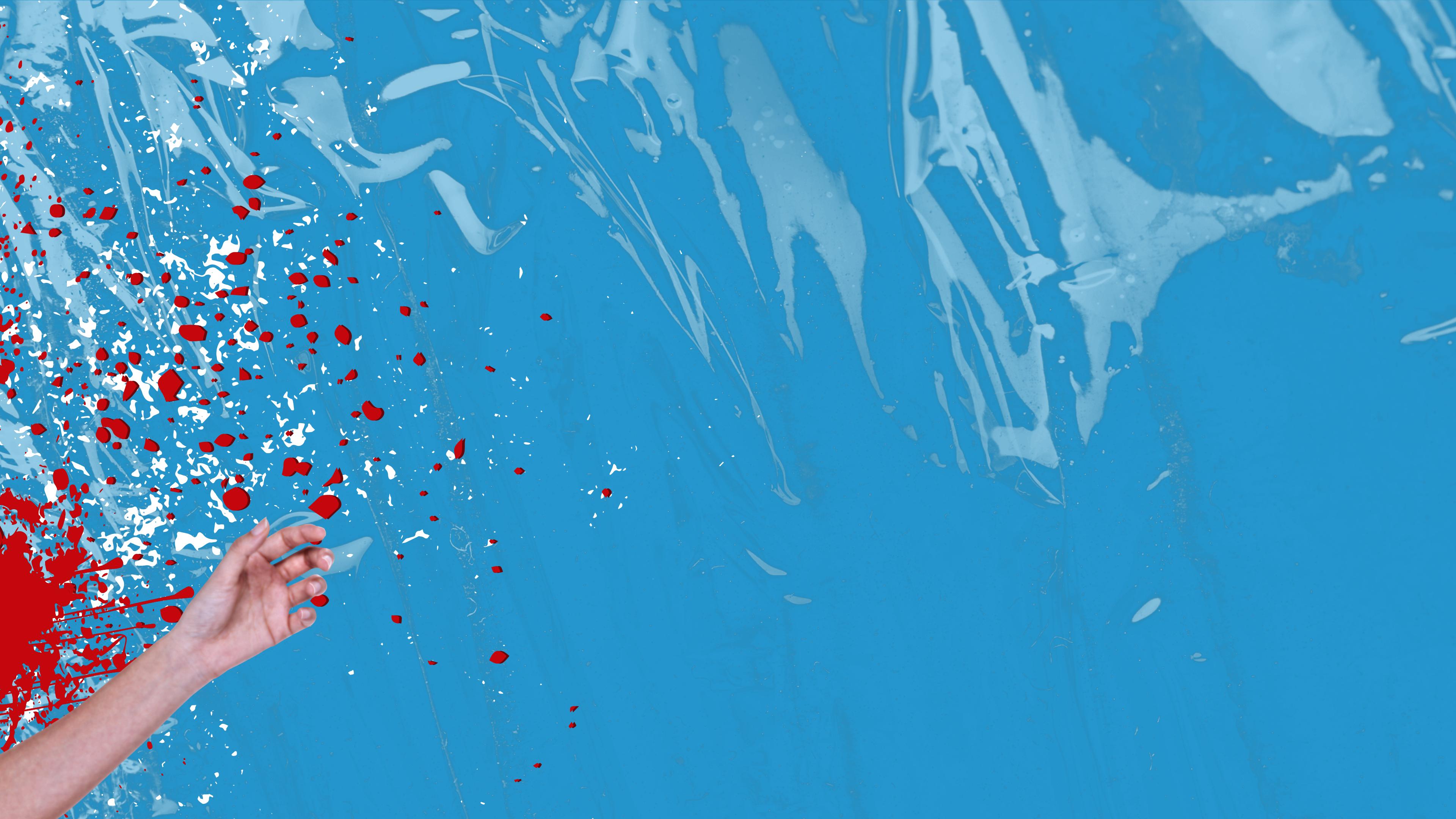




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BE NEXT?**

Project done by Alvaro, Aurelie, Clara and Marc





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DATA CLEANING AND ANALYSIS PROCESS

OBJECTIVE

Focus on columns relevant to our advertising strategy and understand our target audience: country, age, activity, sex, date, time, and fatality.

CLEANING TECHNIQUES

Created a copy of the data so as not to overwrite the initial dataframe. Then we dropped columns that were irrelevant to our study, standardized the columns' names and deleted rows with invalid cases

ANALYSIS APPROACH

Performed exploratory data analysis to pinpoint high-risk regions, times and demographic groups: where and when our product could have more sales

DATA WRANGLING AND CLEANING

CHALLENGES

- Inconsistencies included typos, missing values, extra blank spaces, values not categorized, and unnamed columns.
- The criteria of the “state” and “location” columns was ambiguous
- So many columns and some columns felt redundant, such as the “year” and the “fatality”

RESOLUTIONS

- Standardizing values to maintain consistency across geographic data and, in some cases, dropping rows with missing values.
- Changing typos to their intended value
- Retaining columns relevant to our marketing goals, reducing noise in the data for streamlined analysis
- Addressed missing values by focusing on entries with sufficient information to contribute to our regional and demographic insights.

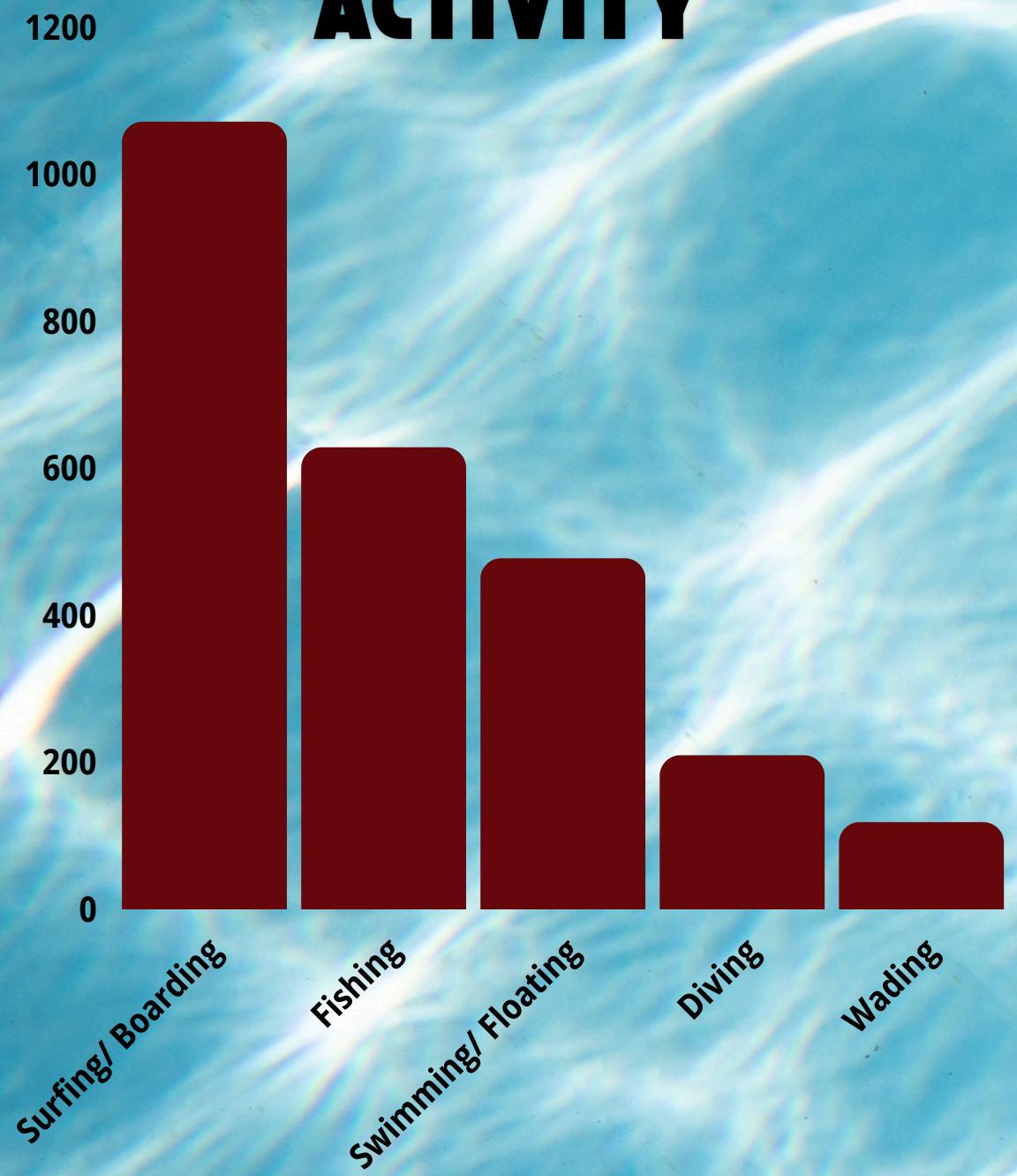
MAJOR OBSTACLE

GIT

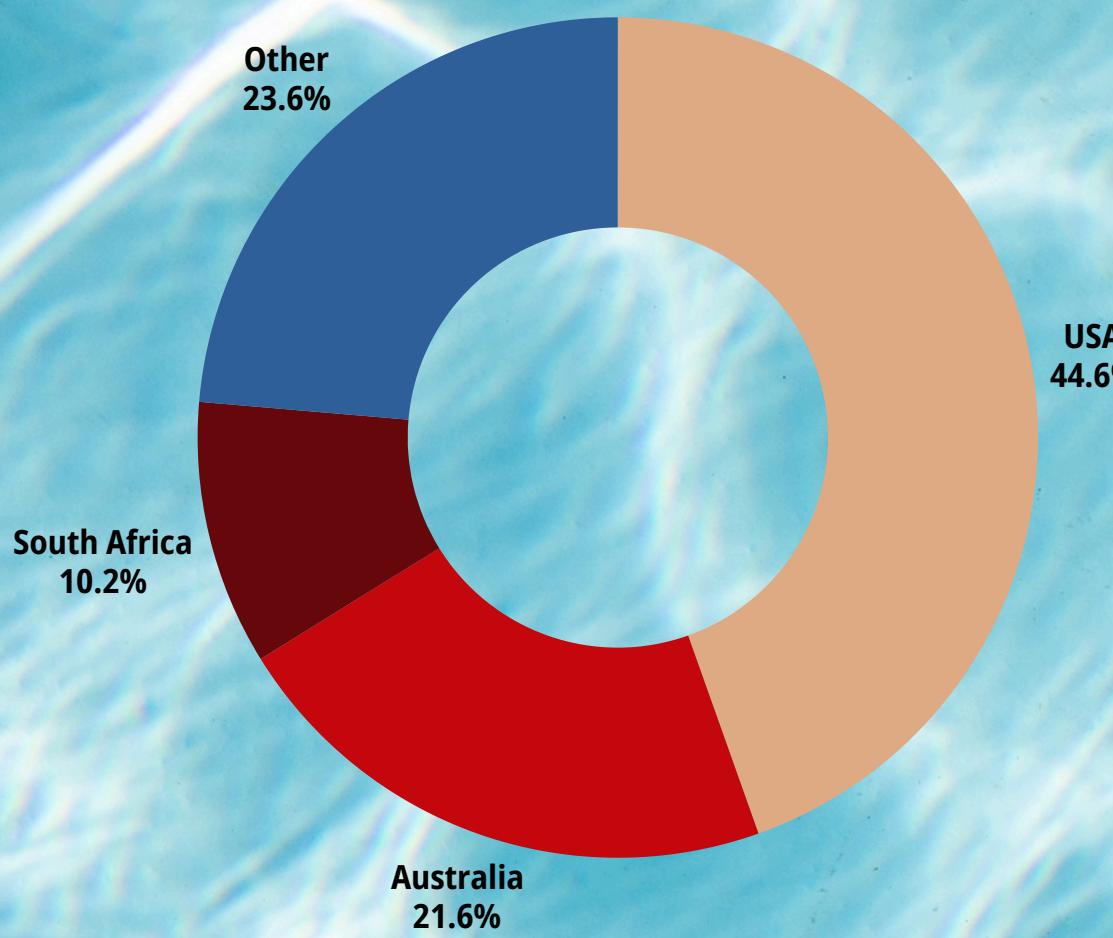
But also, being quick to allocate tasks and
simultaneously undecided on which columns
to choose for our marketing strategy.

INSIGHTS

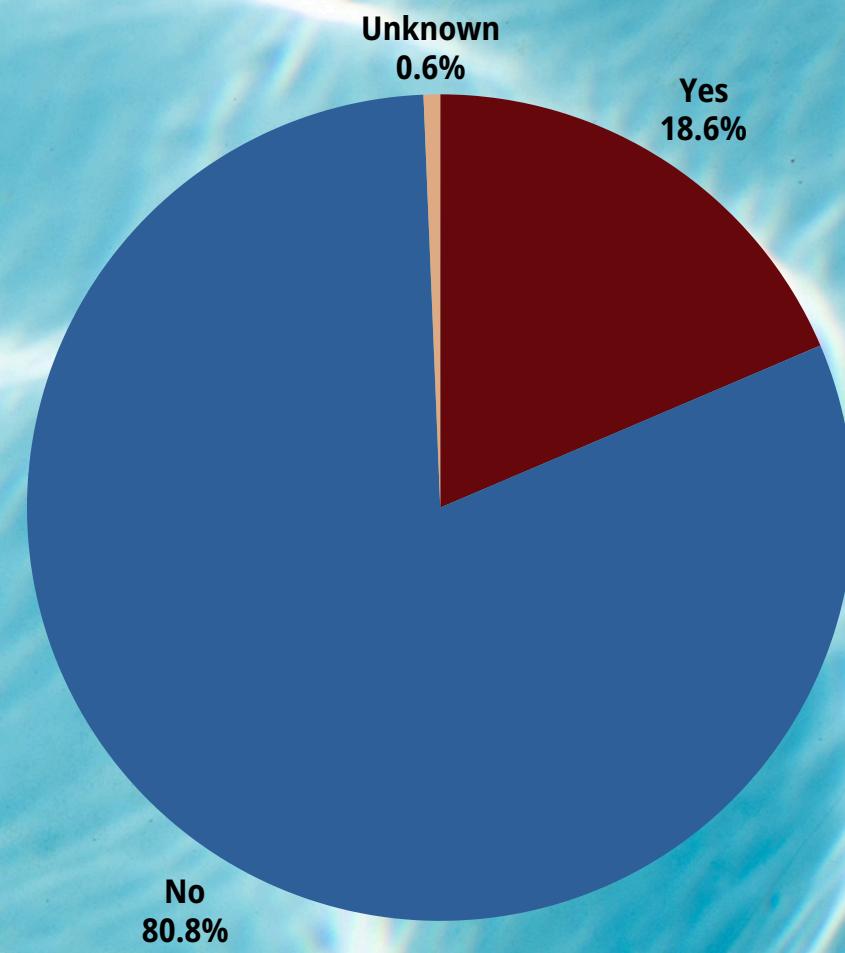
ACTIVITY



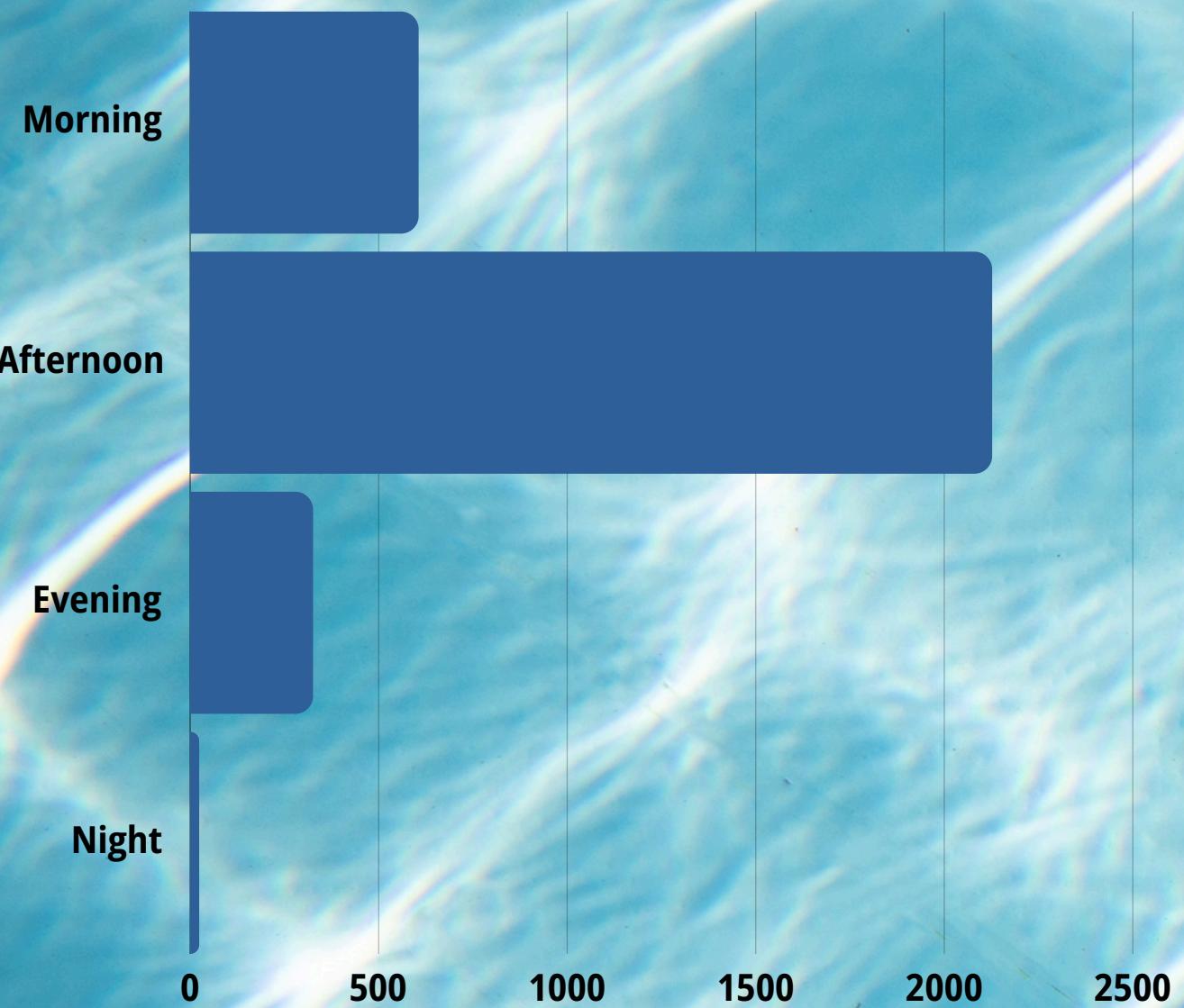
COUNTRY



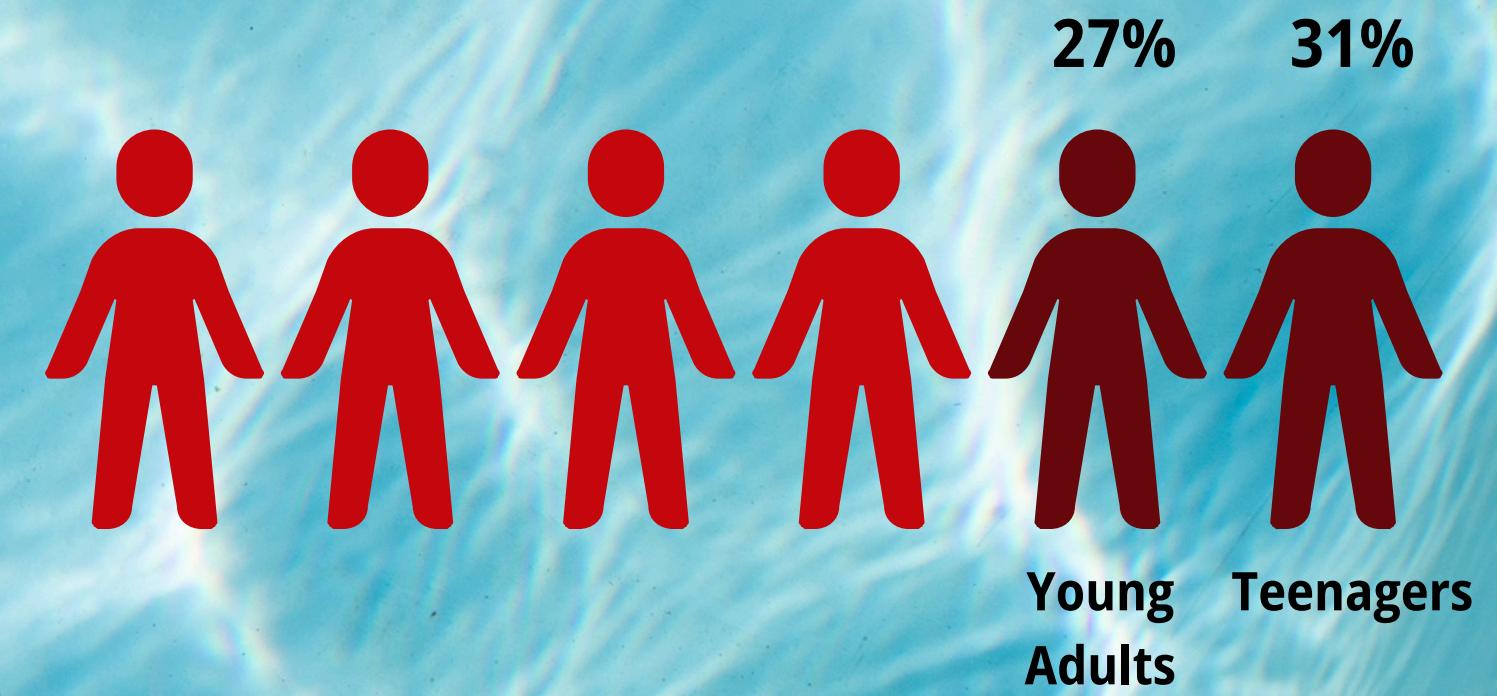
FATALITY RATE



INSIGHTS



- 85.6% of the victims were male
- Summer is the season with the most attacks and Spring has the least reported attacks



BUYER PERSONA

OUR IDEAL CLIENT PROFILE

Name: Tyler

Age: 17

Gender: Male

Lifestyle: Tyler is an adventurous teenager from the USA, who loves surfing, swimming, and spending time at the beach with his friends. He's a thrill-seeker, often the first to dive into the ocean waves and take risks. Tyler is active on social media, sharing his beach adventures and always looking for the next exciting challenge. He represents a significant portion of shark attack victims and is part of the adventurous young male demographic.



A large, black and white illustration of a shark swimming towards the viewer. The shark's mouth is wide open, revealing a row of sharp, white teeth. The background is a bright blue ocean with some white foam and bubbles at the bottom right.

**THANK
YOU!**

Looking forward to hear your questions and feedback