You are a product manager for a fitness studio and are interested in understanding the current demand for digital fitness classes. You plan to conduct a market analysis in Python to gauge demand and identify potential areas for growth of digital products and services.

The Data

You are provided with a number of CSV files in the "Files/data" folder, which offer international and national-level data on Google Trends keyword searches related to fitness and related products.

workout.csv

Column	Description
`'month'`	Month when the data was measured.
`'workout_worldwide'`	Index representing the popularity of the keyword 'workout', on a scale of 0 to 100.

three_keywords.csv

Column	Description
`'month'`	Month when the data was measured.
`'home_workout_worldwide'`	Index representing the popularity of the keyword 'home workout', on a scale of 0 to 100.
`'gym_workout_worldwide'`	Index representing the popularity of the keyword 'gym workout', on a scale of 0 to 100.
`'home_gym_worldwide'`	Index representing the popularity of the keyword 'home gym', on a scale of 0 to 100.

workout_geo.csv

Column	Description
`'country'`	Country where the data was measured.
`'workout_2018_2023'`	Index representing the popularity of the keyword 'workout' during the 5 year period.

three_keywords_geo.csv

Column	Description
`'country'`	Country where the data was measured.
`'home_workout_2018_2023'`	Index representing the popularity of the keyword 'home workout' during the 5 year period.
`'gym_workout_2018_2023'`	Index representing the popularity of the keyword 'gym workout' during the 5 year period.
`'home_gym_2018_2023'`	Index representing the popularity of the keyword 'home gym' during the 5 year period.

index	month	workout_worldwide
0	2018-03-01T00:00:00.000	
1	2018-04-01T00:00:00.000	
2	2018-05-01T00:00:00.000	
3	2018-06-01T00:00:00.000	
4	2018-07-01T00:00:00.000	

Rows: 5   ⤢ Expand

month	workout_worldwide
2018	
2019	
2020	
2021	
2022	
2023	

Rows: 6   Expand

	month	home_workout_world...	gym_workout_world...	home_gym_wor...
0	2018-03-01T00:00:00.000	12	16	
1	2018-04-01T00:00:00.000	12	18	
2	2018-05-01T00:00:00.000	13	16	
3	2018-06-01T00:00:00.000	12	17	
4	2018-07-01T00:00:00.000	12	17	

Rows: 5   Expand

m	gym_workout_worldwide	home_workout_worldwide	home_gym_worldwide
2018	161	117	
2019	197	148	
2020	171	327	
2021	176	206	
2022	220	160	
2023	62	44	

Rows: 6   Expand

m	gym_workout_worldwide	home_workout_worldwide	home_gym_worldwide
2018	161	117	
2019	197	148	
2020	171	327	

Rows: 3   Expand

index		2020	
gym_workout_worldwide			
home_workout_worldwide			
home_gym_worldwide			

Rows: 3   Expand

country			workout_2018_2023	
Guam				
Falkland Islands (Islas Malvinas)				
Cook Islands				
Brunei				
Palau				

Rows: 5   ⤢ Expand

country			workout_2018_2023	
United States				
Australia				
Japan				

Rows: 3   ⤢ Expand

Cou...			home_workout_2018_2023			gym_workout_2018_2023			home_gym_2018_2023	
Gibraltar										
Lesotho										
Guam										
Botswana										
Brunei										

Rows: 5   ⤢ Expand

Country			home_workout_2018_2023			gym_workout_2018_2023			home_gym_2018_2023	
Philippines			52			38				
Malaysia			47			38				

Rows: 2   ⤢ Expand