Project Title: Rise of Fire-Proof Tumblers

Team Members: Crystal, Carmen, Israel, Jenny

Project Description: We are researching the rise of Stanley tumblers, comparing over time and region, and the color popularity.

Research Questions:

1. Where in the US do people search for Stanley tumbler the most?
   1. Using Google Trends
      1. Compare Stanley, Yeti and Hydroflask
   2. Pie chart
   3. Boxplot graph w/ outliers
2. When do people search for Stanley tumbler the most?
   1. Using Google Trends
      1. Compare Stanley, Yeti and Hydroflask
   2. Line graphs
      1. Over the past 5 years
      2. Within a year (holidays)
3. How has the influencer market impacted the searches for this product?
   1. Using Google Trends and articles (to get timeline)
      1. Using those data frame and article dates
   2. Line graph/ Histogram
      * Time of the viral video
4. Which colors between cream, black, or pink are most popular based ratings/reviews?
   1. Rating/reviews from Amazon
      1. Pull cream reviews
      2. Pull black reviews
      3. Pull pink reviews
      4. Can use review dates to gauge popularity (e.g. groupby)
   2. Correlation graph (p-value) – look at bar graph (frequency)
   3. correlation graph would be size w/color preference or rating w/color
   4. all sizes w/out color
   5. drop size but compare colors w/ratings
   6. pick star rating against size or color – easy correlation graph

Datasets to Be Used:

* Google Trends CSV (time/region)
* Rating/reviews from Amazon

Rough Breakdown of Tasks:

* Extracting data – Israel & Crystal
* Cleaning up data – Jenny
* Pandas/ Matplotlib
* Analysis

\*\*When did the lead story get published?

Jack Caravanos, a professor of public health at New York University who specializes in lead exposure research; he conducted tests on Stanley cups and found that while lead is present, it's sealed within the base of the cup and not readily accessible to users, minimizing the risk of exposure. Story was published on CNN on January 26th <https://www.cnn.com/2024/01/26/health/stanley-cups-lead-wellness/index.html>

\*\*When did the viral fire video get published?

Viral video posted 11/15/23 username @danimarielettering currently at 96.9m views as of 09/18/23