🍼 Baby Names Trends & Regional Analysis Report (1980 – 2009)

📊 Project Objective

The purpose of this analysis is to explore baby name trends across years and regions, using data from two relational tables: 'names' and 'regions'. The goal is to uncover patterns in naming trends, popularity by gender and region, and identify top baby names over time.

❇️ Database Structure

Table 1 – names

Column	Description
id	Unique record ID
name	Baby's name
gender	'M' for male, 'F' for female
year	Year of birth
state	Two-letter U.S. state code
births	Number of babies given that name

Table 2 – regions

Column	Description
state	State code (primary key)
region	Regional grouping (e.g., Midwest, South, West, Northeast)

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☑️ Key Insights

- National favourites such as Michael, Christopher, and Jessica consistently appear in top rankings.
- Regional variation exists — some names dominate specific areas more than others.
- Trends over time show cyclical popularity, with traditional names returning after certain decades.
- Gender preferences remain steady, but emerging names show more diversity in recent years.

⚙️ Recommendations

1. Highlight long-term trends in the report — names that sustain popularity over decades.
2. Show emerging names that are rising quickly (e.g., compare growth rates)
3. Create visuals (line charts for yearly trends, bar charts for regional comparison) for storytelling impact.
4. Include cultural or media context — popular films or celebrities often influence naming spikes.

📄 Summary

This analysis uses SQL to transform raw baby name and region data into clear insights. It demonstrates proficiency in data aggregation with SUM() and GROUP BY, ranking with window functions, table joins for regional analysis, and trend tracking with filters and sorting.