**UNIT 2 PROJECT**

**DATASET:** FiveThirtyEight NFL Fandom Dataset: <https://www.kaggle.com/fivethirtyeight/fivethirtyeight-nfl-fandom-dataset>

**PROBLEM STATEMENT**: Certain political campaigns and issue advocates would be benefit from analyzing trends in the political views of sports fans - particularly of each NFL team’s fans. Such insights may help campaigns target voters more effectively.

**PROPOSED TEST(Hypothesis):** This analysis tested the following hypothesis:

* Is there a correlation between the percentage of major sport searches and the percentage of Trump votes for each designated market area?
* Do National Football Conference (NFC) division team fans lean predominantly Democrat?
* Do American Football Conference (NFC) division team fans lean predominantly Republican?