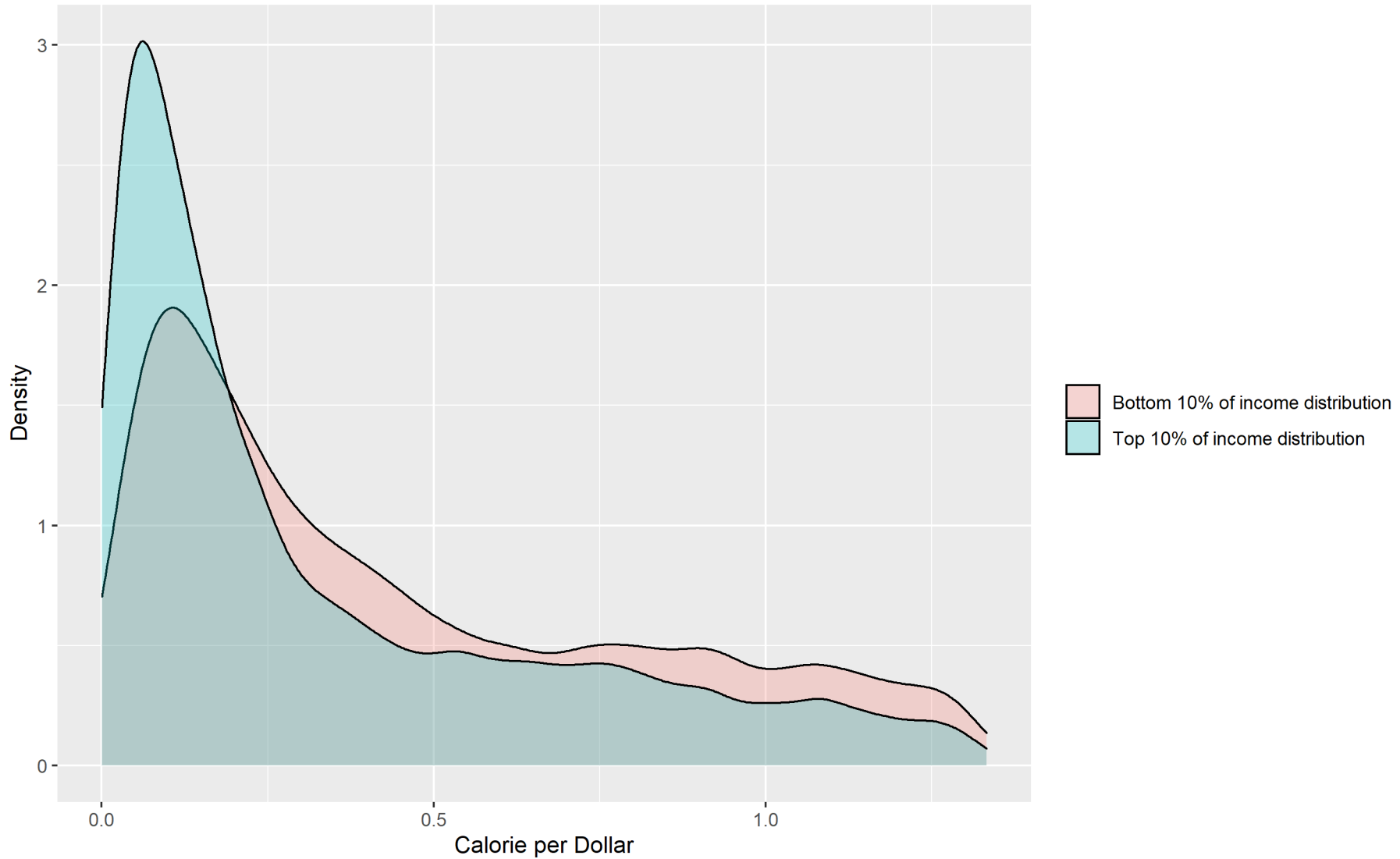


## Household Income and Nutritional Density of Purchases



- I constructed this table in order to understand which recommendation engine features a customer would be interested in. Would they care about the nutrient to price ratio of a product?
- Bottom income earners make food purchases that have more nutritional units per unit of spending compared to the top income earners.
- Because less wealthy households are more price-conscious when making purchasing decisions, a good recommendation engine would look for matches based on nutritional density as a criterion especially for those who have lower income.