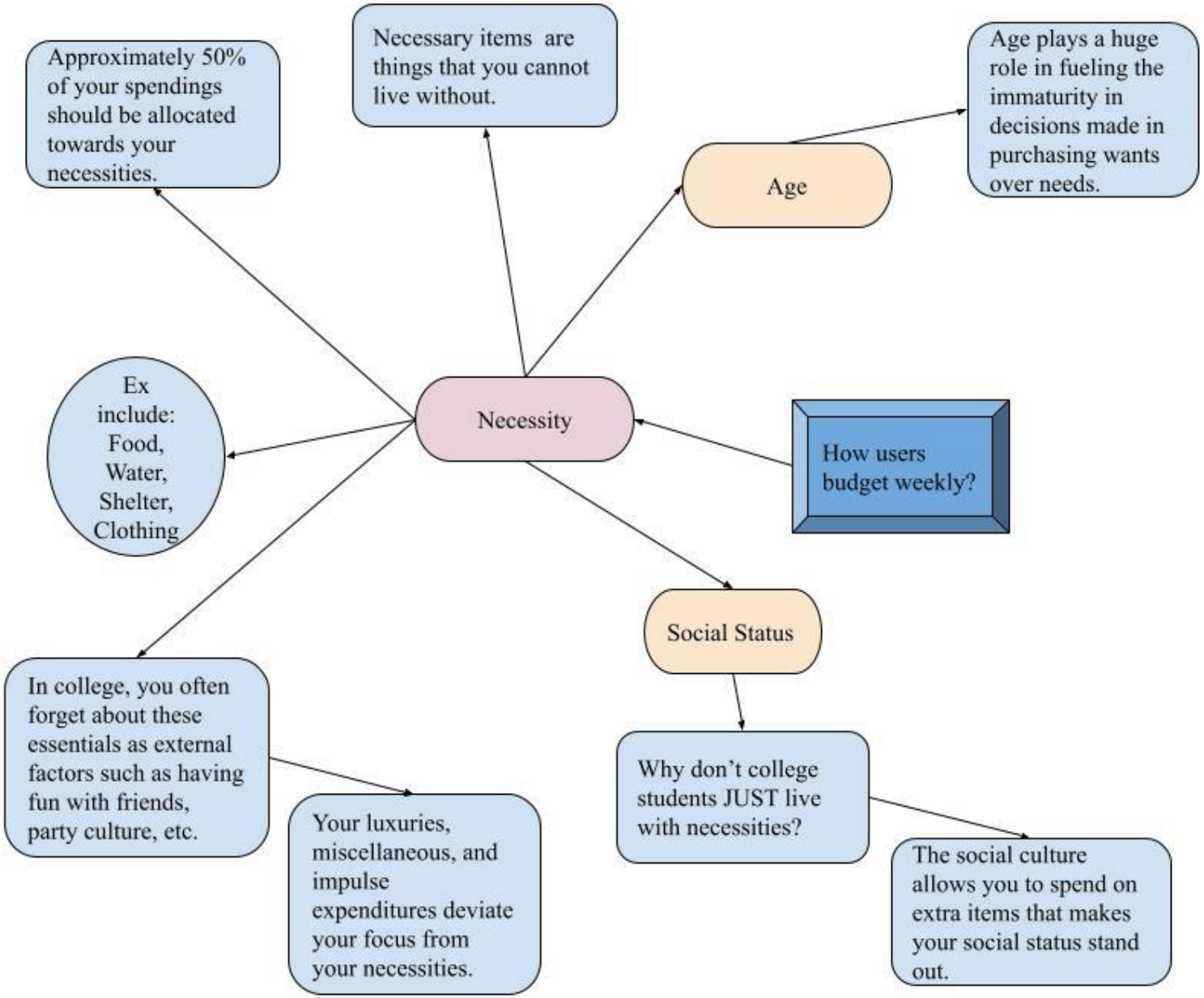
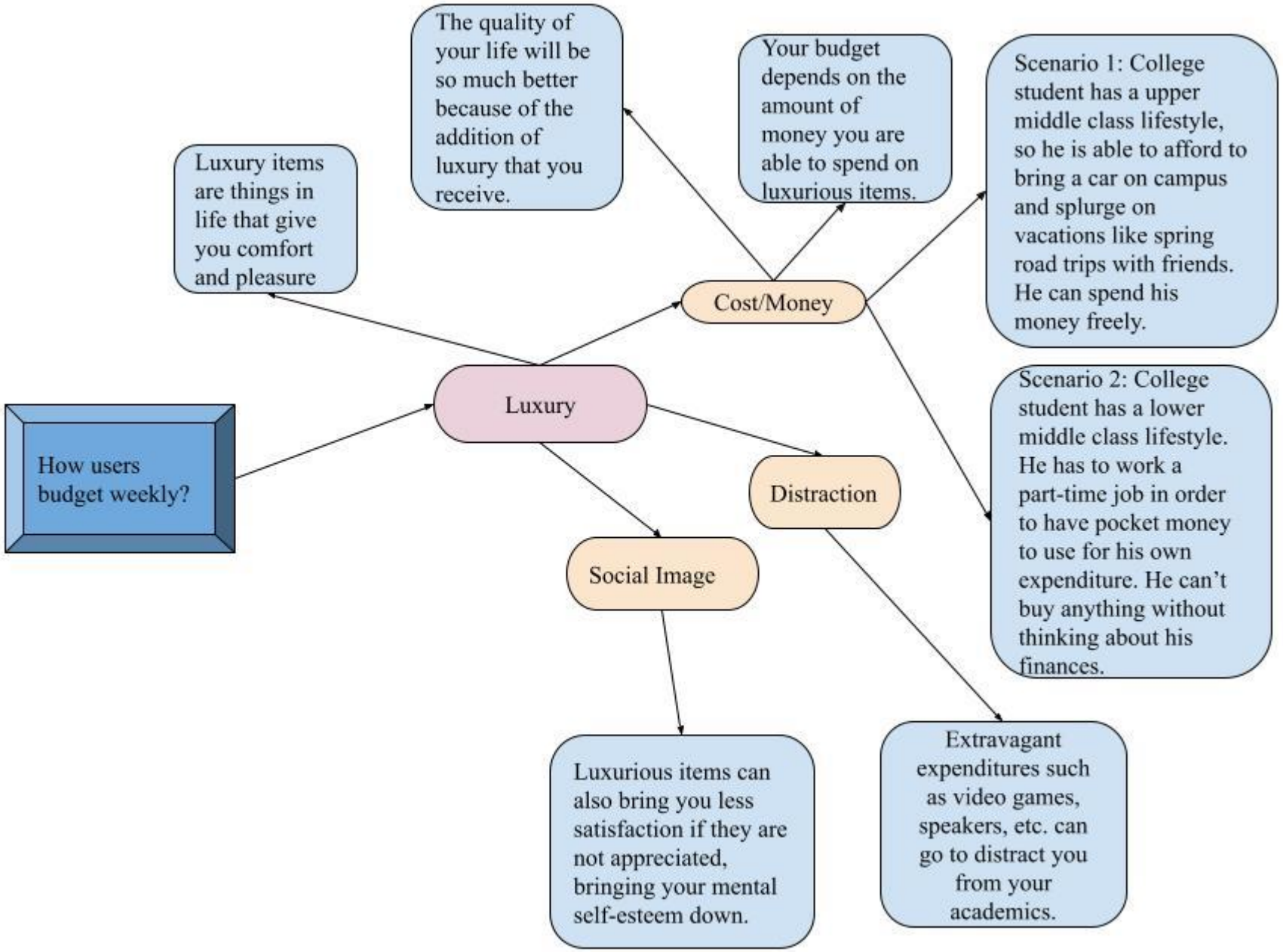
Data Analysis

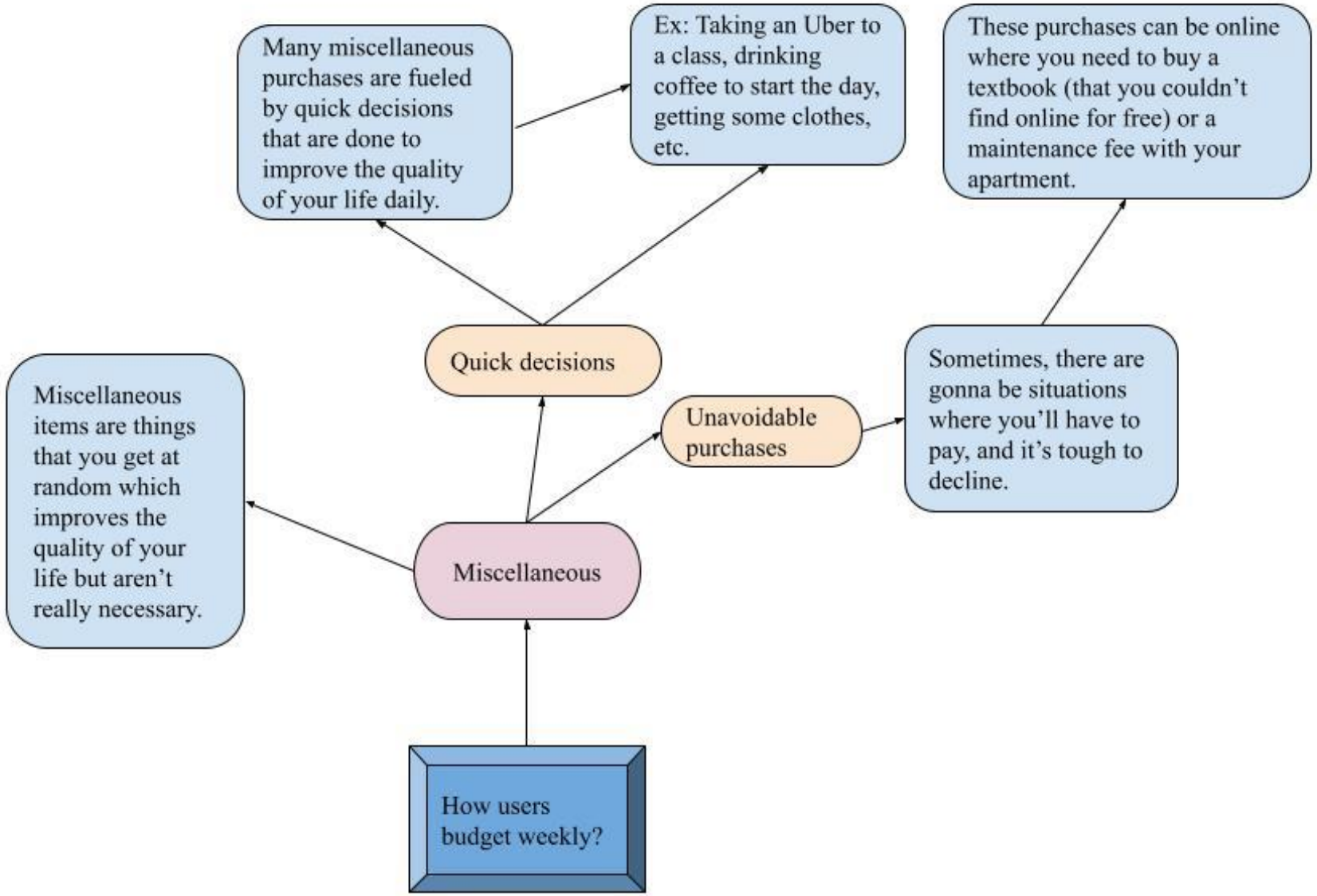
By: Varun Sudhakaran, Sahil Surapaneni, and Taeyong Namkoong

Affinity Diagram Correlation for Necessities



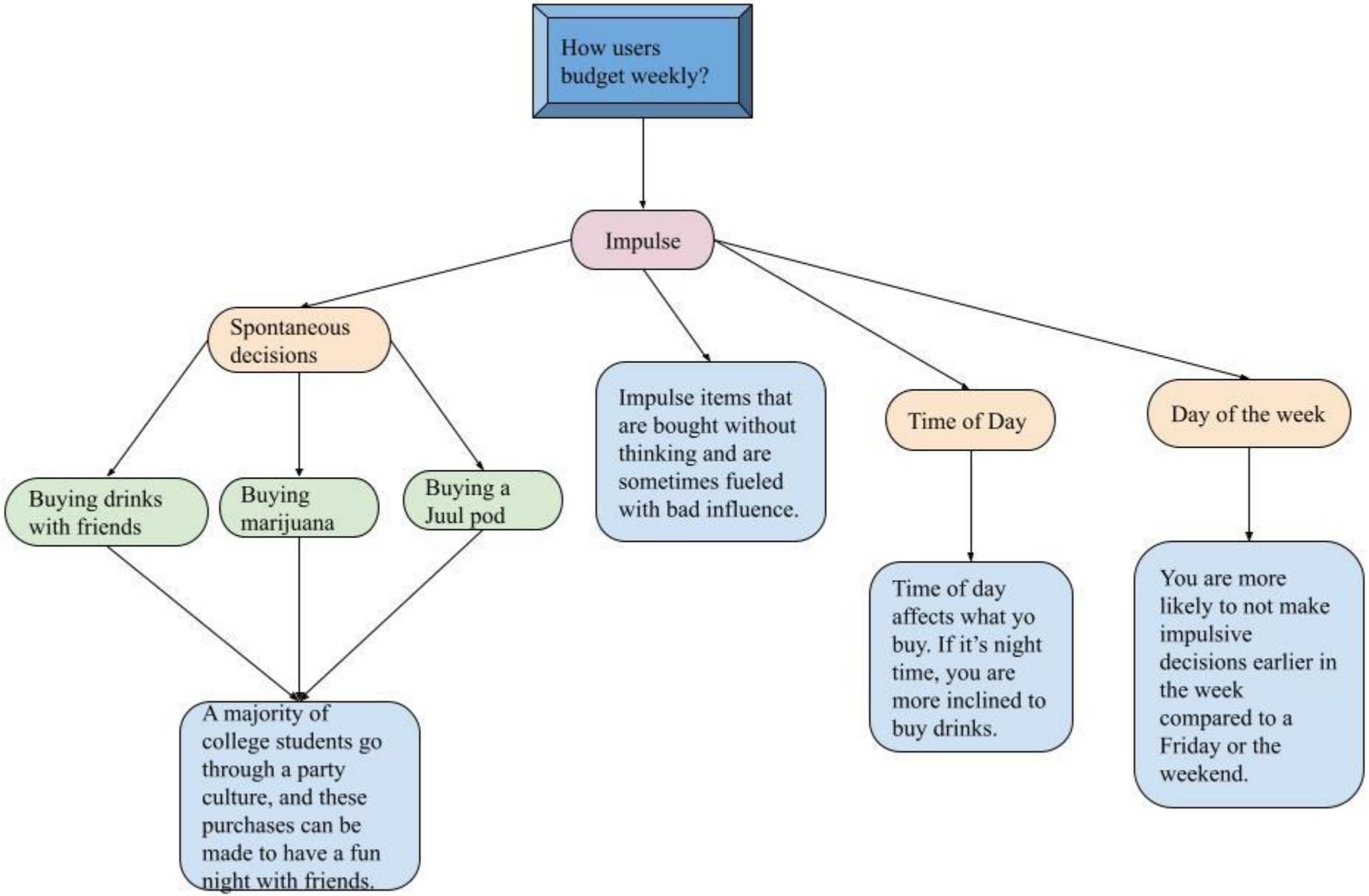


Affinity Diagram Correlation for Luxury

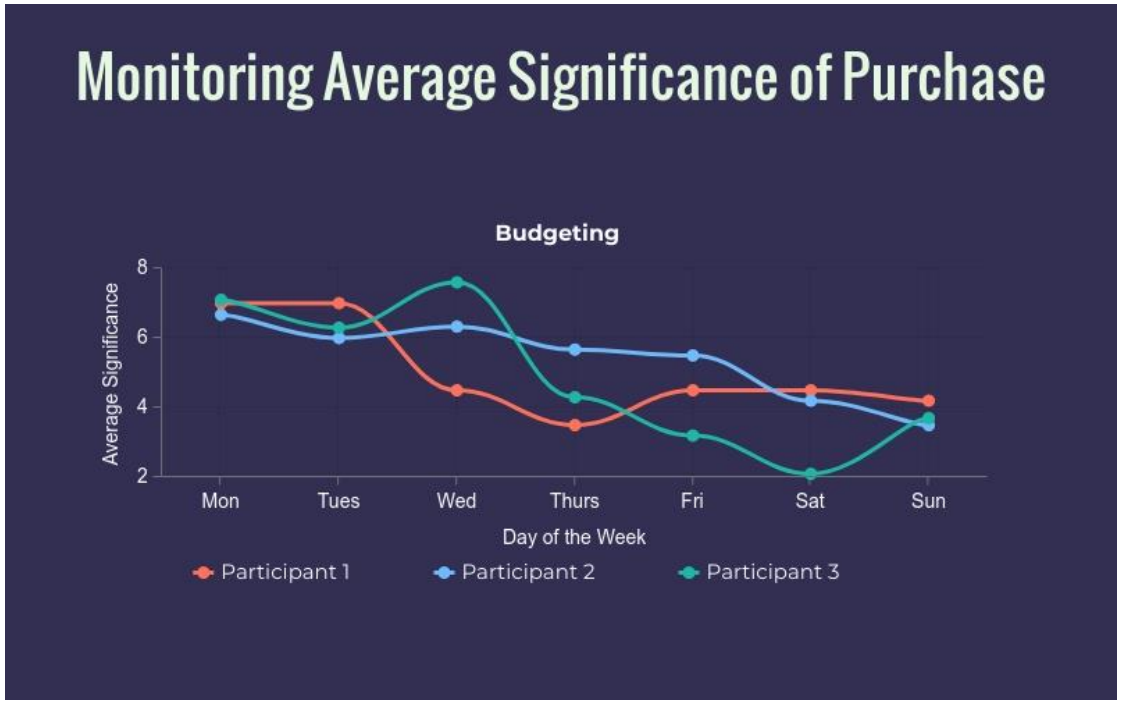


Affinity Diagram Correlation for Miscellaneous

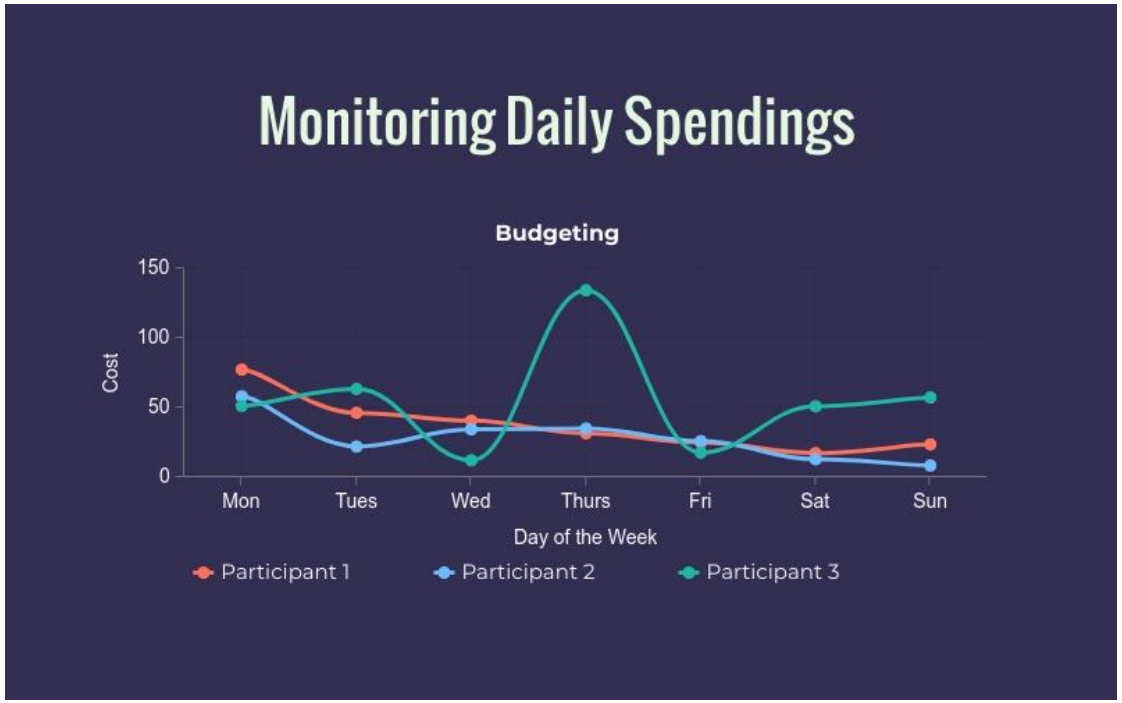
Affinity Diagram Correlation for Impulse



These graphs relate to each other because it allows to



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



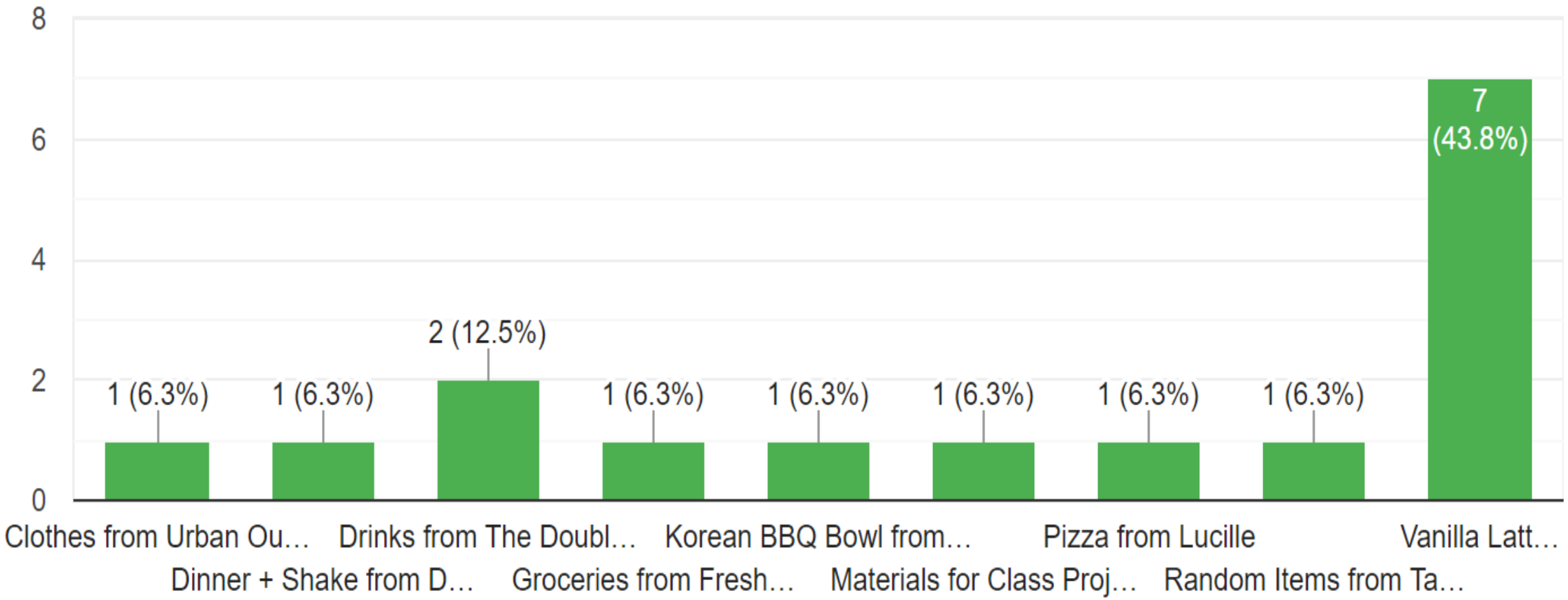
As you can see in this graph, there is a positive correlation between daily spending decreasing (except for the outlier of participant 3) as the week goes on.

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.

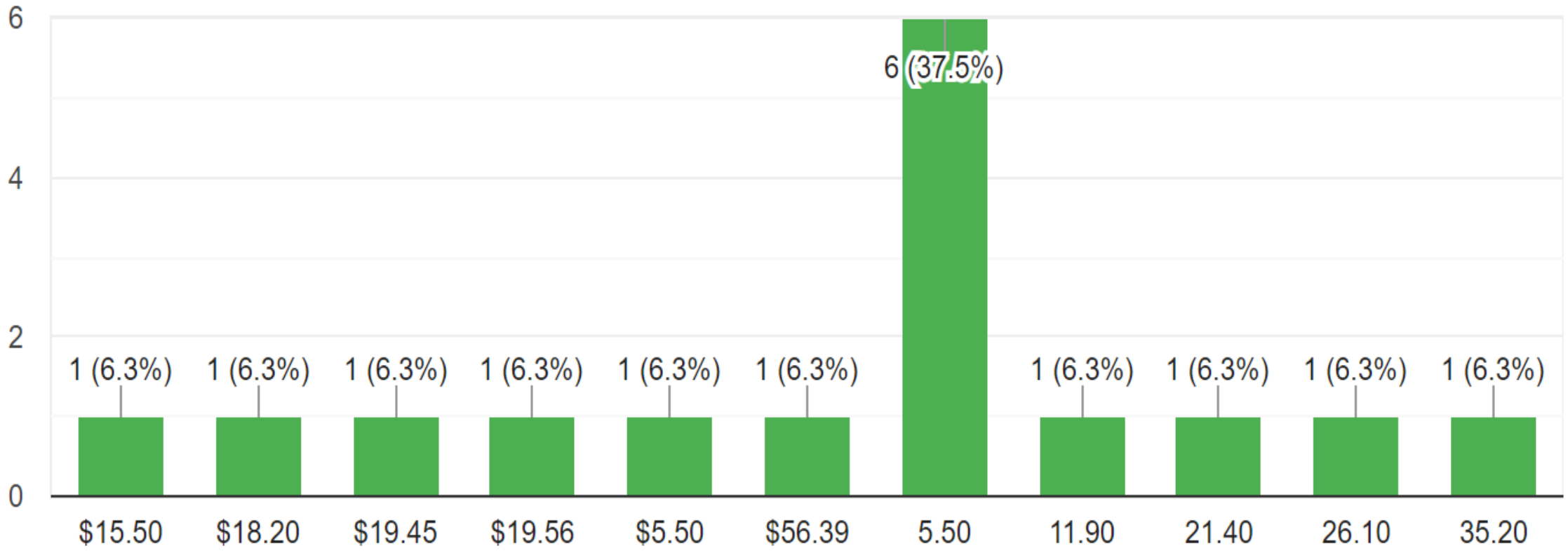
Item Bought

16 responses



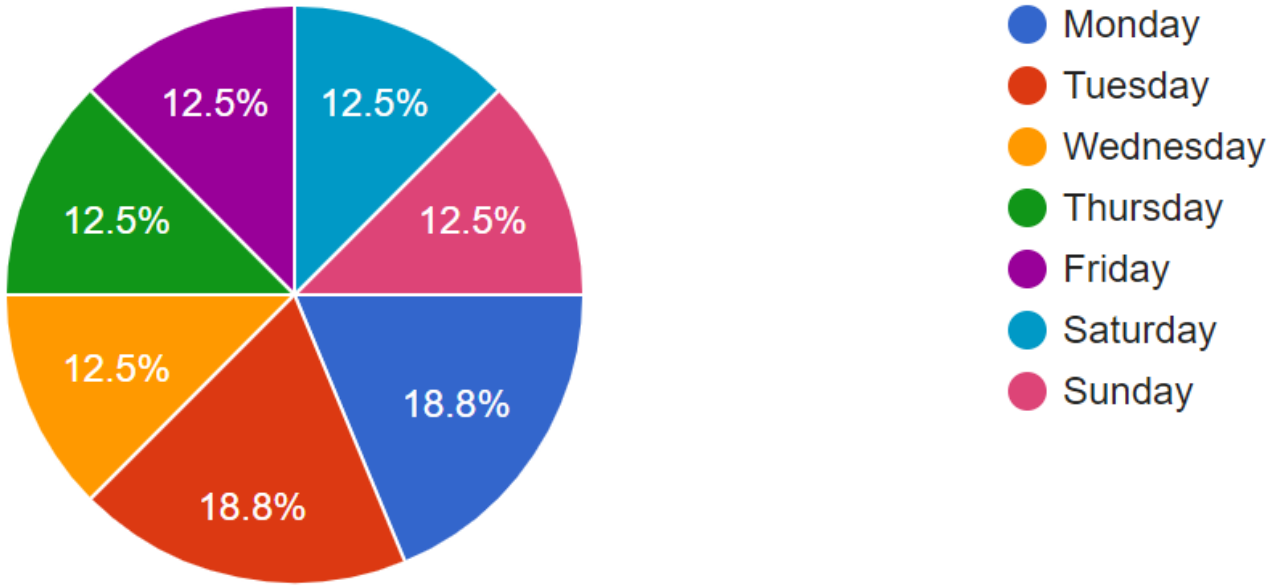
Cost ($)

16 responses



Day Purchased (Monday - Sunday)

16 responses



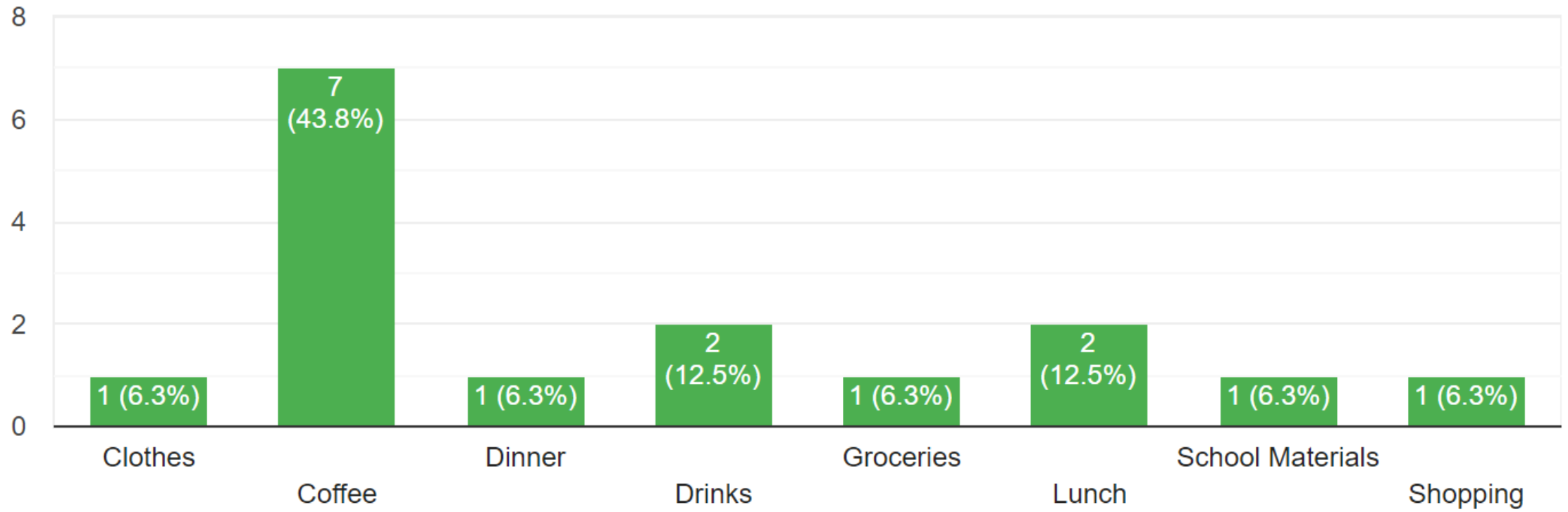
Time of Day

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

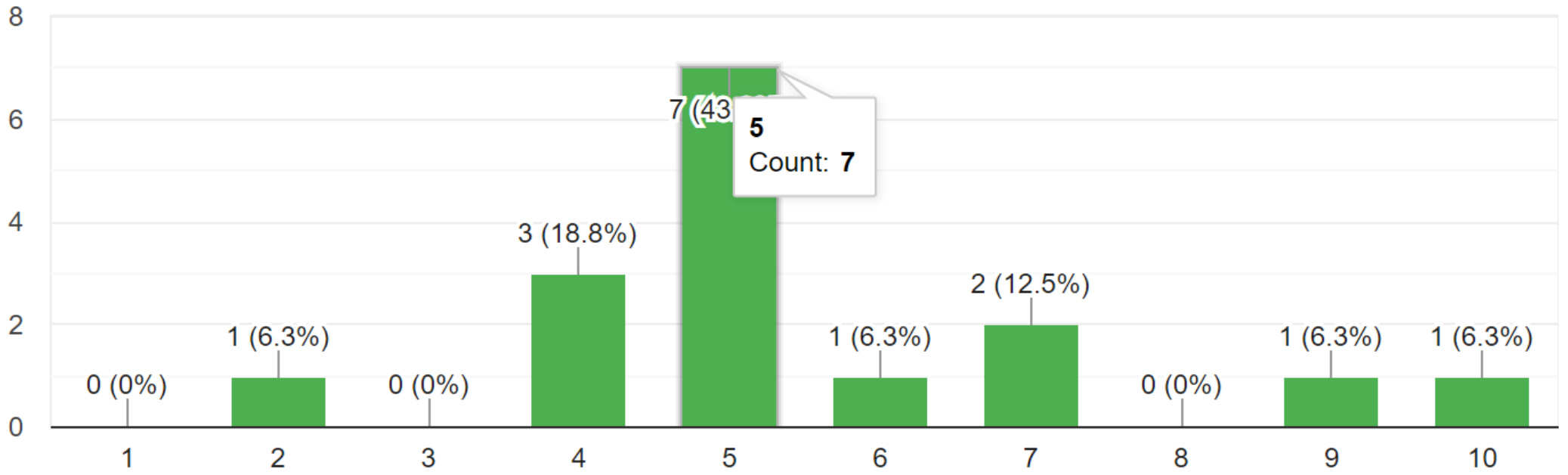
Type of Purchase (ie. Lunch, Drinks, etc)

16 responses



Significance of Purchase

16 responses



Thank you for going through our Data Analysis

Stories and Design Opportunities described in detail in Report