**Challenge Objective**

In 2020, after announcing their corporate operations were officially carbon neutral, Apple pledged to make their products carbon neutral by 2030. To achieve this goal, they set their emissions for 2015 (38.4 million metric tons CO2e) as the baseline and will aim to reduce them by 75% by 2030. The remaining 25% of gross emissions (9.6 million metric tons CO2e) will be removed using carbon offsets, bringing the net emissions to 0.

For the **Maven Environmental Challenge**, you'll be working as an independent journalist and data viz enthusiast. Your task is to use the data provided by Apple in their Environmental Progress Reports to **visualize their progress towards becoming carbon neutral in 2030**.

**About The Data Set** The dataset contains 3 tables, in CSV format. The "Greenhouse Gas Emissions" table contains the sources of Apple's greenhouse gas emissions from 2015 to 2022 divided by category (corporate & product life cycle), scope (direct scope 1 emissions & indirect scope 2 and 3 emissions), and type (emissions & removals). The "Carbon Footprint by Product" table contains the emissions from the product life cycle of every baseline iPhone model released between 2015-2022. The "Normalizing Factors" table contains Apple's revenue, market cap, and employees during the same period.

Carbon footprint by product:

1. Release Year – Product release year
2. Product – product name
3. Baseline storage - Baseline CO2 is the amount of carbon dioxide a business or country emits before any activity to reduce its emissions. In other words, it is an inventory of all the business's sources of CO2 emissions or their carbon footprint.
4. Carbon footprint - A carbon footprint is the total amount of greenhouse gases (including carbon dioxide and methane) that are generated by our actions.

Greenhouse gas emissions:

1. Fiscal year - Apple's fiscal calendar starts on the last Sunday of September and is 364 days long
2. Category - Emissions are divided into two categories: corporate emissions and product life cycle emissions
3. Type - There are two types of emissions data included: gross emissions (which add to the carbon footprint) and carbon removals (which subtract from the carbon footprint)
4. Scope - There are three scopes: direct scope 1 emissions; indirect scope 2 emissions from purchased electricity, steam, heating, and cooling; and indirect scope 3 emissions from purchased goods and services, transportation and distribution, business travel, employee commute, product use, and end of life
5. Description - The source of the greenhouse gas emissions
6. Emissions - Greenhouse gas emissions (metric tons CO2e)

Normalizing Factors:

1. Fiscal year - Figures are as of the end of the fiscal year
2. Revenue - Net sales (in millions, US$)
3. Market capitalization - Value of the company (in billions, US$)
4. Employees - Number of full-time equivalent employees