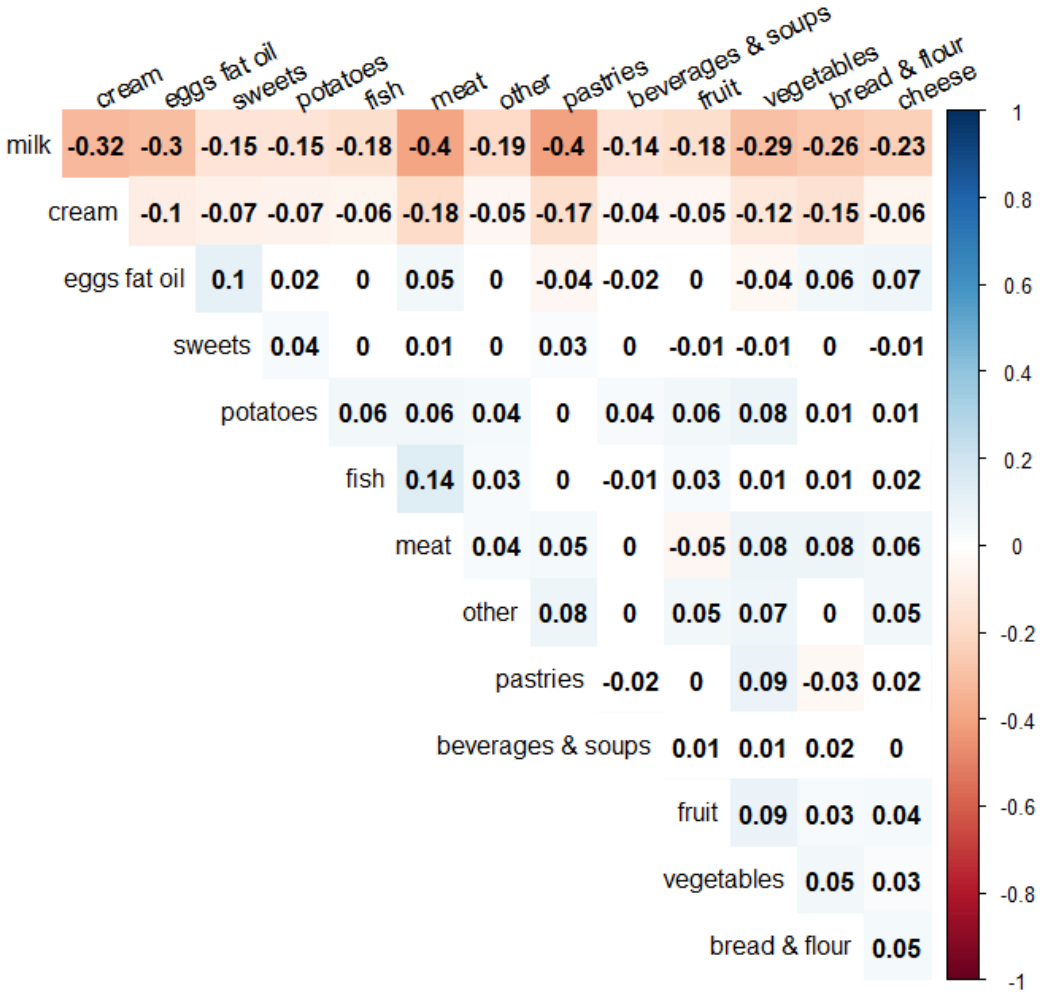
This plot shows the correlation between percent of purchases made in each food category on a household level. Note these are coarse categories used for EDA but the underlying data contains hundreds of categories. Because buying an apple does not have the same meaning as buying a filet-mignon, I weighted all of the purchases by the nutritional value provided by the British government. The purpose of this table is to show whether there are households who prefer similar types of foods. If this turns out to be the case, then a machine learning classification algorithm would be successful at identifying distinct types of purchasers.

Correlation Between Types of Food Purchases (weighted by calories)



- Purchases in most categories are negatively correlated with one another, with milk as exception.
- The relative strength of correlation between some of the category pairs indicate that there are potential clusters of customers that might be detected in the data.