



Shark Insights

SharkSafe Travel Insurance

We protect you from shark teeth

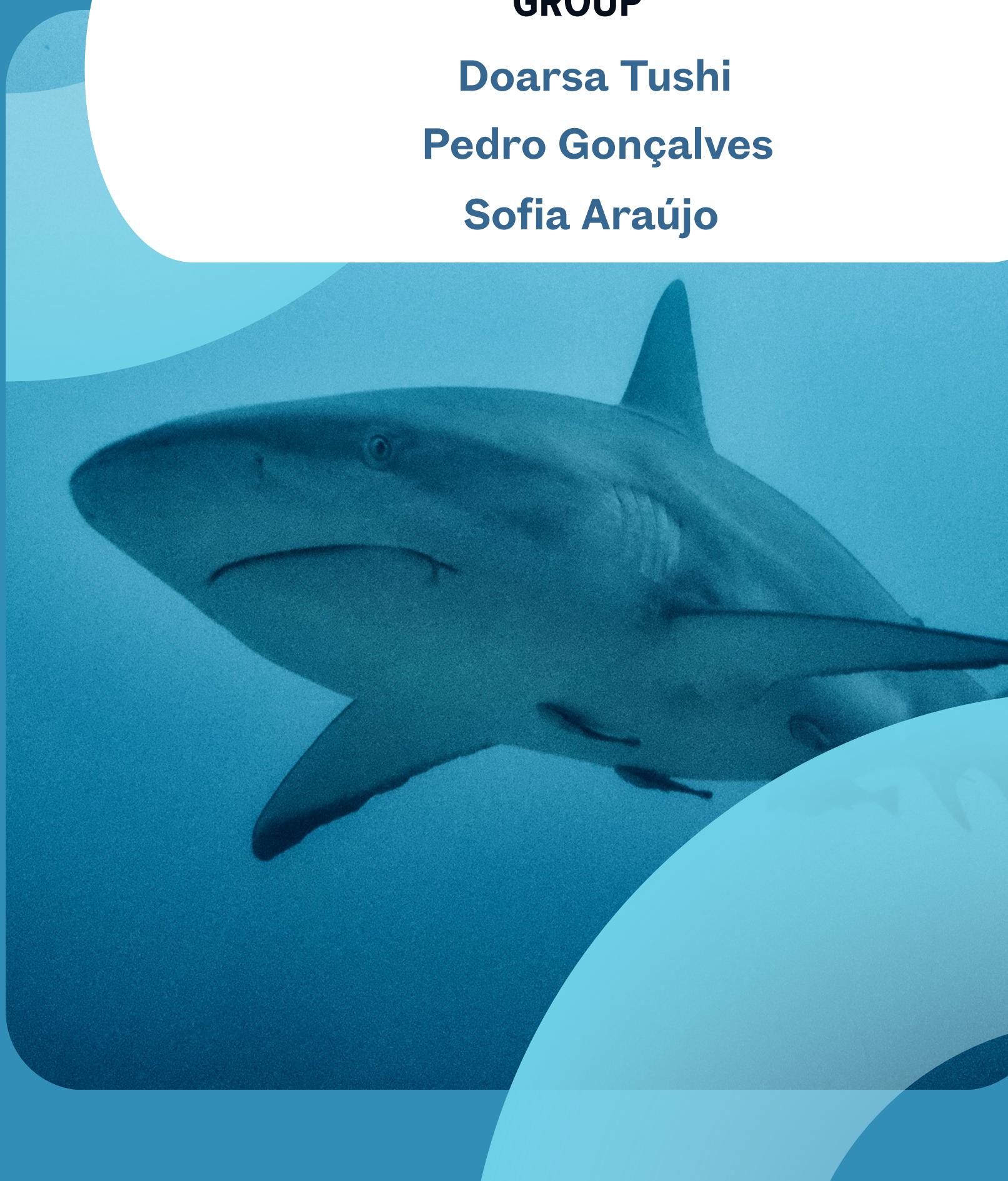
PRESENTED BY THE TIGER SHARK

GROUP

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Project Overview

Hypotheses for SharkSafe Travel Insurance:

1. Adventure tourists visiting shark-risk destinations are actively looking for specialized insurance products beyond standard travel coverage.
2. Tourists who engage in high-risk water activities (e.g., surfing, fishing, swimming) have to purchase a higher travel insurance if it explicitly mentions shark attack coverage.



Project Overview

Cleaning the data methods:

- Identify and handle missing values
- Detect and treat outliers.
- Convert data types.
- Remove or fix duplicates

Unique Cleaning data methods:

- `.fillna()` approaches



Data Wrangling and Cleaning

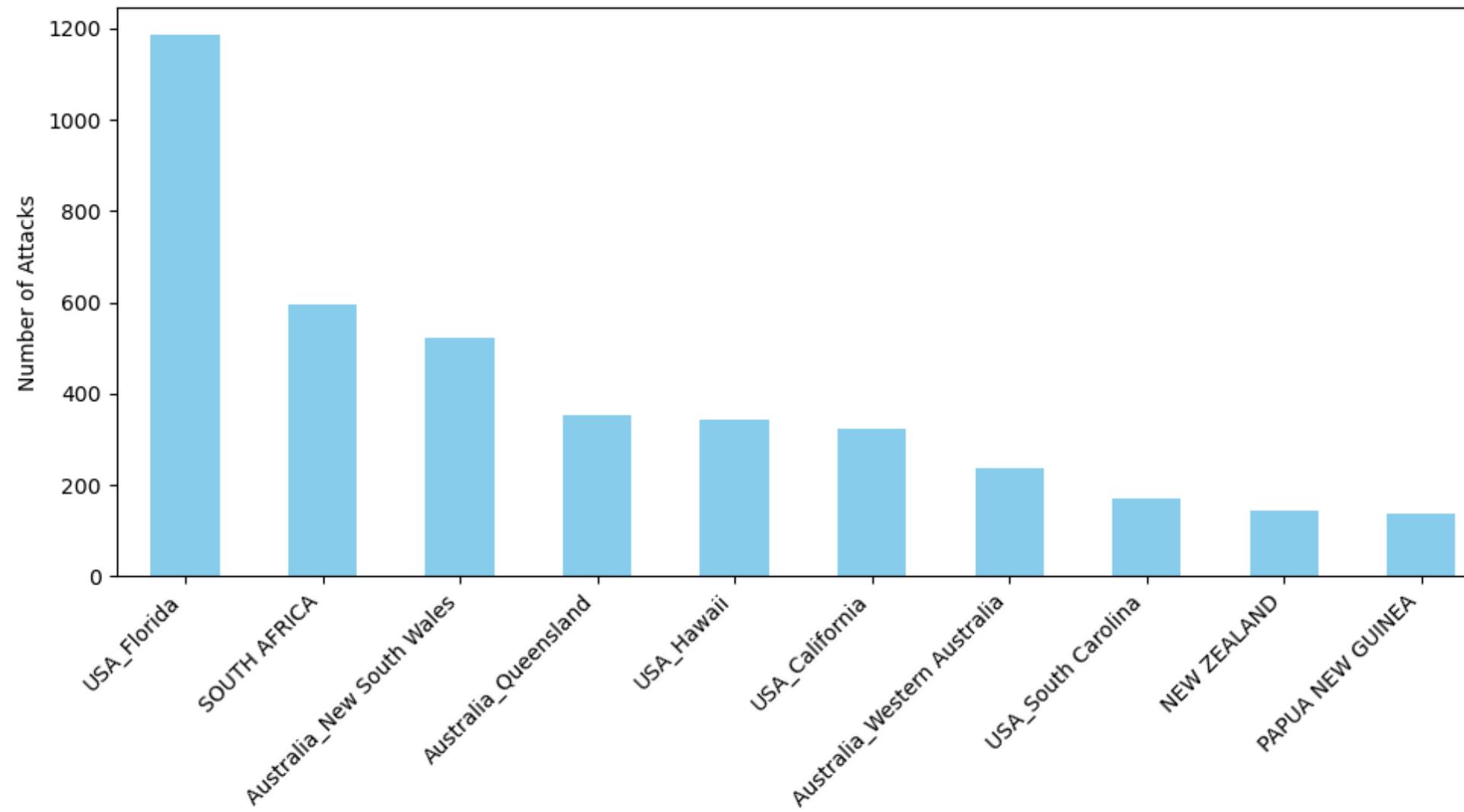
- Different format of data
- Resolved by categorizing the data into broader groups.

Date	Country	State	Activity	Sex	Age
2025-04-19 00:00:00	Maldives	Kulhudhuffushi City	snorkeling	M	30
2025-04-12 00:00:00	USA	Florida	Undisclosed	M	?
2025-03-26 00:00:00	Australia	WA	Swimming	M	30+
2025-03-10 00:00:00	Australia	WA	Surfing	M	37
2025-03-07 00:00:00	Australia	NSW	Swimming	F	56
...
Before 1903	AUSTRALIA	Western Australia	Diving	M	NaN
Before 1903	AUSTRALIA	Western Australia	Pearl diving	M	NaN
1900-1905	USA	North Carolina	Swimming	M	NaN
1883-1889	PANAMA	Nan	Nan	M	NaN
1845-1853	CEYLON (SRI LANKA)	Eastern Province	Swimming	M	15

Exploratory Data Analysis

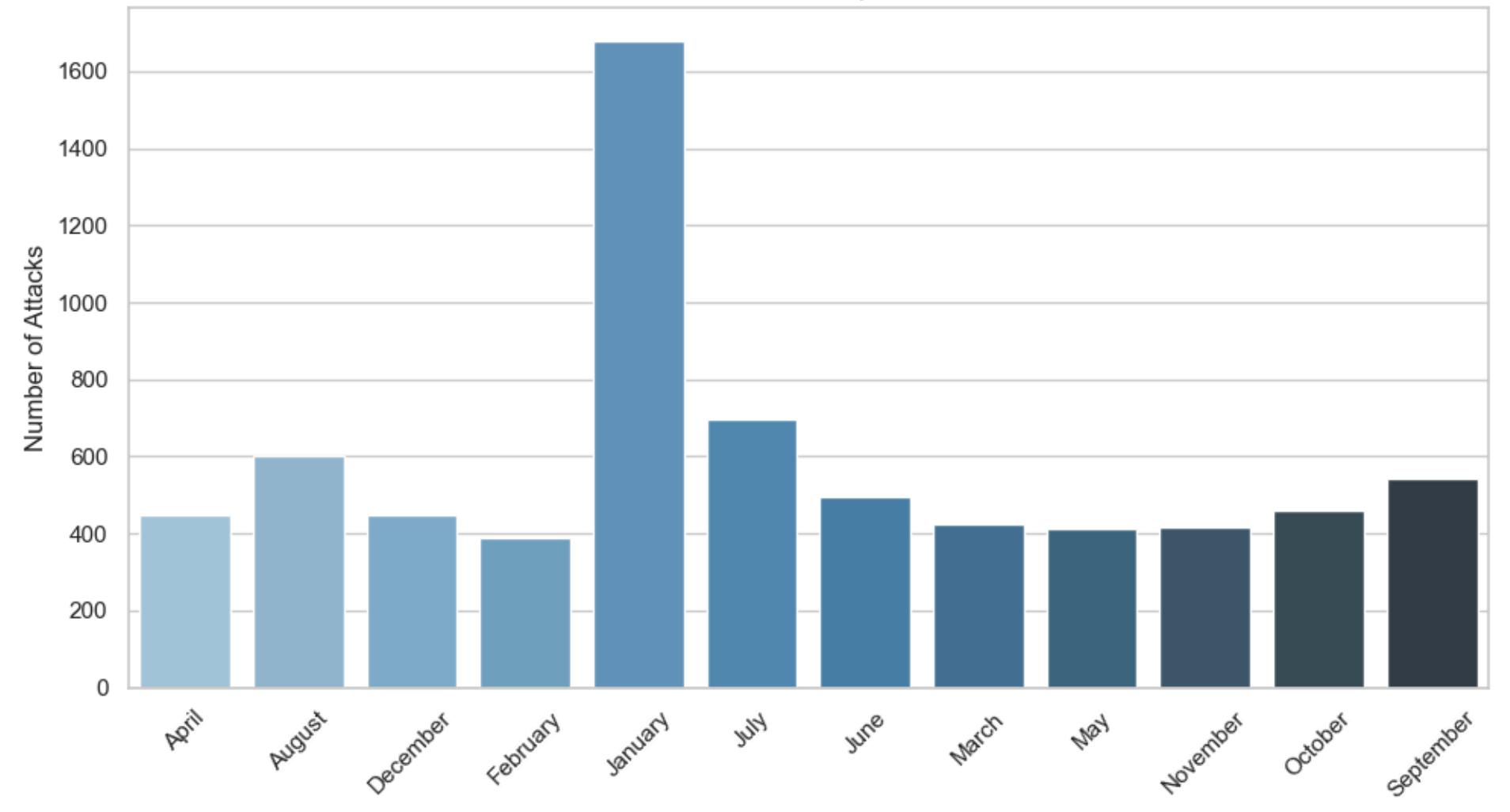
- Discuss the exploratory data analysis methods you used.
 - Based on our hypothesis, we determined which ages, gender, activities, places and time of the year are more likely to have a shark attack
- Share insights and interesting patterns you found.
 - Shark hunting typically occurs during the summer months in both the Northern and Southern Hemispheres.
 - Most attacks happen on the places that are famous for surfing.

Conclusion and Insights

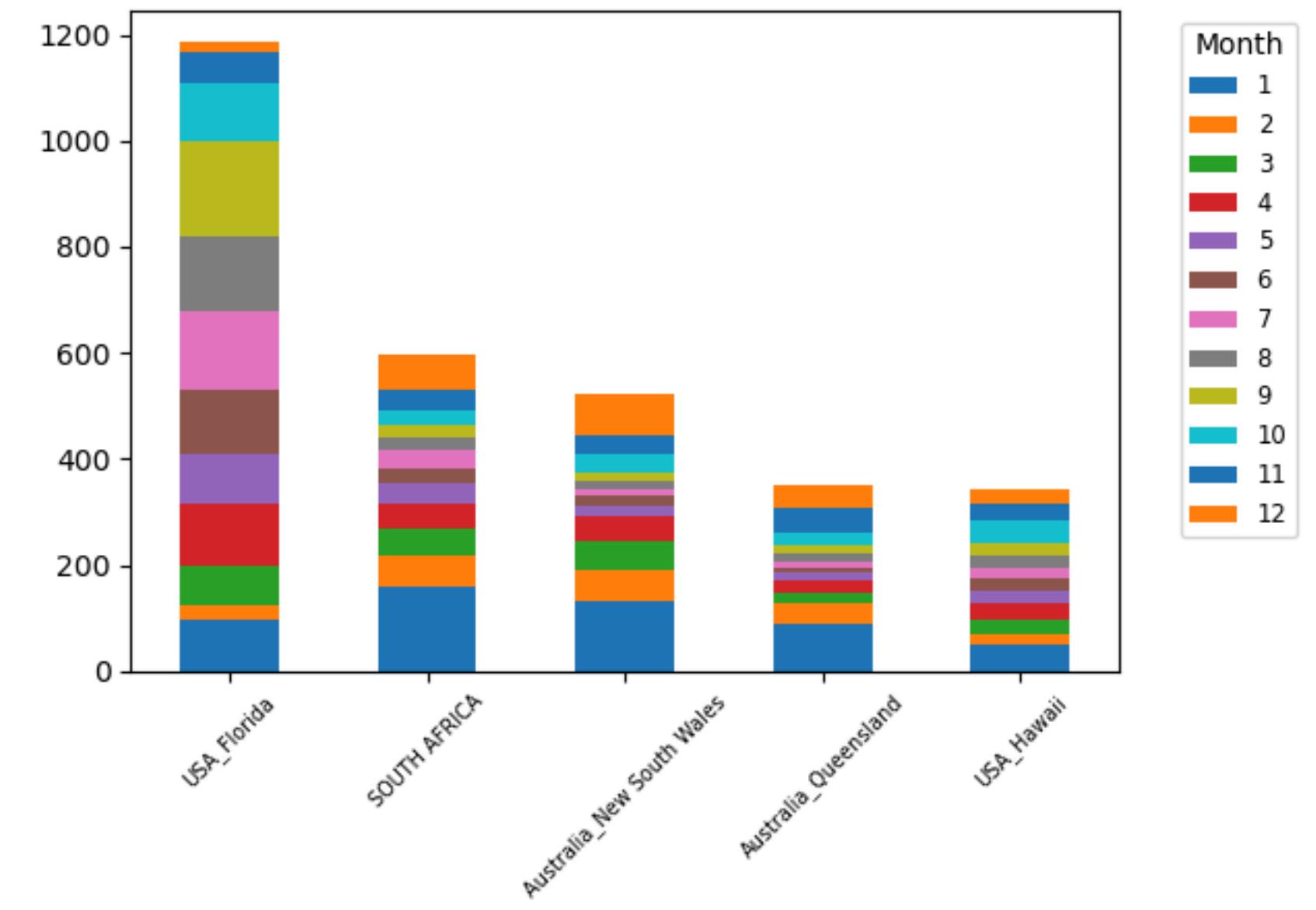


- WE CONCLUDED THAT THE TIME OF THE YEAR AND REGION IS WHAT MOST AFFECTS THE PROBABILITY OF A SHARK ATTACK
- SURFING, SWIMMING AND FISHING ARE THE MOST DANGEROUS ACTIVITIES
- GENDER DOES NOT INFLUENCE ATTACKS

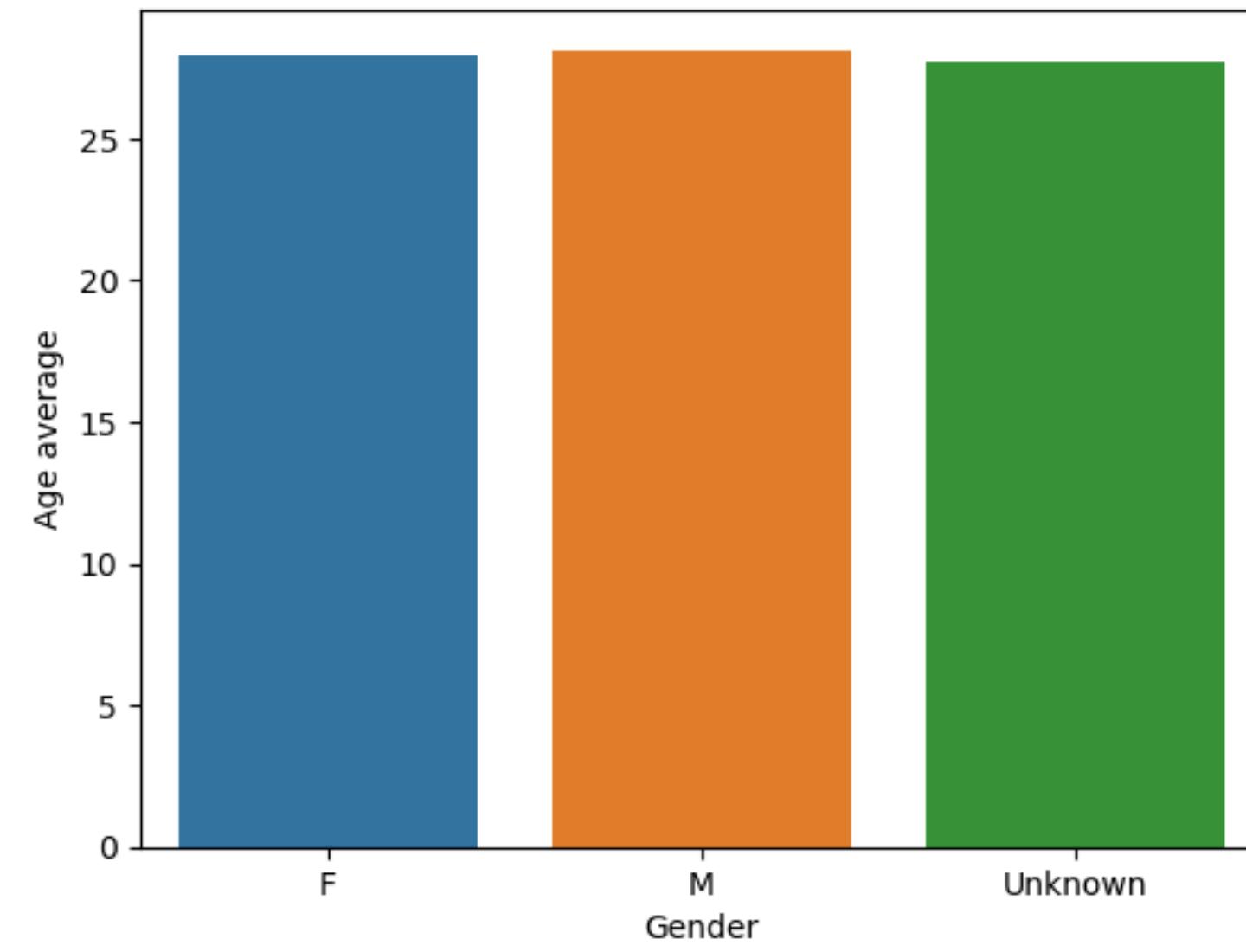
In which countries/states do most attacks occur?



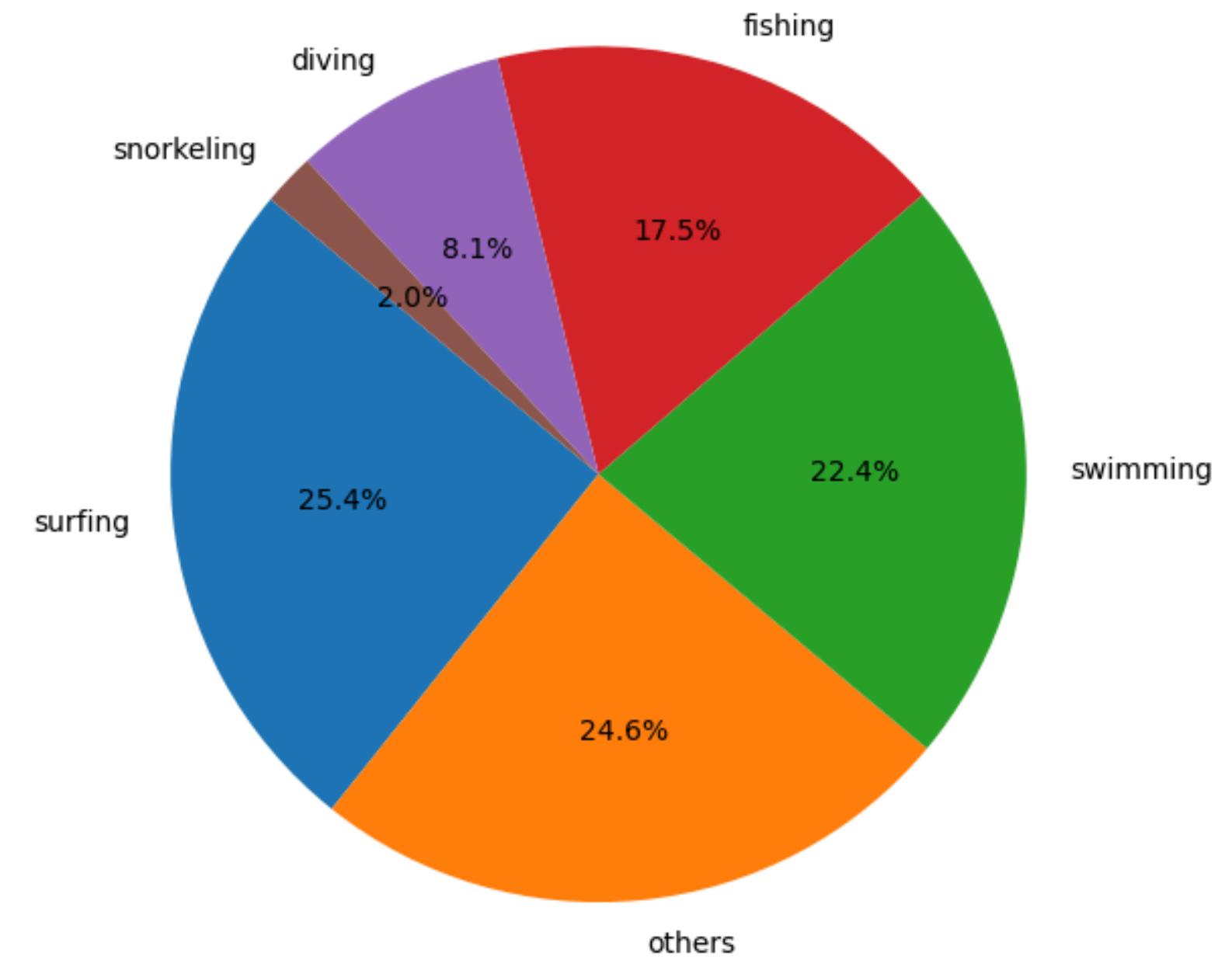
During which months do most attacks occur?



In which months of the year do shark attacks occur most frequently, and how does this vary by region?

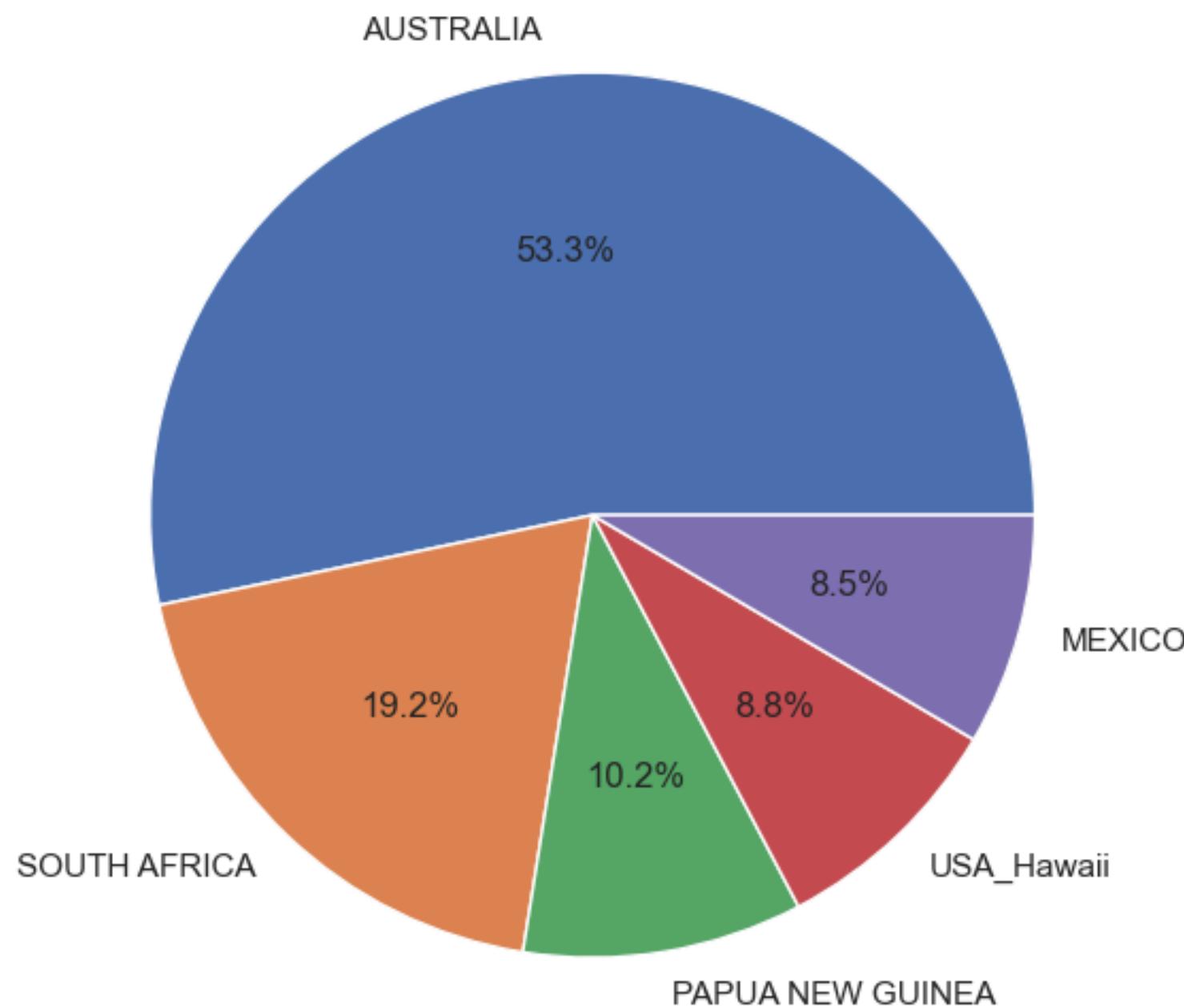


What is the average age of people attacked by sharks, broken down by gender?



In which activities do most attacks occur?

Conclusion and Insights



- **DISCUSS POTENTIAL IMPLICATIONS OF YOUR FINDINGS.**

Different packages of the insurance depending in which **place** you travel, which **activities** are you going to do, **time** of the year tourists are travelling,

Which are the top 5 countries with the highest number of fatal shark attacks?

Major Obstacle

GitHub

- Merging the files (repository issues)

Poor Data Quality

- Missing values: Incomplete data
- Inconsistent data types: Mixed formats (e.g., strings in numeric columns).

Share what you learned from it and how it influenced your project

- GitHub - better organise the folders
- Logical way of grouping data and cleaning

Questioner (fill in info)

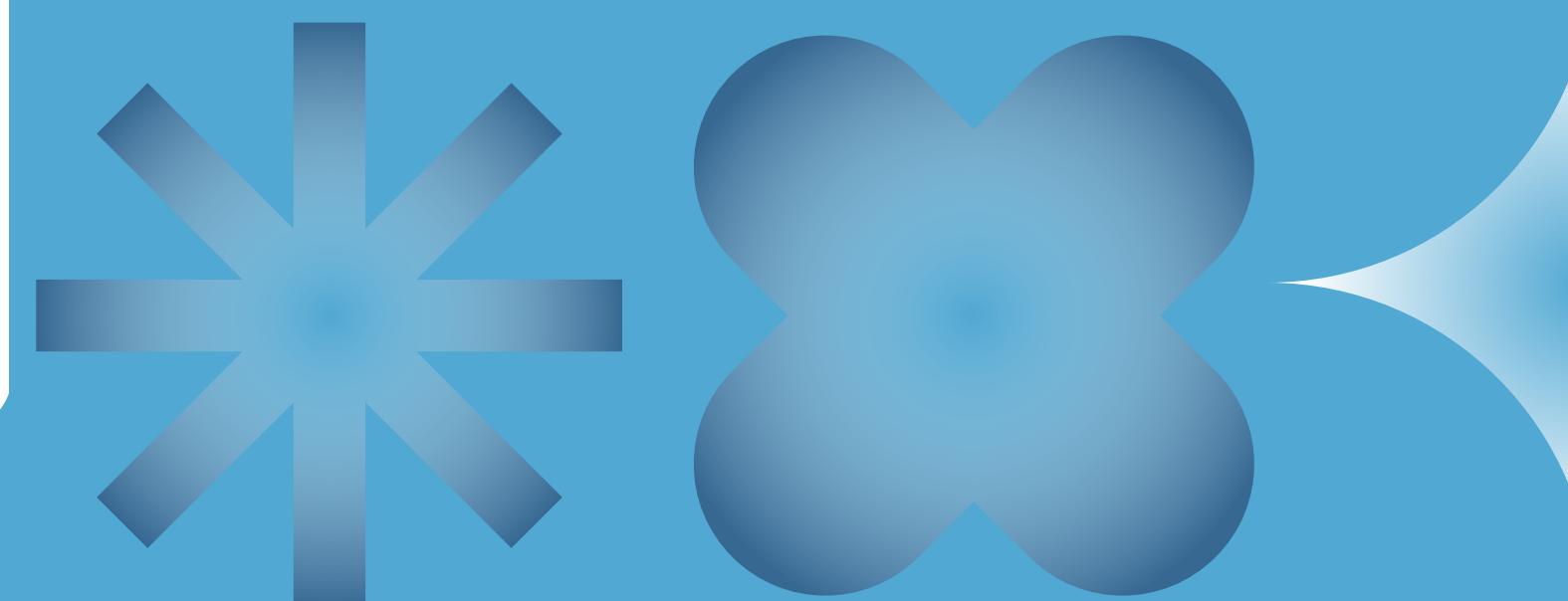
Personal Information:

- Full Name: _____
- Date of Birth: _____
- Nationality: _____
- Contact Information: _____

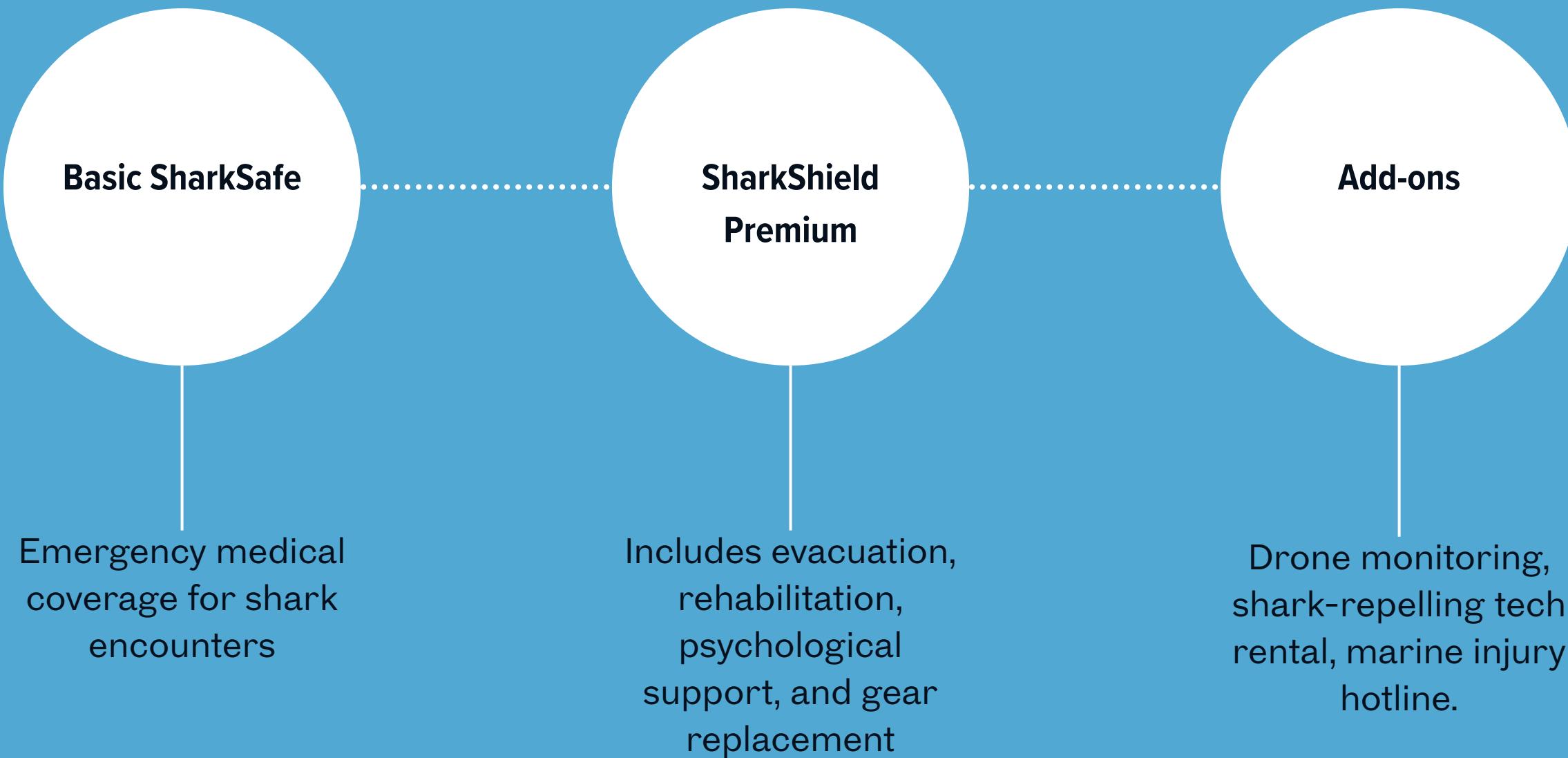
- Travel Details: Destination(s): _____
- Departure Date: _____
- Return Date: _____
- Purpose of Travel: (e.g., tourism, business, study) _____
- Any high-risk activities planned? (e.g., skiing, diving): _____

Insurance Coverage Needs:

- Trip cancellation/interruption? Yes / No
- Medical emergencies and hospitalization? Yes / No
- Emergency evacuation/repatriation? Yes / No



Insurance Plans





**THANK YOU!
CONTACT US FOR A
SAFE TRIP**



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