

DATA ANALYSIS OF WEDDING USING GGLOT FUNCTION IN R

¹Soni Choubey , ²Chandrashekhar Kumbhar

¹Student, ²Assistant Professor

¹Information Technology, ² Information Technology

¹Ajeenkya DY Patil University, Pune, India, ² Ajeenkya DY Patil University, Pune, India

Abstract: Data visualization is the representation of data by using visual elements like graphs, charts and maps that helps people understand the significance of data. In the following paper we are using data will help to solve this crisis visualization to investigate the problems that occur during Indian wedding management. We plan our daily schedule effectively but when it comes to wedding, we get stressed to arrange all the necessities, and often pour our burden to expensive wedding planners. These issues range from decorations to sending invites and from venue booking to catering arrangements. Amidst all this one often forgets to enjoy one's own wedding festivities. So for this to happen what if there's one place that caters to these difficulties all together. We are going to evaluate the hindrances one faces in a proper wedding planning as well as formulate a solution that.

Index Terms – Wedding, Visualization

1. INTRODUCTION

According to Times of India there are over 10 million weddings in India every year. There are over 10 million weddings in India every year. Estimated to be worth over \$25 billion and growing at 30% rate annually, it's one industry that hasn't seen a slowdown. It is a verifiable truth that one's wedding day has a unique significance in their life. This day is like a festival of its own. Over the past few years we have seen development in wedding celebrations from simple family affairs to grand endeavours. After rise in standard of living, people in the present days are now spending massively on their dream wedding. However with experts come cons as well, the richer section mostly hires costly event planners to plan their all activities and unload their burden on them. But for the middle class section this isn't the option for them. In this paper we are trying to find solution to this problem. Here we are going to work on the difficulties faced by middle class and lower middle sections of the society by creating a platform that will help them to create a beautiful wedding, but within their budget.

2. DATASET DESCRIPTION

Dataset acquired for this paper is survey based data collected through Goggle survey. The dataset contains of 12 attributes and 110 rows. The survey data was collected from 02/02/2019 to 21/02/2019. So basically we have collected data from survey questionnaire that was based on wedding hindrances incurred during Indian wedding activities. This paper solely focuses on finding a relatable solution through this questionnaire and finding an optimised solution to it.

3. OBSERVATIONS

In our review based information we have in all out 12 attributes over which data analysis was done to get desired outcomes. In our paper we have performed various operations to gather information and results of our survey for wedding based application. All the operations were performed with the help of R programming. Following are some of the functions done on our data:-

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
1	Timestamp	1.What_is_your_usual_budget	12.What timescale do you use	3.Which o	4.How ma	5. What ar	6.What wr	7. Do you	8.What wr	9.Do you €	10. Do you	11.Would	12.Would	13. Any suggestions?			
2	2019/02/19	: Greater than 20,00,000 lakh	6-8 months	Decoratio	500-1000	Organisati	A unique	10	Yes	No	Yes	No	Yes		Yes		
3	2019/02/19	: Upto 5,00,000 lakh	3 months	Decoratio	1000-2000	Organisati	A traditio	10	No	No	No	No	No		I don't know		
4	2019/02/19	: 5,00,000-10,00,000 lakh	3 months	all of the	:500-1000	All of the	:A unique	7	Maybe	No	Maybe	Yes	Yes		Yes		
5	2019/02/19	:5,00,000-10,00,000 lakh	6 months	all of the	:Less than	All of the	:A traditio	3	No	No	Yes	No	Yes		Jo shaadi	Yes	
6	2019/02/19	: Upto 5,00,000 lakh	3 months	all of the	:1000-2000	All of the	:A unique	7	Maybe	No	Maybe	Yes	No		I don't know		
7	2019/02/19	:5,00,000-10,00,000 lakh	6 months	Decoratio	1000-2000	All of the	:A unique	8	Yes	Yes	Yes	Yes	Yes		Yes		
8	2019/02/19	: Upto 5,00,000 lakh	3 months	Catering	Less than	All of the	:A unique	10	Yes	No	No	No	No		Yes		
9	2019/02/19	: 10,00,000-20,00,000 lakh	6 months	all of the	:Less than	All of the	:A unique	6	Yes	Yes	Yes	Yes	Yes		Yes		
10	2019/02/19	: Greater than 20,00,000 lakh	more than 10 months	Decoratio	Less than	:Affordabil	A traditio	10	No	No	No	No	No		Not at all	No	
11	2019/02/19	: 10,00,000-20,00,000 lakh	6-8 months	Guest acc	Less than	:Reliability	A traditio	10	No	No	Maybe	Yes	No			Yes	
12	2019/02/19	: Less than 500000	Less than that	Clothing	Less than	:Affordabil	A court m	10	Low cost	v	No	No	No		Low cost	v	I don't know
13	2019/02/19	: 5,00,000-10,00,000 lakh	6-8 months	Decoratio	500-1000	Organisati	A traditio	3	Maybe	No	No	Yes	No		I don't know		
14	2019/02/19	: Above 1cr	6-8 months	all of the	:1000-2000	Organisati	A unique	3	Maybe	Yes	Yes	Yes	Yes		I don't know		
15	2019/02/19	: Greater than 20,00,000 lakh	3 months	all of the	:1000-2000	Assistance	A unique	5	No	Yes	Maybe	Yes	No		No		
16	2019/02/19	: 5,00,000-10,00,000 lakh	more than 10 months	Decoratio	Less than	All of the	:A unique	10	Yes	No	Maybe	No	Yes		I hope thi	I don't know	
17	2019/02/19	: Upto 5,00,000 lakh	6 months	all of the	:Less than	All of the	:A court m	5	No	No	Maybe	No	Yes		I don't know		
18	2019/02/19	: 5,00,000-10,00,000 lakh	6-8 months	Decoratio	Less than	All of the	:A traditio	1	Yes	Yes	Yes	Yes	Yes		Yes		
19	2019/02/19	: Upto 5,00,000 lakh	6 months	Decoratio	1000-2000	All of the	:A unique	7	Maybe	No	Maybe	Yes	No				
20	2019/02/19	: Upto 5,00,000 lakh	6 months	Decoratio	1000-2000	Assistance	A unique	8	Maybe	No	Yes	Yes	Yes				
21	2019/02/19	: 5,00,000-10,00,000 lakh	6 months	Decoratio	Greater th	All of the	:A traditio	5	No	No	No	Yes	Yes				
22	2019/02/19	: Upto 5,00,000 lakh	6 months	all of the	:500-1000	All of the	:A traditio	1	Maybe	Yes	Yes	Yes	Yes				
23	2019/02/19	: 5,00,000-10,00,000 lakh	6 months	Decoratio	500-1000	All of the	:A unique	6	No	Yes	Maybe	Yes	Yes				
24	2019/02/19	: 10,00,000-20,00,000 lakh	3 months	Catering	:500-1000	All of the	:A traditio	10	Maybe	Yes	No	No	No		Good initiative		
25	2019/02/19	: Upto 5,00,000 lakh	6-8 months	Decoratio	500-1000	Organisati	A traditio	6	No	Yes	No	No	No				

Fig. 1

3.1 DENDROGRAM

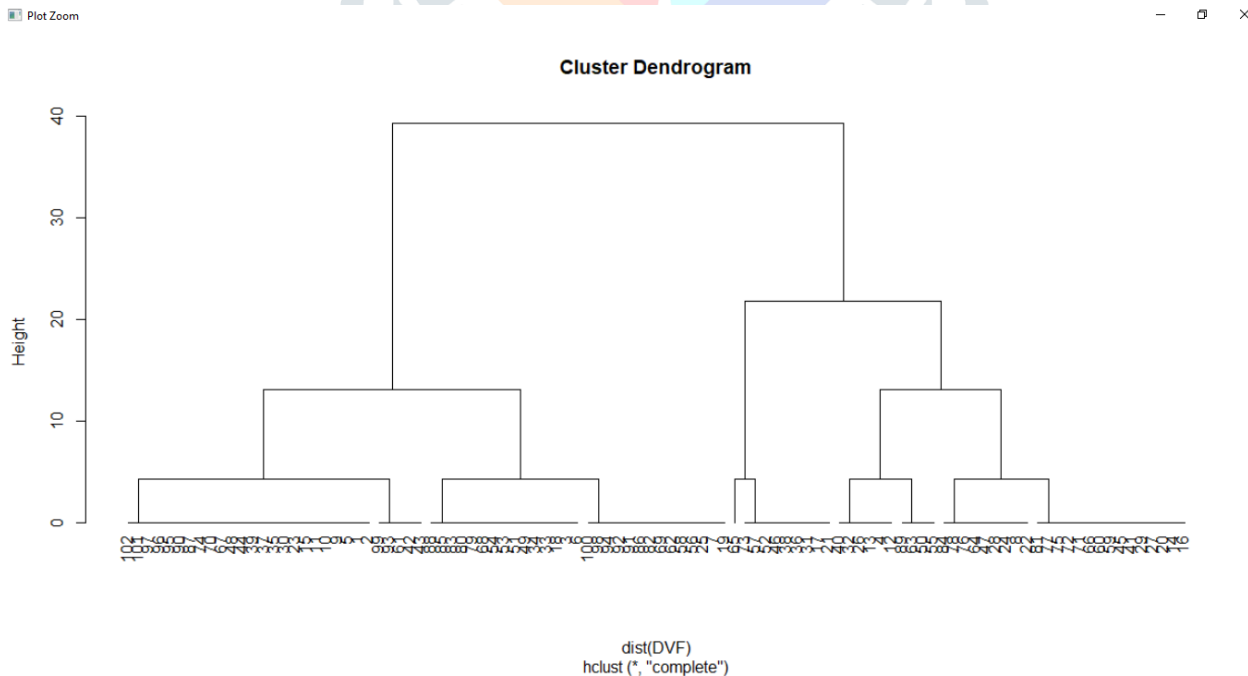


Fig. 2

A dendrogram is a type of hierarchical clustering or basically a tree diagram that represents relationships between similar types of data. Here in the above diagram one can see the dendrogram consists of two horizontal clusters separated by same vertical distance. The separate clusters represents how similar or dissimilar your data is.

3.2 HISTOGRAM

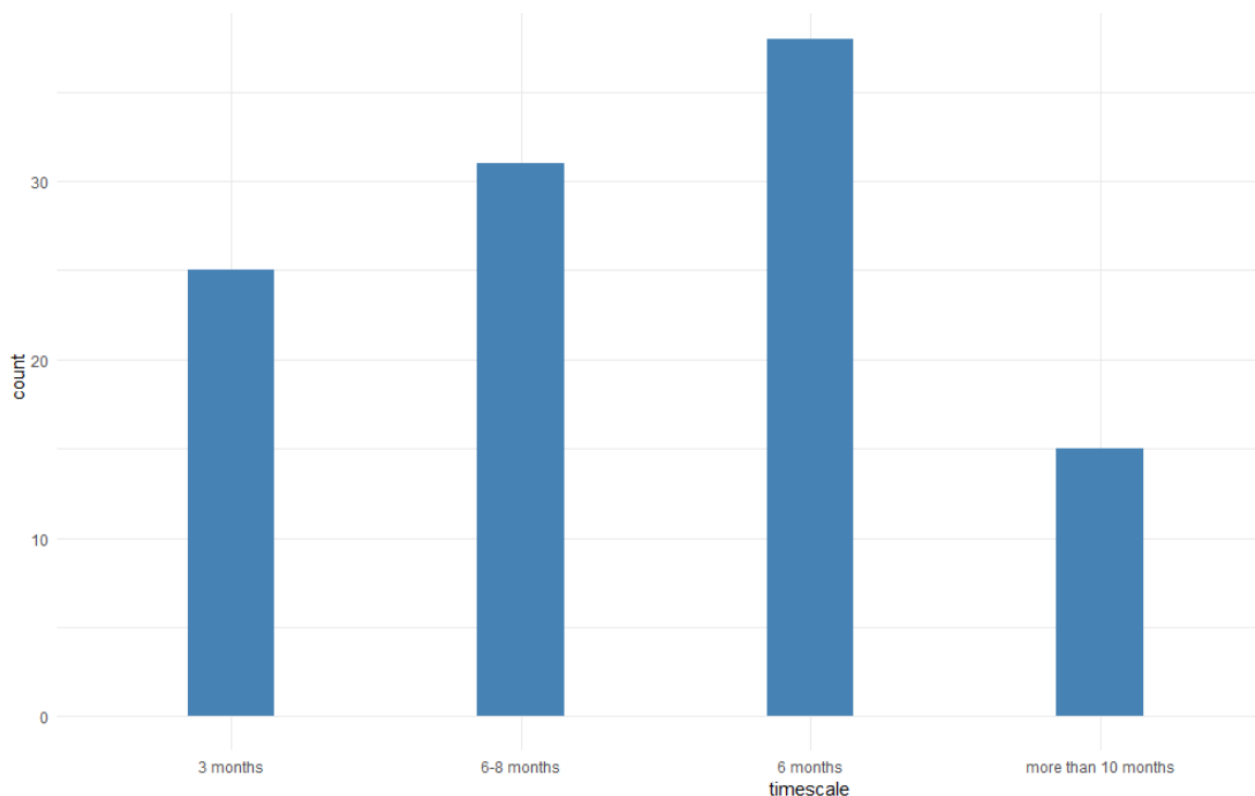


Fig. 3

A histogram is a very popular and one the simplest form of data visualization techniques. A histogram is a display of factual data that utilizes rectangles to show frequency of data items in progressive intervals of equal size. Here in our diagram it represents one of the attributes called “Timescale” which represents how much time is required for the planning of wedding procedures.

3.3 BARPLOT

Plot Zoom

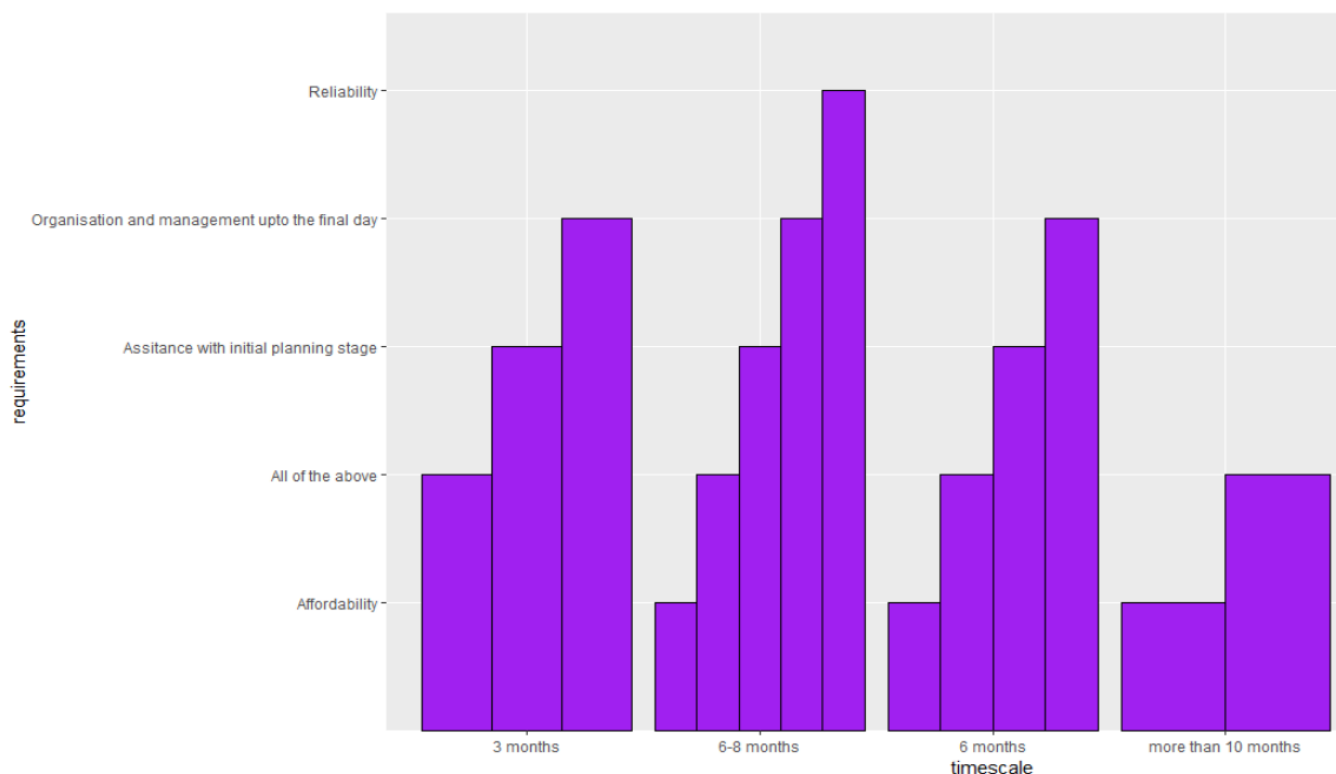


Fig. 3

A barplot is one of the most common types of graphical methods. In simple terms it shows the relationship between a numeric and categorical variable. In the example above the categorical variable is the attribute called “Requirements” whereas the other one is numeric attribute used previously called “Timescale”. It’s showing the relationship between the two of them.

3.4 STACKED BAR GRAPH

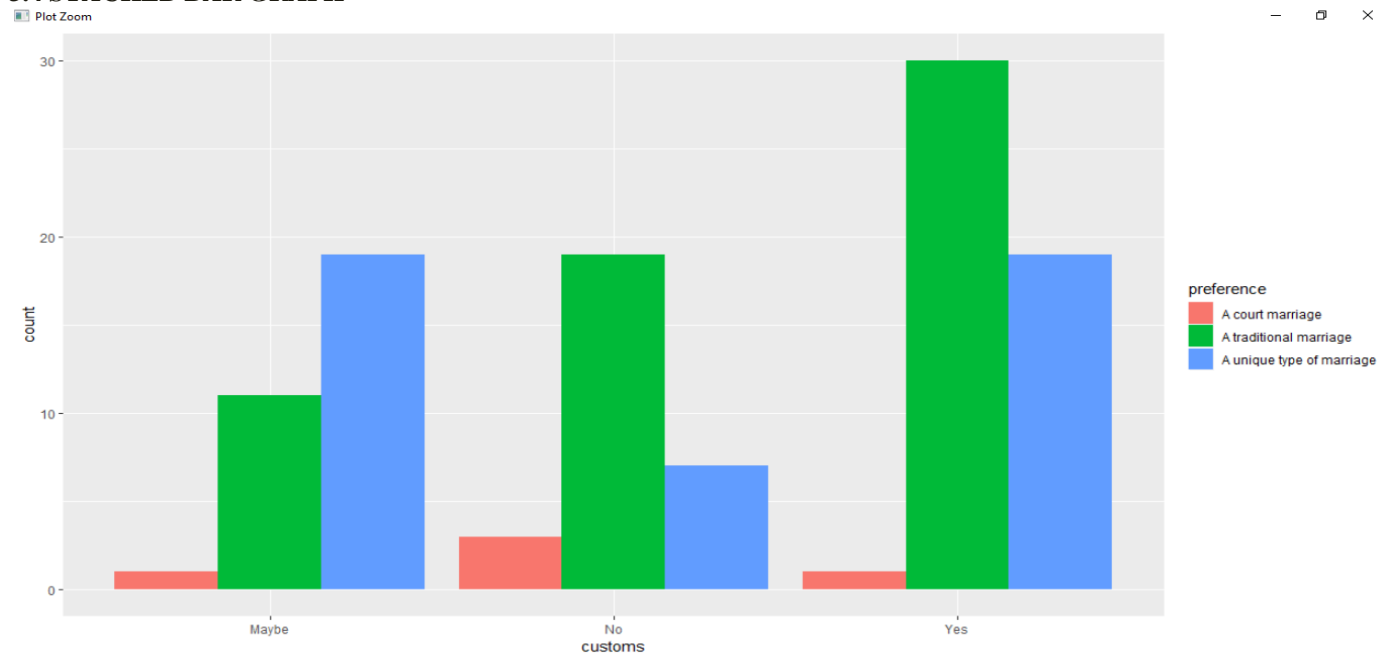


Fig. 4

A stacked bar chart is a type of graph that utilizes bars to indicate comparisons between categorical data, however with capacity to separate and think about pieces of an entirety. Each bar in the chart represents a whole, and segments in the bar represent different parts or categories of that whole. Here the bars represent two of the attributes namely “Customs” and “Preference”.

3.5 PIE CHART

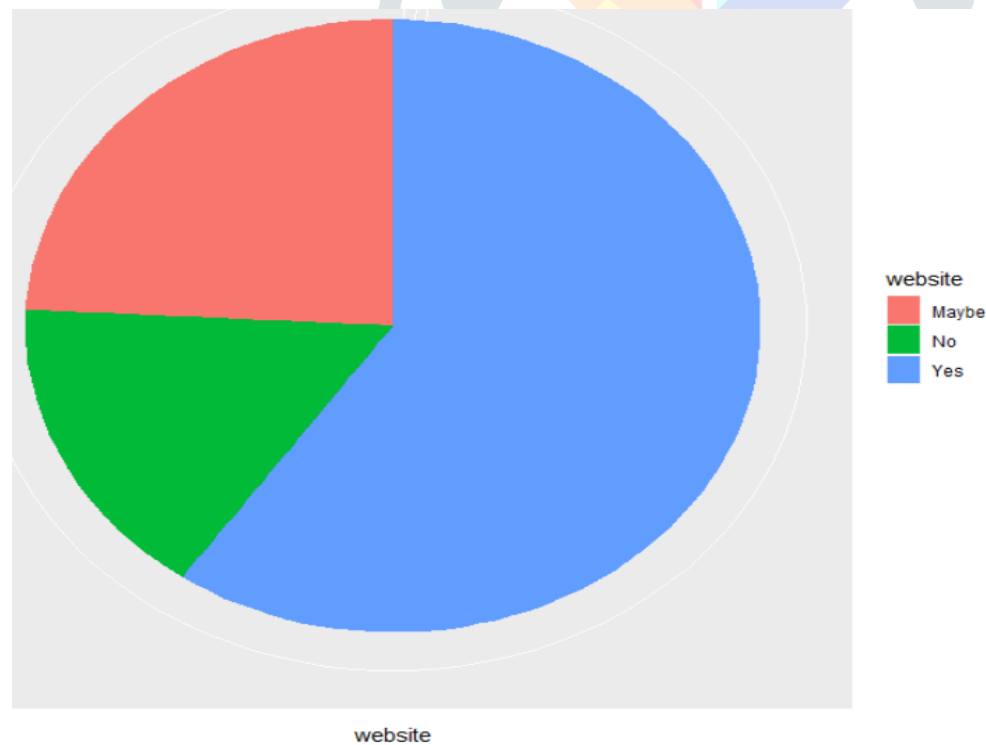


Fig. 5

The simplest explanation of a pie chart is that it represents data in the form of a circle. In a pie chart a circle is partitioned into different fragments with the end goal that every segment or section speaks to a specific bit or proportion of a total. In the diagram above the pie chart represents one of the attributes from our survey data i.e. “Website”.

4. CONCLUSION

At the end of our survey based data analysis that was done with the kind help of 110 subjects we have come to the conclusion that most of the people have shown keen interest to our innovative idea of our application for an Indian wedding management system. With the assistance of R programming we were able to determine the results of our collected data and reach positive results constructively. Through this paper we have taken a first initiative towards this idea. In future we would really look forward if this idea progresses and takes up its desired shape. As all of us know wedding is an integral part of an individual's life and to make it special why not make it cost effective and comfortable for the bride and groom.

5. LITERATURE SURVEY

Daniels.M et al [8] stated that the delightful traditions that we see each time we witness or plan a wedding are impacted by culture, religion, history, the media, family, and legislative issues. Consequently, it is fundamental that you investigate these elements to turn into an educated specialist with energy about and sensitivity to the assorted requirements of your clients. The book deals with the role and scope of wedding consultancy and by presenting statistical information on the careers and occupations in the wedding fields that has grown over the past 50 years. It discusses many aspects of wedding starting from all the Pre-wedding rituals, cultural influence and customs.

Gaur,S.S and Waheed, K.A.et al [3] presented a paper on magnitude of Indian culture, deep cultural values and marketing implication. It discusses all the marketing aspects that are needed for the Indian market to propagate. For this they have build a verbal model that can be further analyzed with the assistance of empirical marketing evidences from Indian market and how they can be used to build brand marketing in India. A summarizing table has been prepared with useful market decisions with an objective to penetrate Indian market.

Goldblatt J.J et al [3] proposed an arrangement of planning, management and execution of occasions that allows a chief, customer, tradition faculty and suppliers who coordinate all these activities and quickly scatter. All the information is accessed by various parties, subject to limitations imposed by event manager. The paper provides an automated start to finish framework for enterprise business events the executives including complete interparty coordination benefits just as real time progress monitor.

6. REFERENCES

1. Bartkowiak, B., Drews, D., Bean, D., Mareski, G., Hanna, L. and Westerholm, S.A., George P Johnson Co, 2006. Event management system. U.S. Patent 7,010,530.
2. Booth, G.D., 1990. Brass bands: Tradition, change, and the mass media in Indian wedding music. *Ethnomusicology*, 34(2), pp.245-262.
3. Gaur, S.S. and Waheed, K.A., 2003. MOTIVATIONS TO USE INTERACTIVE TECHNOLOGIES IN MARKETING: A STUDY IN INDIAN SERVICE BUSINESSES. *Journal of Services Research*, 3(1).
4. Goldblatt, J.J., 1997. *Special events: best practices in modern event management*. New York: Van Nostrand Reinhold.
5. Noble, K., Foote, S. and Foote, S., Veritas Software Corp, 1999. Event management system for distributed computing environment. U.S. Patent 5,944,782.
6. Kapur, J., 2009. An "Arranged love" marriage: India's neoliberal turn and the bollywood wedding culture industry. *Communication, Culture & Critique*, 2(2), pp.221-233.
7. Raj, R. and Musgrave, J. eds., 2009. *Event management and sustainability*. Cabi.
8. Daniels, M. and Loveless, C., 2007. *Wedding planning and management (book)* Routledge.