**Up and Down With the Kardashians**

Plot Google Trends data to find the most famous Kardashian/Jenner sister. Is it Kim? Kendall? Kylie?

#### Project Description

While I'm not a fan nor a hater of the Kardashians and Jenners, the polarizing family intrigues me. Why? Their marketing prowess. Say what you will about them and what they stand for, they are great at the hype game. Everything they touch turns to content.

In this Project, you will explore the data underneath the hype in the form of search interest data from Google Trends. You'll recreate the Google Trends plot to visualize their ups and downs over time, then make a few custom plots of your own. And you'll answer the big question: **is Kim even the most famous sister anymore?**

This Project provides the opportunity to apply the skills covered in DataCamp's [pandas Foundations](https://www.datacamp.com/courses/pandas-foundations) course and its prerequisite courses.

#### Project Tasks

* 1 The sisters and Google Trends
* 2 Better "kolumn" names
* 3 Pesky data types
* 4 From object to integer
* 5 From object to datetime
* 6 Set month as index
* 7 The early Kim hype
* 8 Kylie's rise
* 9 Smooth out the fluctuations with rolling means
* 10 Who's more famous? The Kardashians or the Jenners?