

# Group #4: Kit + MD + Walter + Emma

Tuesday, 25 October 2022 6:57 PM

## #Objective

Explore and understand impact to Australian consumer behaviour as response to Treasury cash rate.

## # Scope

- 12 months
- latest release Aug 21 to Aug 22
- representative **States**

## # Key indicator

- expect lag/lead risk, allow for time window;
- big mac index (ie. How bad is inflation)
- grocery spending (e.g. potato)
- grooming expense (both gender)
- Luxury sector e.g. car (**Telsla annual report/segment**), department store(**MYR annual report/segment**)
- Investment in real property
- Investment in equity market
- Male underwear index,  
<https://www.unacast.com/post/recession-2022-foot-traffic>
- Lipstick index  
<https://nielseniq.com/global/en/insights/analysis/2022/is-it-time-to-reassess-the-lipstick-index/>

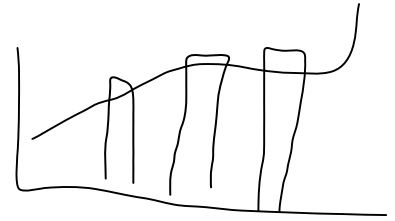
## # Data source

<https://www.rba.gov.au/statistics/cash-rate/>

<https://www.abs.gov.au/statistics/economy/finance/monthly-household-spending-indicator>

## # Visualisation potential

- X = bar, indicators
- Y = line, cash rate trend



## # Task lists

Github [https://github.com/twigikit/FTBC\\_project\\_1.git](https://github.com/twigikit/FTBC_project_1.git)

### 1. MD/ReadMe file (MD)

### 2. pynb file (EH)

- Pull data from API

### 3. PPT (KN)