

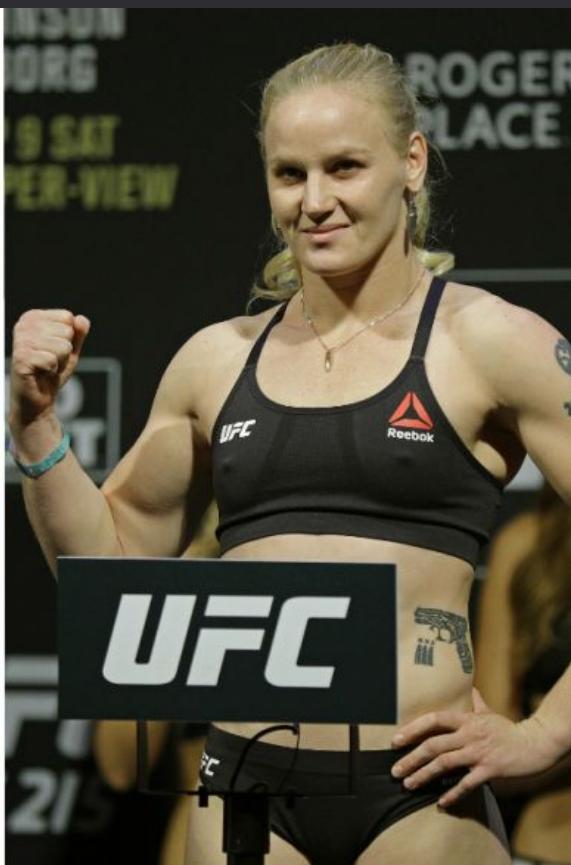
A dynamic photograph of two mixed martial arts fighters in the octagon. One fighter, wearing green shorts, has his back to the camera and is being punched in the face by another fighter. The second fighter, wearing black shorts, has a beard and is looking intensely at the viewer. The background is dark with bright, blurred lights from the arena.

UFC

ULTIMATE FIGHTING
CHAMPIONSHIP

Our Target Audience:

- Fighters

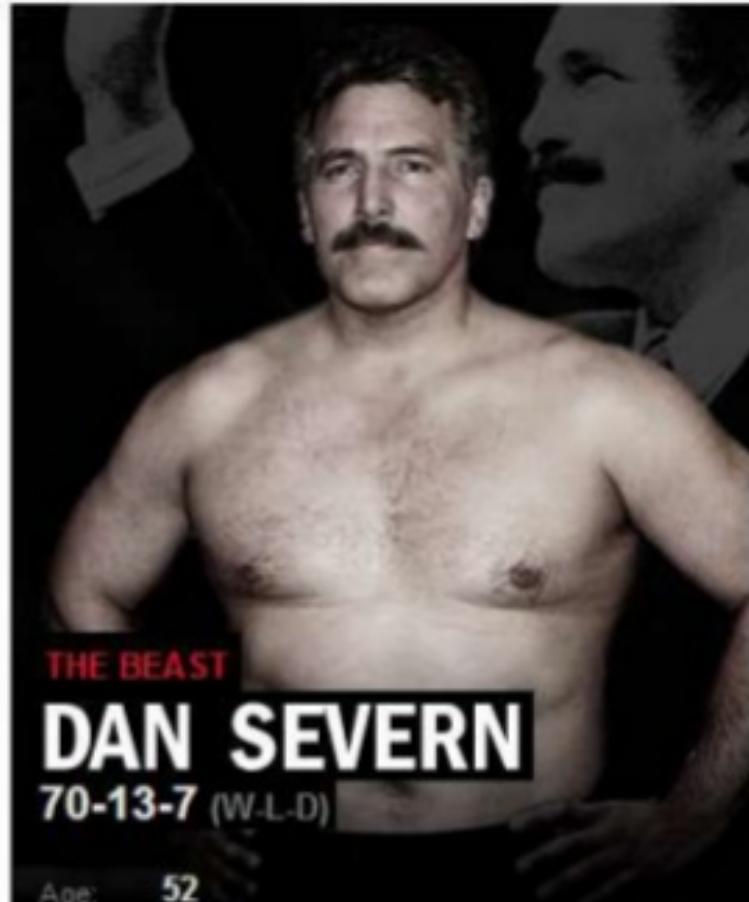


Our Approach:

- Consider the most relevant categorical data such as Red or Blue fighters, locations etc. and numerical data such as technical stats.
- Using statistics descriptively to deduce insights from data.

Cleaning:

- Crop unnecessary columns and analyze overview of UFC Fighters datasets.



THE BEAST

DAN SEVERN

70-13-7 (W-L-D)

Age: 52
Height: 6'2" (188 cm)
Weight: 250 lbs (110 kg)
Resides: Coldwater, MI

LAST FIGHT [UFC 27 Ultimate Bad Boyz](#)

Severn was the first world-class wrestler to dominate the UFC.



THE WORLD'S MOST DANGEROUS MAN

KEN SHAMROCK

26-11-2 (W-L-D)

Age: 46
Height: 6'1" (185 cm)
Weight: 205 lbs (93 kg)
Resides: San Diego, CA

LAST FIGHT [Ortiz vs. Shamrock 3 - The...](#)

Shamrock is known as one of the most successful early UFC fighters.

Fighters
3.3K

Matches
7.8K

Locations
155

UFC TOTAL REVENUE

609m USD

REVENUE FROM CONTENT

462m USD

UFC BRAND VALUE

2bn USD

Source: www.statista.com

Origins

What is MMA?

Sport of
Mixed Martial Arts

KARATE
BOXING
MUAY THAI
JIU JITSU
KICKBOXING
JUDO
WRESTLING
(not WWE :P)

UFC

Promotional Company
est. 1993

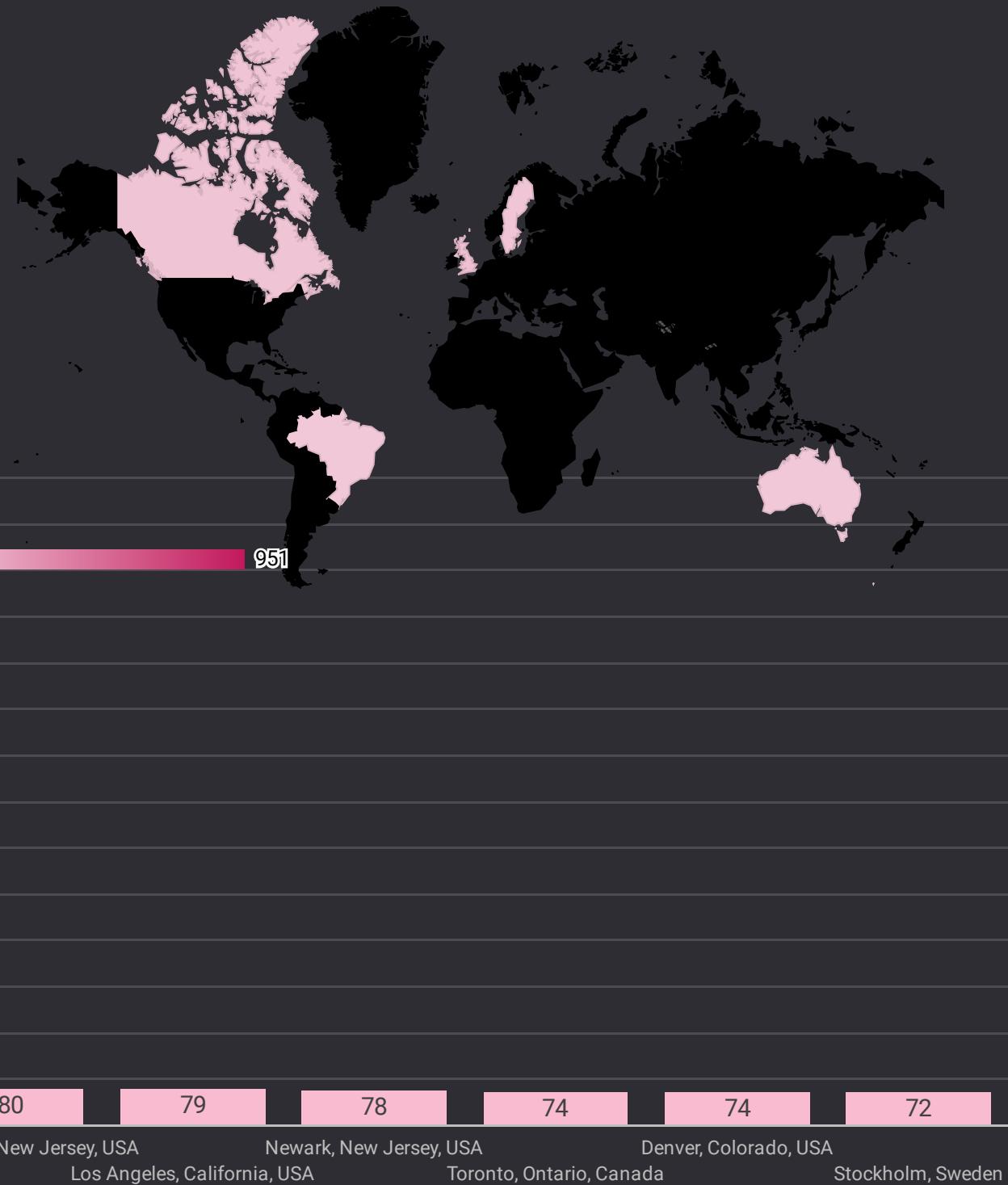


Inspiration derived from Vale
Tudo (Brazilian full-contact
sport) dating back to 1920

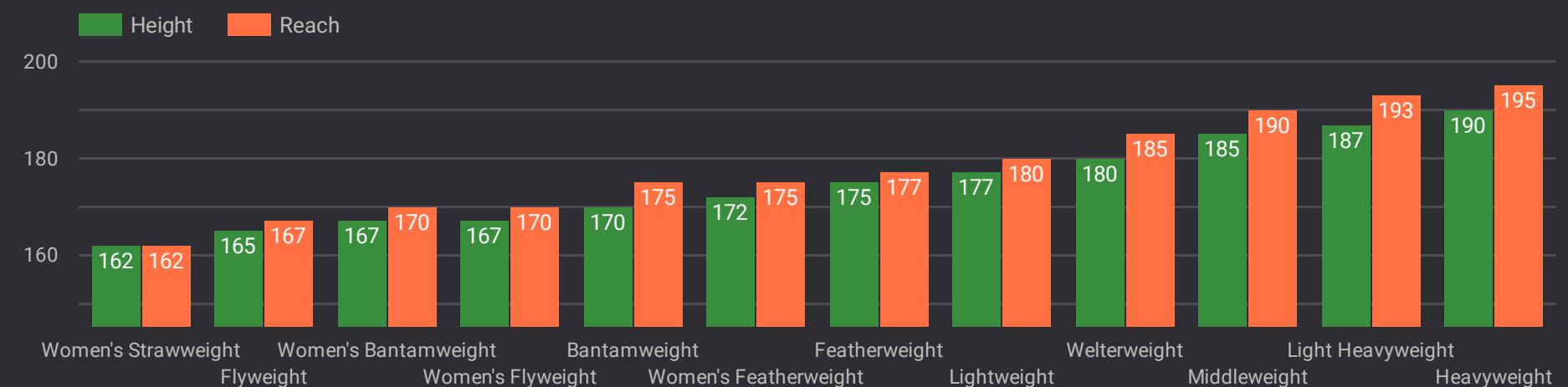
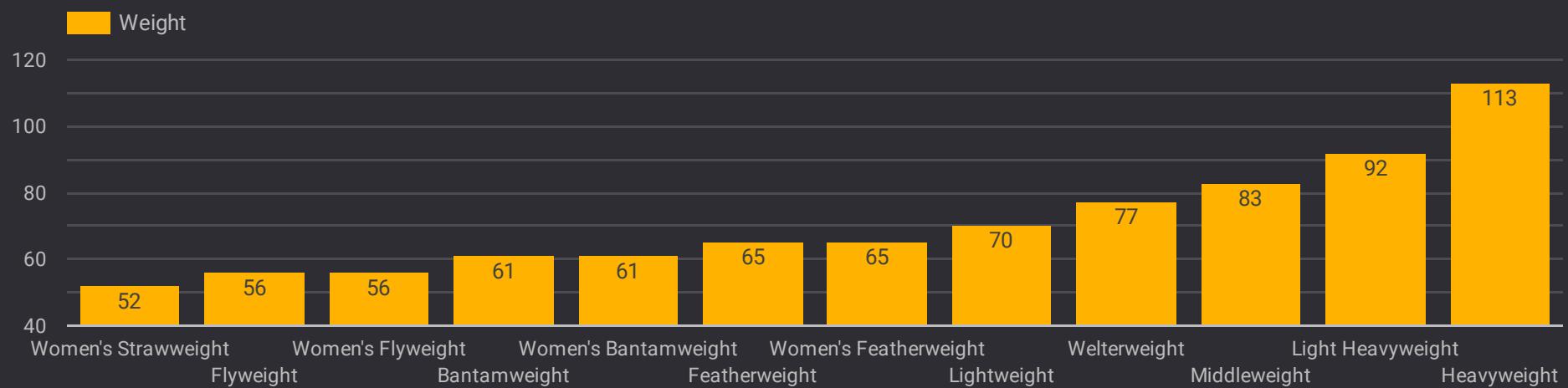
Responsible for fast-growing
nature of MMA as a sport

Fastest growing sport
WORLDWIDE!

The UFC is most popular in the USA, England and Canada.



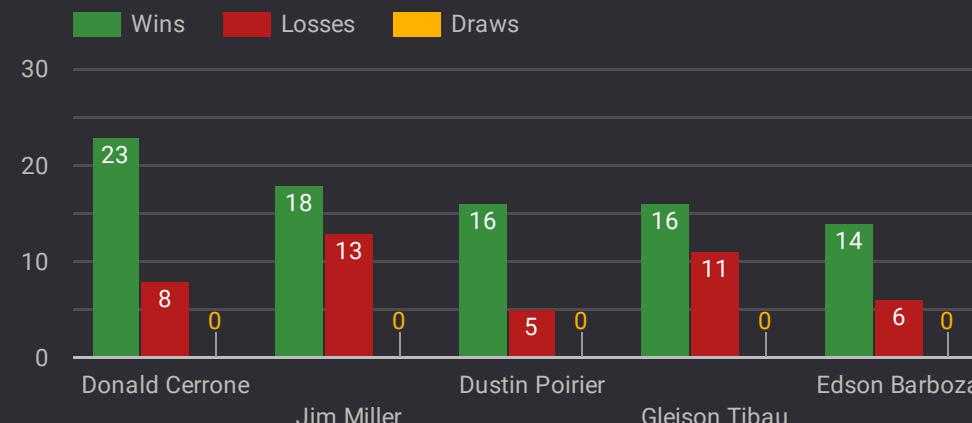
Weightclasses



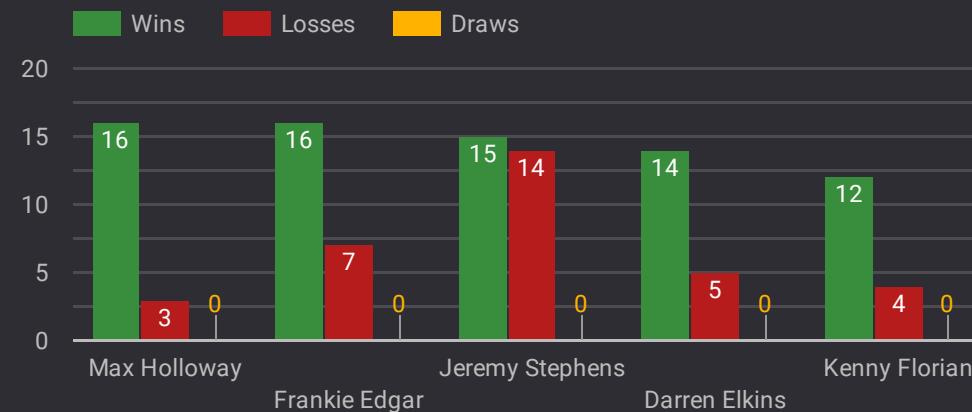
All time most successful Fighters in three popular Weight Classes
until August, 2019



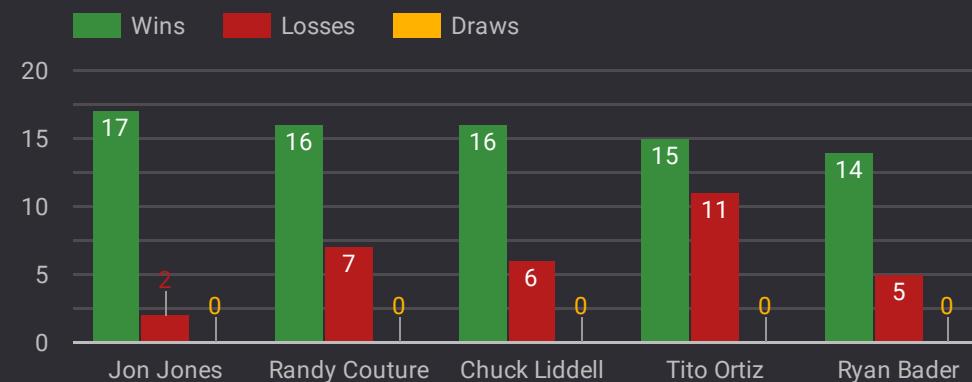
Lightweight



Featherweight



Heavyweight

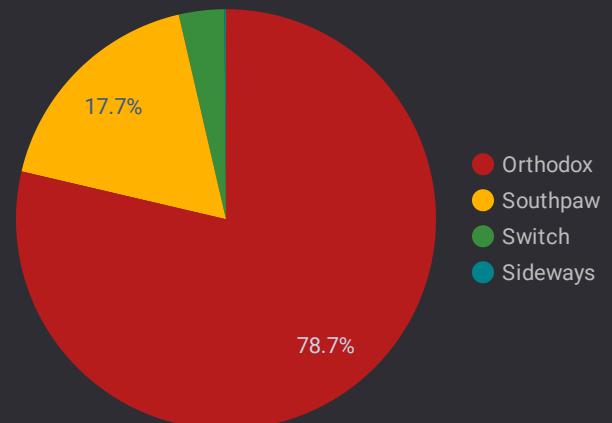


All time most successful Fighters in the major Weight Classes

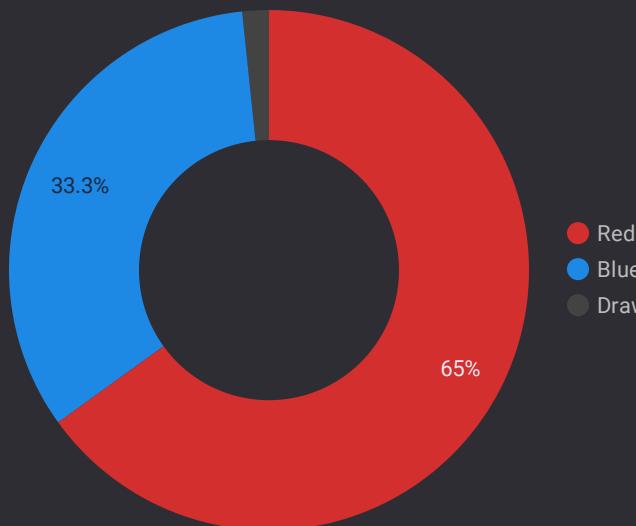
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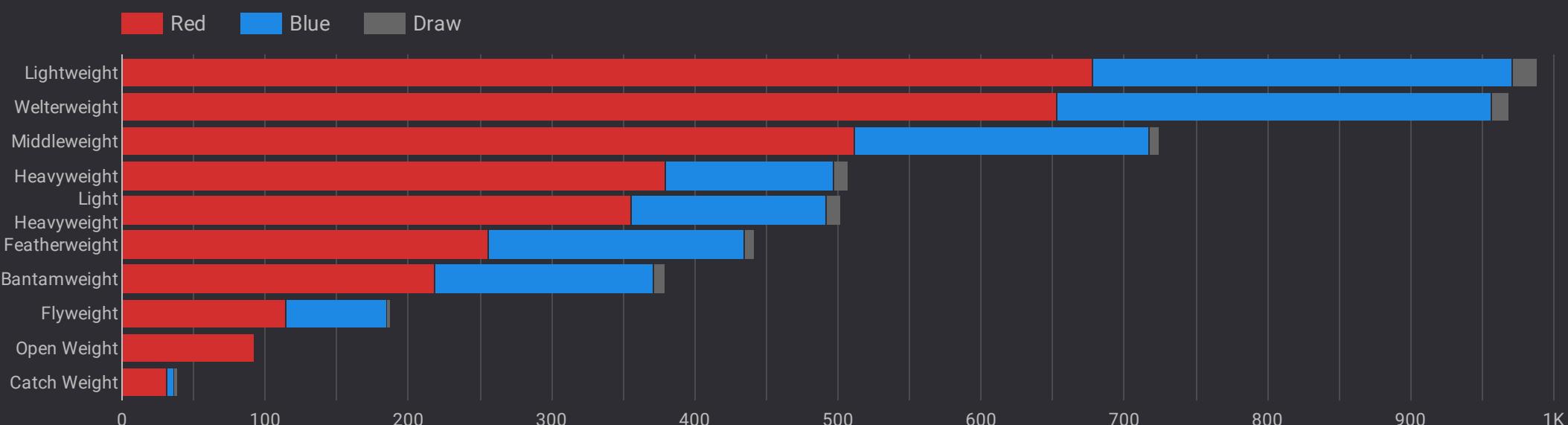
Stances in the UFC



The data shows no impact of the choice of stance on increased winning percentage.

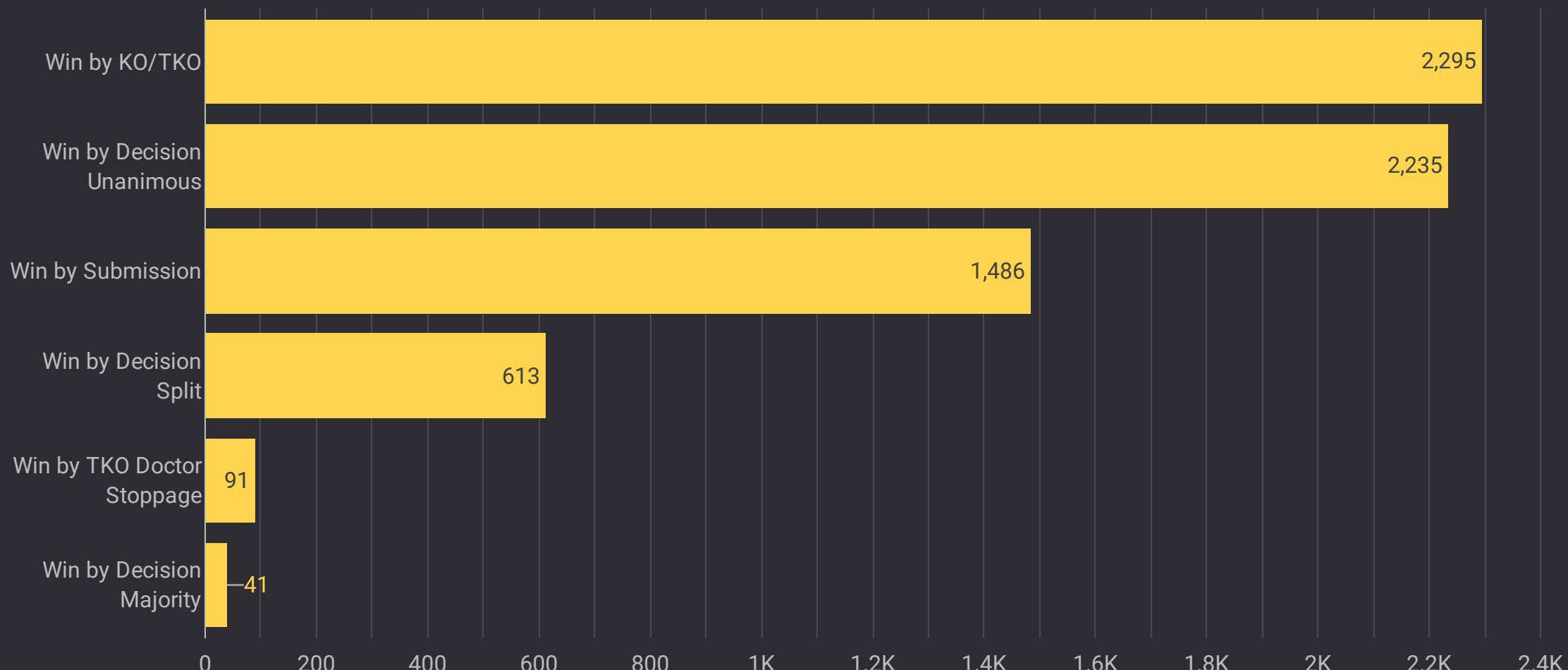


Proportion of Winners

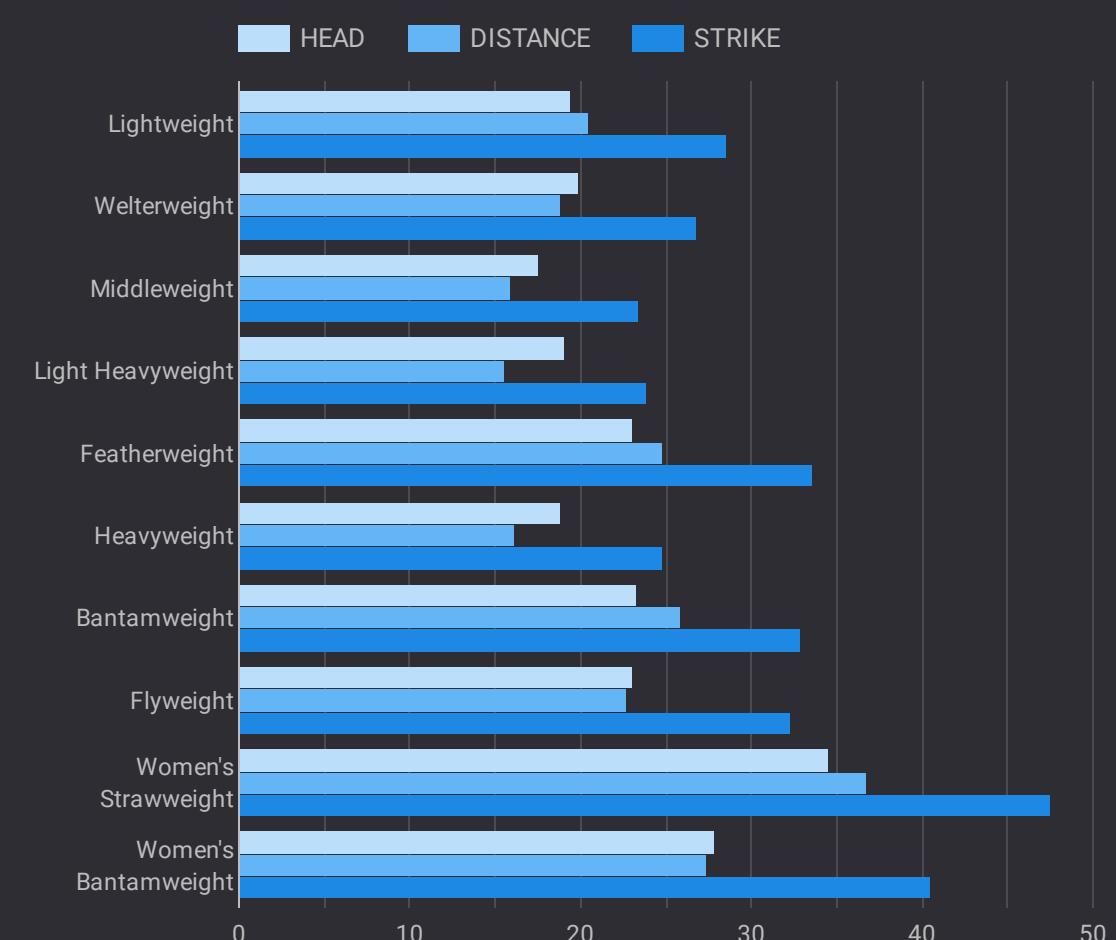
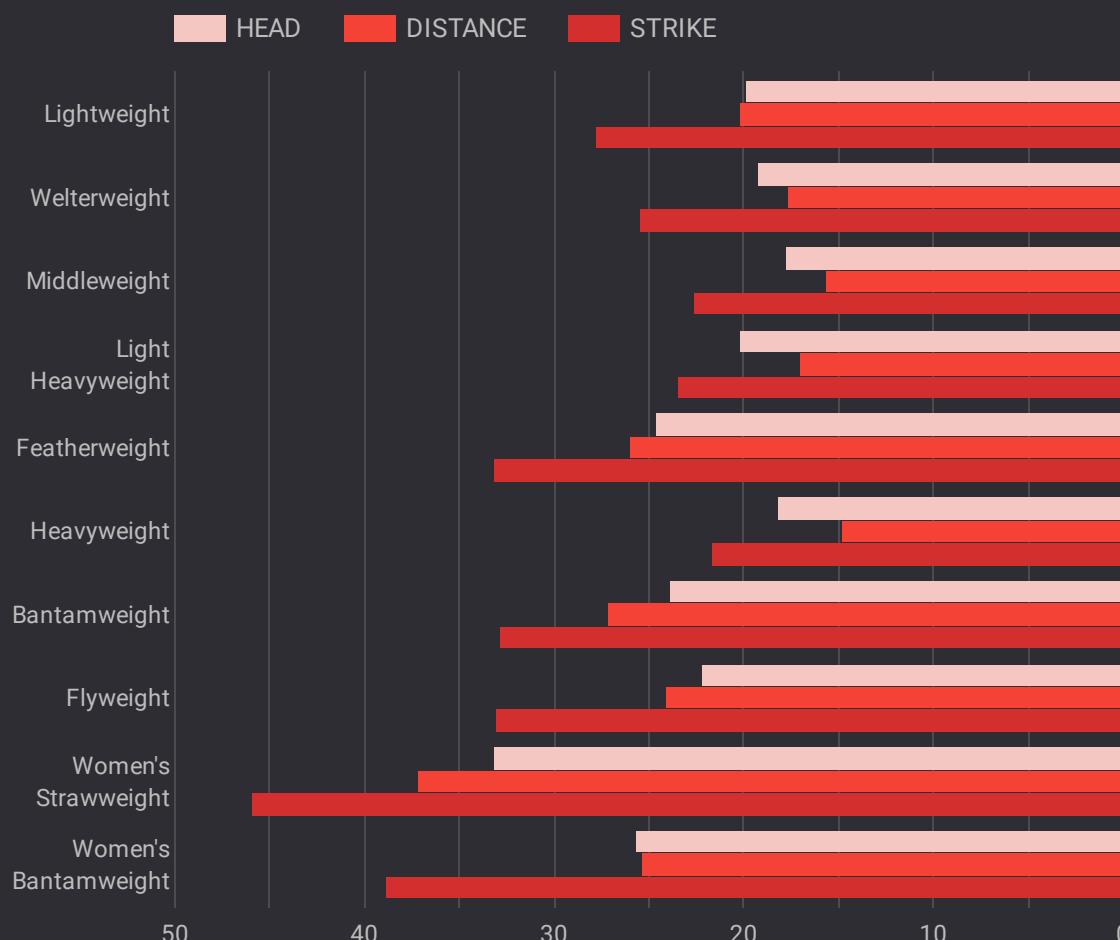


No. Matches separated by Weight class

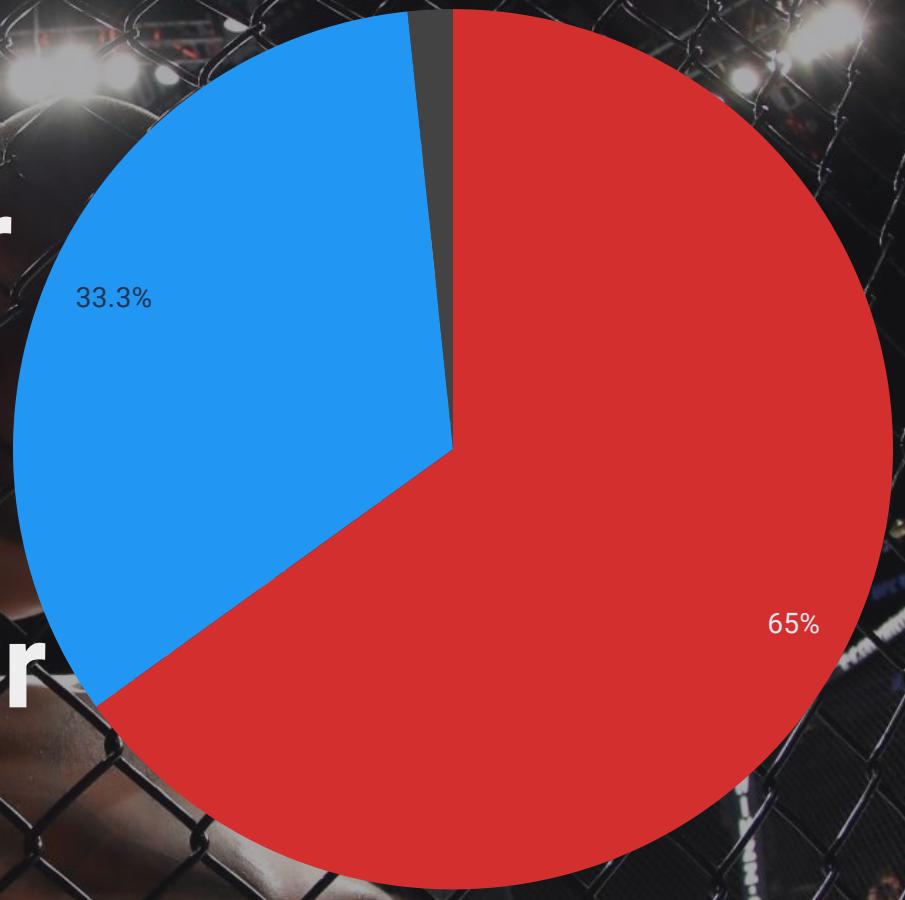
Method of winning



Compare 3 different important metrics



The most of the time, the **Red** corner is normally the favorite, which is why the **champion** or **high ranked fighter** choose this side.



Coming Up

