**FINAL PROJECT STORYTELLING DRAFT**

12 minutes and 3 for questions - "MAX"

<https://www.kaggle.com/datasets/heesoo37/120-years-of-olympic-history-athletes-and-results?select=noc_regions.csv>

Hypothesis: A higher presence of successful female athletes from a country positively impacts the participation of women from that country in the Olympics.

**Slide 1: Title Slide**

* **Title**: "Strategic Analysis of 120 Years of Olympic History"
* **Subtitle**: "Analysing Trends, Participation Metrics, and Future Considerations"

**Slide 2: Introduction & Problem Statement**

* **Content**: Provide a brief overview of the strategic analysis and articulate the central challenge or question addressed.
* **Speaker Notes**: "Our problem statement delves into 120 years of Olympic history, focusing on a key challenge: How can we strategically increase women's participation? By focusing on the evolution of female participation, evaluating the impact of host countries, and identifying consistent performers, we aim to uncover strategic avenues for boosting women's involvement in the Olympic Games."

**Slide 3: Data Selection and Strategic Cleaning**

* **Content**: Elaborate on the data source (Kaggle), emphasising strategic aspects.
* **Speaker Notes**:
  + "Our dataset, strategically sourced from Kaggle, forms our analysis. With a focus on women's participation, our data cleaning process involved meticulous handling of missing values and ensuring data consistency. Our statistical analysis, executed in Excel and visually represented using Tableau, uncovered strategic patterns and relationships."

**Slide 4: Global Participation**

* **Content**: Unveil the strategic insights from analysing historical data on countries participating in the Olympics and examine the correlation between host countries and medal success.
* **Visuals**: World map showcasing participating countries over time and a bar chart comparing medal counts of host countries vs. non-host countries.
* **Speaker Notes**: "Our strategic global participation analysis discerns not just numbers but strategic patterns. We identify key regions contributing to the Olympic narrative, laying the groundwork for future strategic considerations in athlete engagement, sponsorship, and global partnerships. Additionally, we delve into the impact of hosting, strategically examining whether hosting correlates with more victories."

**Slide 5: Athlete Diversity**

* **Content**: Identify countries excelling in specific sports and explore athlete diversity.
* **Visuals**: A comparative analysis of countries with diverse vs. less diverse athlete representations, gender distribution in sports.
* **Speaker Notes**: "Strategic dominance in specific sports is a focal point of our analysis. We explore gender dynamics in these sports to provide a comprehensive view of excellence and representation. Does a well-rounded athlete representation impact a country's overall success? The data explores the correlation between diversity and medal counts."

**Slide 6: Women Athletes Over Time & Countries Supporting Female Athletes**

* **Content**: Extend the analysis of female participation over time and identify countries showing the strongest support for female athletes.
* **Visuals**: Line charts showcasing the growth or decline of female participation. Include a heatmap or graph showcasing strategic support from countries.
* **Speaker Notes**: "Strategic advocacy for female athletes is at the core of our analysis. This strategic insight informs advocacy efforts, fostering strategic alliances to amplify female representation and support on the global stage and not only highlights the rising influence of women in sports but also serves as a strategic guide for future initiatives in Olympic sports.”

**Slide 7: Insights from Analysis**

* **Content**: Summarise key findings and insights from the exploration of Olympic data.
* **Speaker Notes**: "Our analysis revealed fascinating patterns, such as the consistent rise in female participation, the impact of hosting on medal counts, and the dominance of certain nations in specific sports. These insights provide a nuanced understanding of the historical landscape of the Olympic Games."

**Slide 8: Next Steps & Key Visuals**

* **Content**: Outline the strategic forecast based on historical trends. Include insights and recommendations for future Olympic organisers, note interests in sports, women, medals, and external considerations like uniform innovations and financial forecasts.
* **Visuals**: Infographics or bullet points summarising key strategic considerations.
* **Speaker Notes**:
  + "Utilising historical data, our forecast strategically anticipates the Olympic Games, predicting participation trends and medal outcomes for Paris 2024 and LA 2028. We explore if unique uniforms correlate with success, investigate financial investments' impact, and examine historical events and economic indicators' influence on countries' Olympic success."

**Slide: QA**