When faced with the end of the world as we know it, consumers prioritize purchasing specific types of goods over others.

Data useful for me:

* Motor vehicles vs. Motorcycles vs. Recreational Vehicles (Airplanes and Boats)
* Major Appliances vs. Small Electric Appliances
* Sporting Goods, Guns, and Ammunition
* Tools & Equipment for House and Garden

Story:

We looked for the largest purchasing pattern increases after April 2020 to determine which types of items consumers gravitate towards in apocalyptic times.

We could look at March and April in a bubble, for when panic was at an all-time high.

Then we could look at what items had a high rate of increase in the next few months for when people needed to be self-sufficient.

Interesting Graphs:

Tobacco Consumption

| Trend | Consumption Categories |
| --- | --- |
| Increase March > Drop April > Increase above normal | * Small electric household appliances * Tools and equipment for house and garden * Outdoor equipment and supplies * Recreational goods and vehicles * Personal Computers and Tablets * Computer Software and accessories * Food and beverages (Overall) * Coffee and tea * Alcohol * Fuel Oil * Nonprescription drugs * Nondurable recreational items * Games, toys, hobbies * Pets and related products * Household supplies * Personal Care products * Electric Appliances for personal care |
| Increase March > Drop April > Normalize | * Meat and Poultry * Milk dairy products and eggs * Fats and oils * Fresh Fruits and Veggies * Processed fruits and veggies * Sugar and sweets * Nonalcoholic beverages * Pharmaceutical products * Prescription Drugs |
| Steady increase March-September | * Newspapers and periodicals |
| Decrease March & April > Increase above normal | * Motor Vehicles * Carpets and other floor coverings * Window Coverings * Major Household Appliances * Sports and Recreational Vehicles * Therapeutic appliances and equipment * Luggage * Telephone and related communication equipment |
| Decrease March & April > Normalize | * Furniture * Glassware/tableware * Televisions * Audio Equipment * Photographic Equipment * Musical Instruments * Jewelry and Watches * Clothing and footwear * Flowers, seeds, potted plants |
| Decrease March & April > Increase but stay lower than normal | * Shoes and other footwear * Gasoline and other energy goods |
| Normal until April > Increase above normal | * Sporting equipment, supplies, guns, ammunition |