**Introduction**

The problem: Predict birth rate

Given various types of information about different countries around the world, can the birth rate for each population be predicted? There are multiple use cases for this type of information. Retailers targeting maternity and baby-related goods could expand into different markets. Pharmaceutical companies could do the same. Healthcare providers and volunteer organizations could use the information to determine where assistance will be needed in the future. Governments could predict how their population might grow/decline in the coming years.

The strategy to gain buy-in would differ depending on the targeted stakeholders. In the case of healthcare providers and volunteer organizations I would highlight the need for more assistance in areas with higher birth rates.

The data used for this project came from Kaggle. It was compiled by the user from multiple sources and does not contain date series information. There is not a more detailed description of where the author gathered the data. Because of this, this model should not be presented in a professional setting. The data itself contains information across a variety of features related to economics, population, and geographical information. It is organized by country.

**EDA**

A graph of birth rate

Description automatically generated

A screenshot of a graph

Description automatically generated