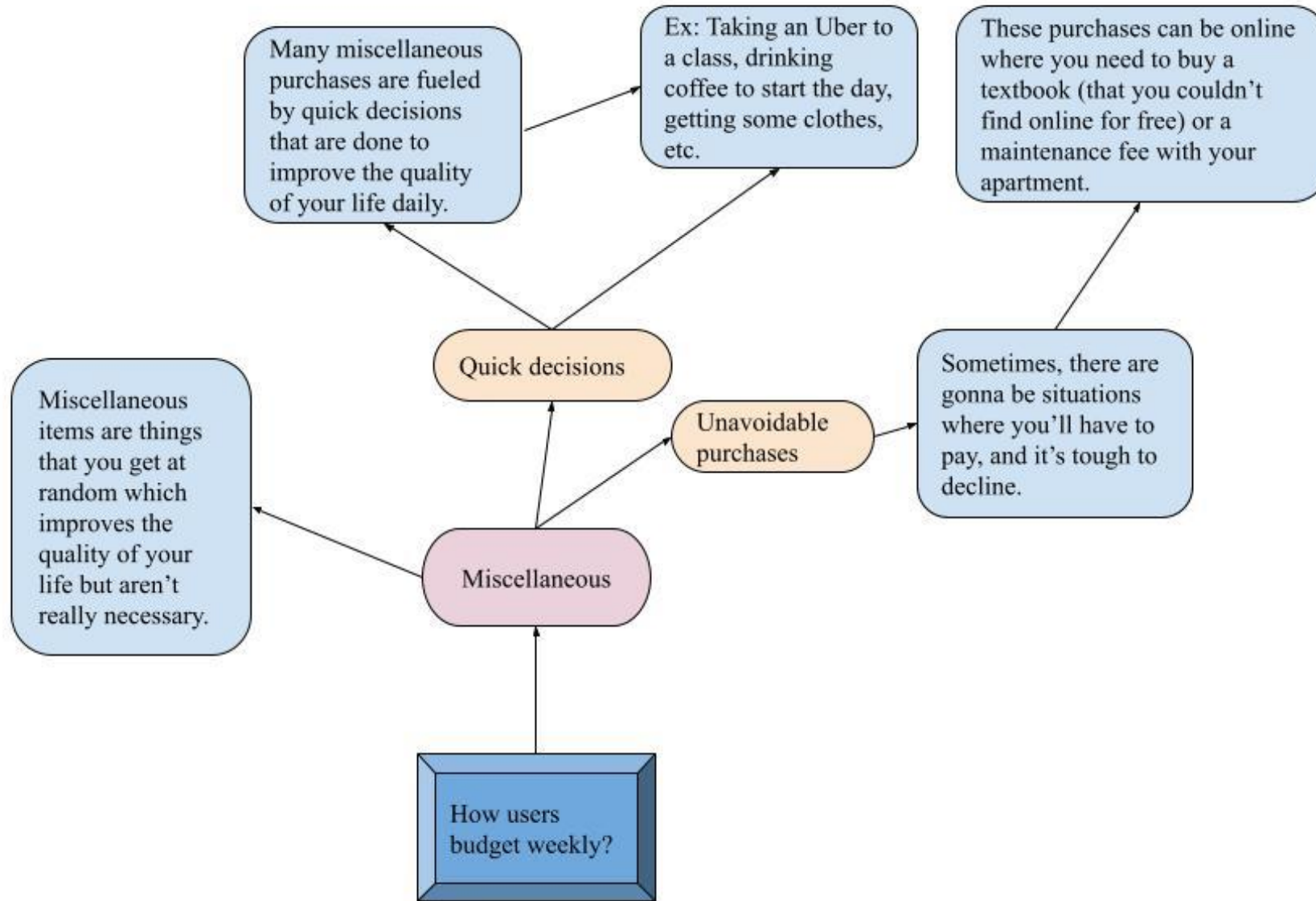
By: Varun Sudhakaran, Sahil Surapaneni, and
Taeyong Namkoong



Affinity Diagram
Correlation for
Necessities

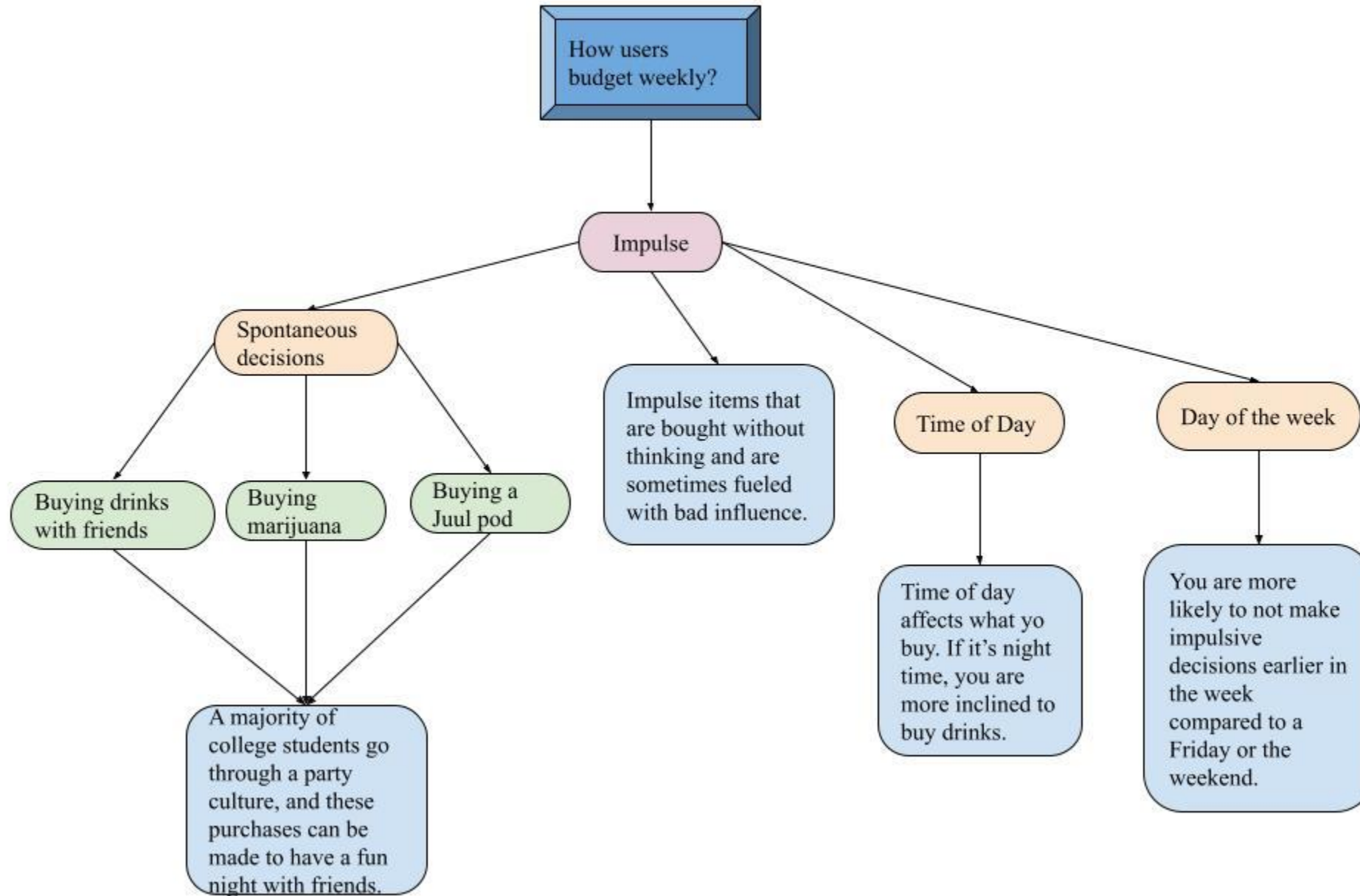
Affinity Diagram Correlation for Luxury





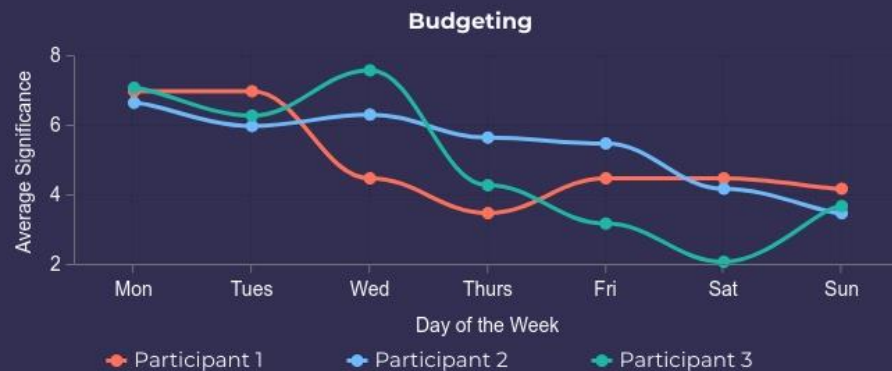
Affinity Diagram
Correlation for
Miscellaneous

Affinity Diagram Correlation for Impulse



These graphs relate to each other because it allows to

Monitoring Average Significance of Purchase



As you can see in this graph, there is a positive correlation between lower average significance of purchase as you progress through the week.

Monitoring Daily Spendings



As you can see in this graph, there is a positive correlation between daily spending decreasing (except for the outlier of participant 3) as the week goes on.

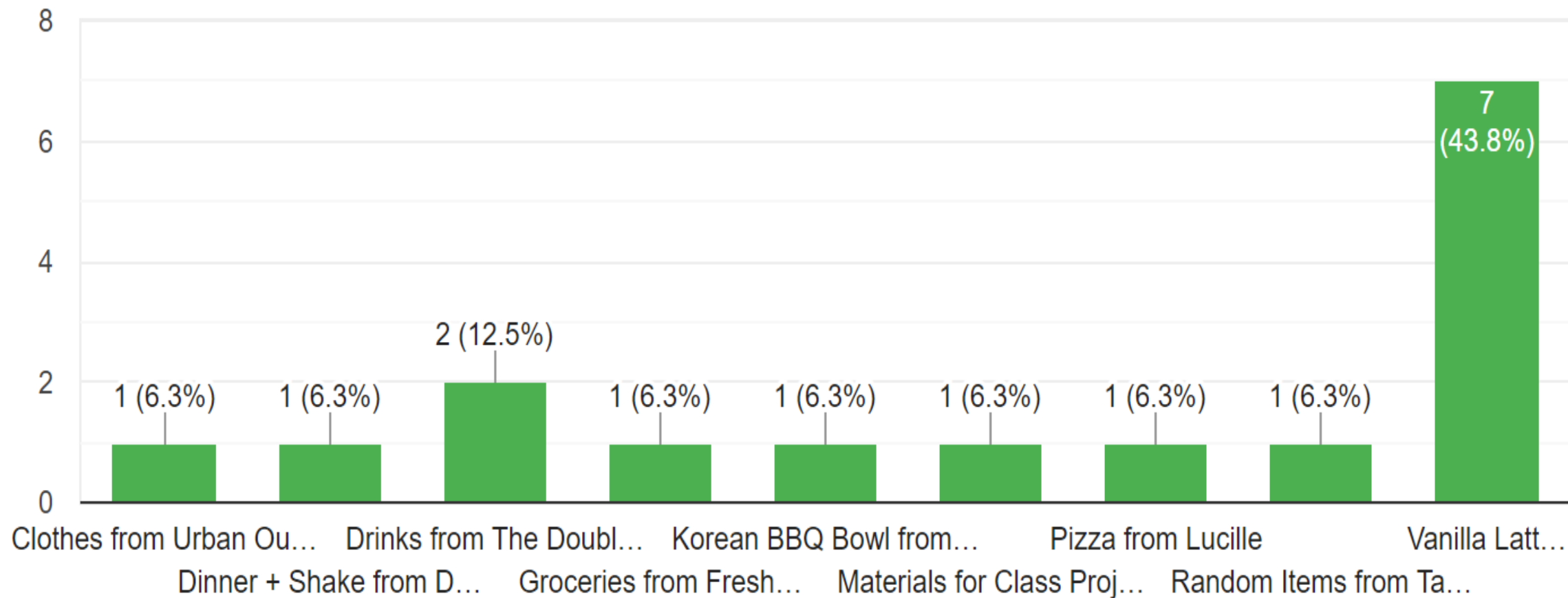
The background of the slide is a blurred image of a notebook page. A pen is visible in the upper right corner, and a line graph with data points is sketched across the page. The overall color palette is a mix of warm orange and cool blue tones.

Analysis of An Entry By a User

The following data samples are statistics that are given from Google forms. These are data points that you can see the trends in the answers in the submission.

Item Bought

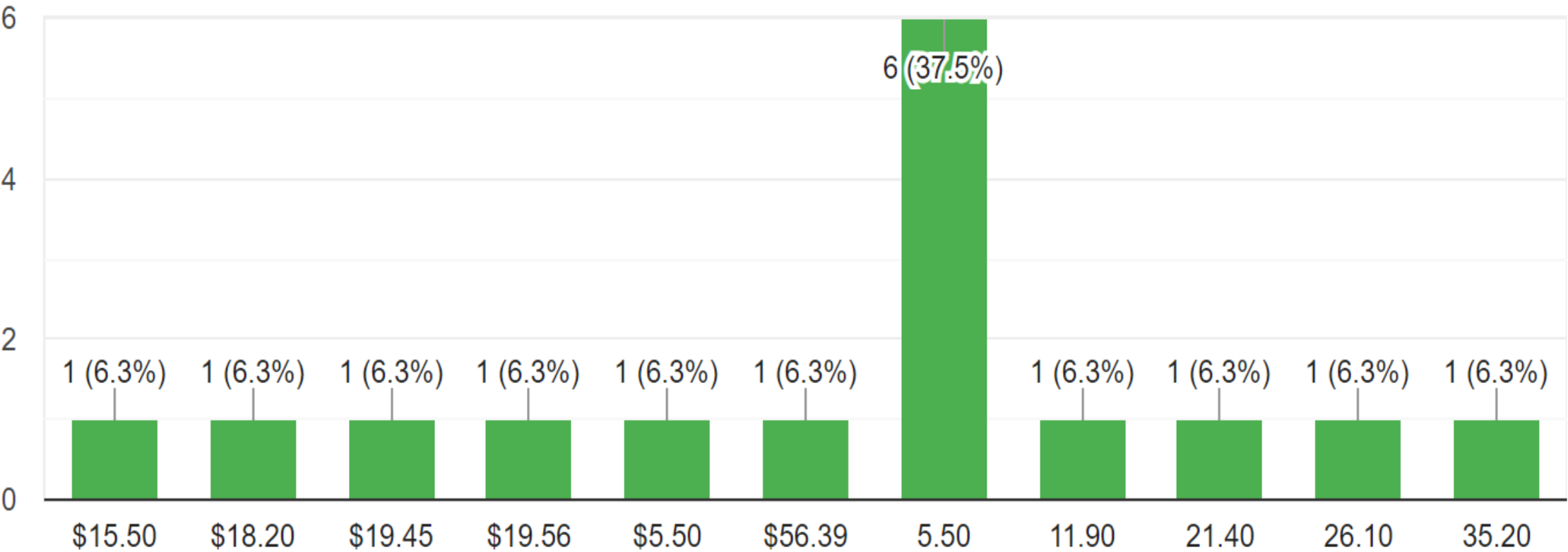
16 responses



Cost (\$)

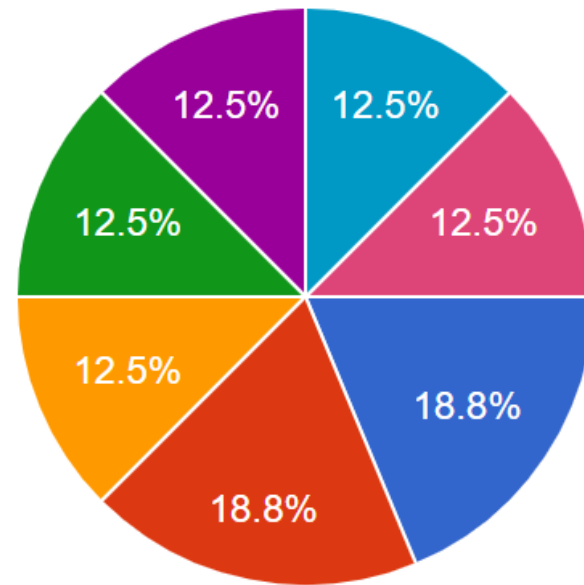


16 responses



Day Purchased (Monday - Sunday)

16 responses



- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Time of Day

16 responses

09 : AM

9:45 AM 6

11 : AM

11:45 AM 2

12 : PM

12:30 PM 2

01 : PM

1:38 PM

02 : PM

2:20 PM

03 : PM

3:20 PM

07 : PM

7:10 PM

10 : PM

10:20 PM

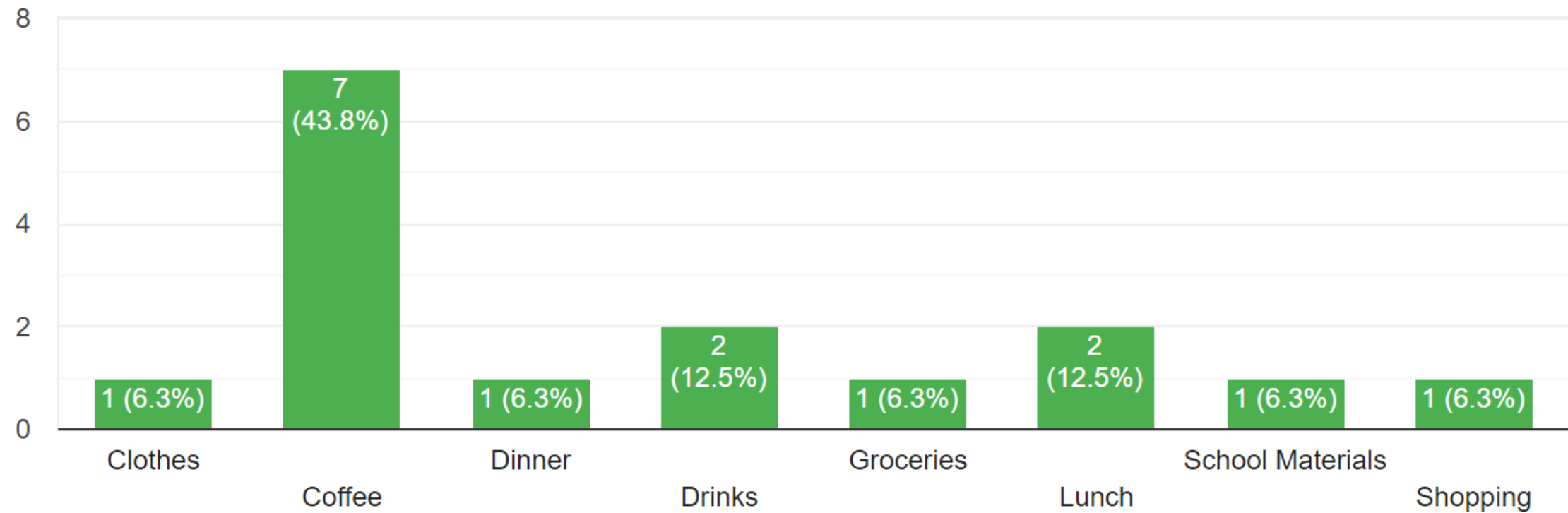
11 : PM

11:16 PM

Type of Purchase (ie. Lunch, Drinks, etc)

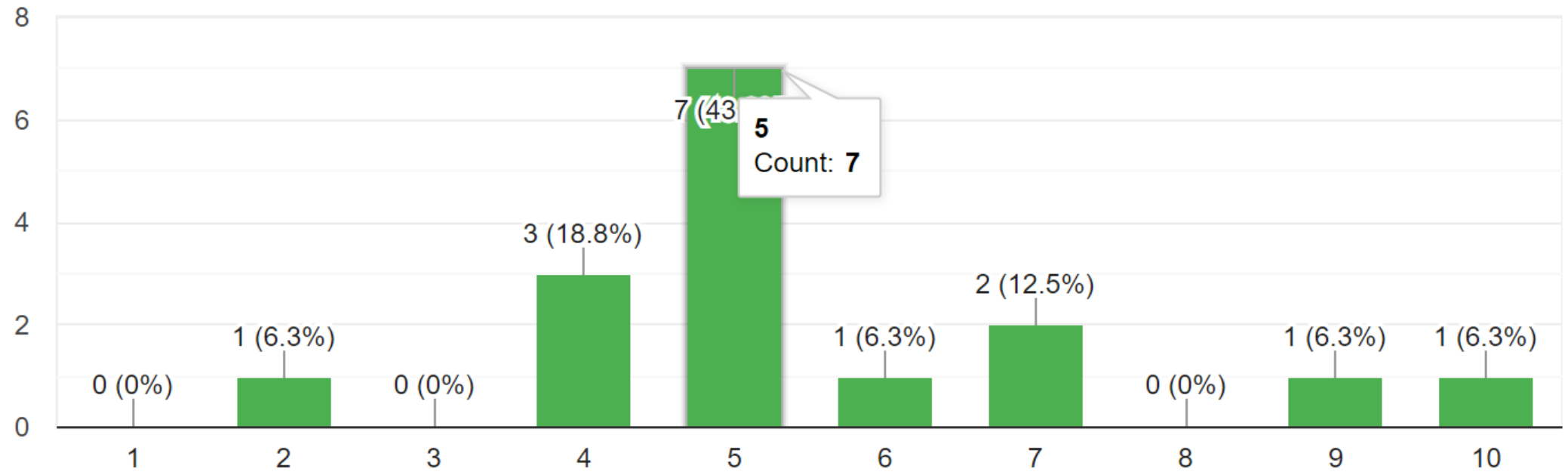


16 responses



Significance of Purchase

16 responses





Thank you for going through our Data Analysis

Stories and Design Opportunities described in detail in Report
