Shark Attacks

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Project 2 - IronHack DA PT Bootcamp

Business Question

An entrepreneur decided to use his wealth to create a kind of NGO to help the local population become more aware of how to behave at sea, in order to avoid shark attacks (Putting up signs, creating a free app with information, giving local lectures, etc.)

The problem is, this person does not know where to start and only has enough capital to serve one region/state.

So that leaves us to the question:

Where should they start?

Data Provided

For this analysis we were provided a database showing data from incidents involving sharks over the years, such as:

➔ Location
➔ Date
➔ Victim's:
  ◆ Sex
  ◆ Age
➔ Activity (during the incident)
➔ Fatality of the incident
➔ Source of information

Filters

To help the entrepreneur decided where to start his NGO, I narrowed down the parameters to:

★ Where:
  ○ Where would he start the company
★ What:
  ○ Which activities to focus on
★ Who:
  ○ For which group should the efforts be focused on
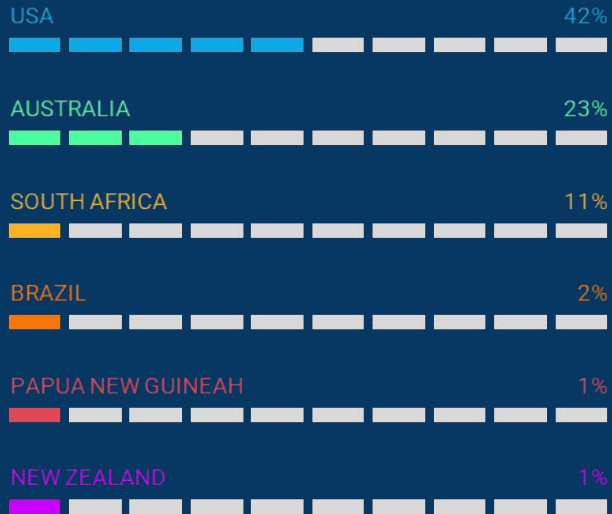
Where

To decide where should they start the company, I analysed the database to find out where did the majority of the incidents happened.

From the data analysis I conclude that:
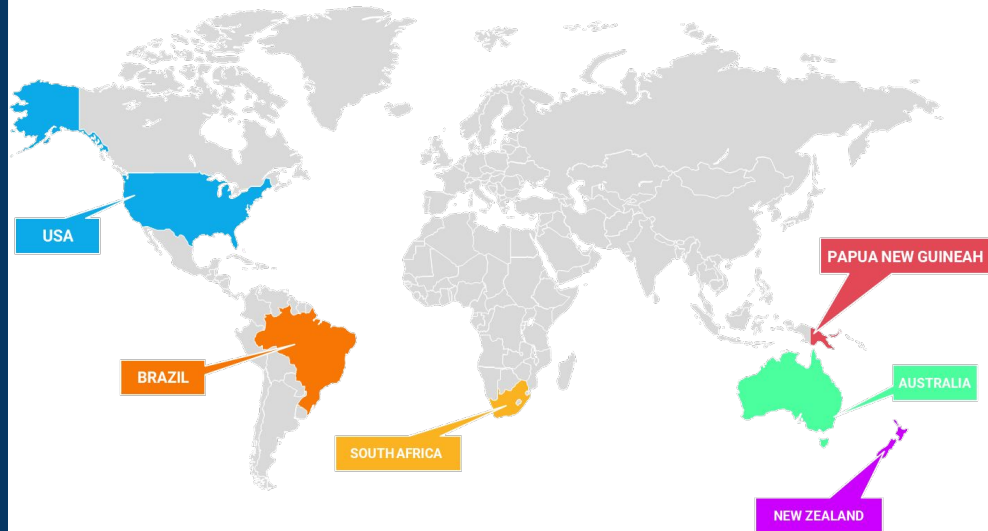
1) There were 132 countries with incidents listed.

Where

From the data analysis I conclude that:

2) Out of those 132 countries,

80% of the incidents happened in only ~4% of the countries.

USA   42%

AUSTRALIA   23%

SOUTH AFRICA   11%

BRAZIL   2%

PAPUA NEW GUINEAH   1%

NEW ZEALAND   1%

USA

PAPUA NEW GUINEAH

BRAZIL

AUSTRALIA

SOUTH AFRICA

NEW ZEALAND

Where

Florida 49%
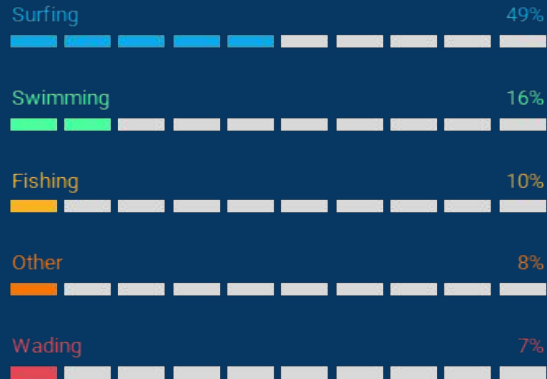
California 14%

Hawaii 14%

From the data analysis I conclude that:

3) The most logical choice was to start at Florida, since the number of incidents registered are almost the same as Australia's.
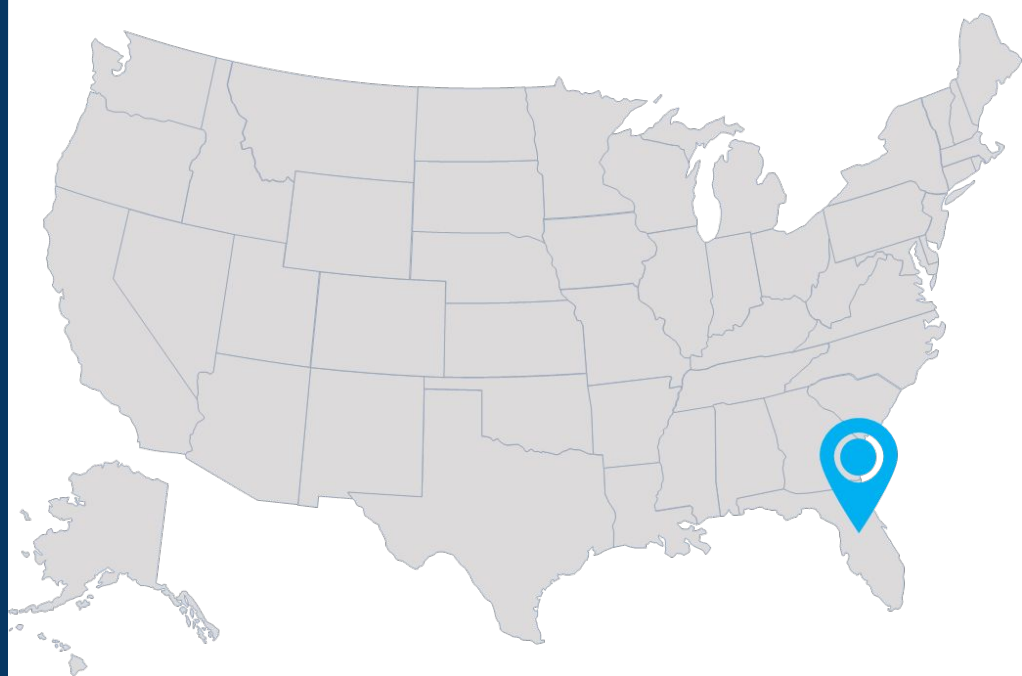
What

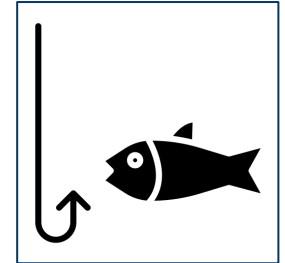To decide on which activities they should be focused, we analysed the activities registered in Florida

Surfing   49%

Swimming   16%

Fishing   10%

Other   8%

Wading   7%

From the data analysis I conclude that:

1) The top three activities most susceptible to attacks are:
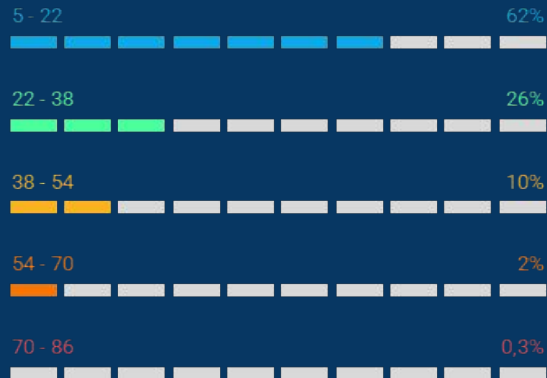
❖ Surfing
❖ Swimming
❖ Fishing

75% of the incidents in Florida, out of 68 activities, happens when one of those 3 are being practiced.

Note: "Other" includes a great variety of activities that would be hard to turn into a focus group.

Who

To decide on which which group should the efforts be focused on, I decided to analyse the age of the victims

From the data analysis I conclude that:

1) The most relevant age groups are:

- ❖ 0 - 38 years old (88% of the victims);
- ❖ 0 - 22 years old (62% of the victims).

It depends on whether the founder have enough capital and if it is viable to focus on such a large group (0 - 38 years old) or if it would be more efficient to focus on a smaller, but still representative, group (0 - 22 years old).*

**Note: The age group could be narrowed down to a smaller group if we had the data that showed a relation between activity and practitioners' age, to focus more precisely on a particular age group.

5 - 22   62%

22 - 38   26%

38 - 54   10%

54 - 70   2%

70 - 86   0,3%

Conclusion

Based on the information provided, and the analysis, the conclusion is:

★ Where:
  ○ The company should start at Florida
★ What:
  ○ The company should focus on visitors/residents that:
    ■ Surf
    ■ Swim
    ■ Fish
★ Who:
  ○ The company should focus on visitors/residents that are:
    ■ From 0 to 38 years old;
    ■ From 0 to 22 years old.