

Exploratory Data Analysis

Google Trends: Interest for Pho, Ramen and Soba overtime.

Project Description and Data Used:

This project is an Exploratory Data Analysis on data retrieved from Google Trends on the interest of Pho, Ramen and Soba. The data covers interest from January 2004 through November 2022. The data is normalized.

Here is **more information** on how Google Trends data is collected and its significance.

[What is Google Trends data — and what does it mean? | by Simon Rogers | Google News Lab | Medium](#)

How project was completed through SQL:

Data was uploaded into SQL Server. Queries which involved the use of **subquery**, **joins** and **aggregate functions** were performed to gain further insight on the search popularity of the three food items.

Factors to Consider: The data for interest on Pho, Ramen and Soba search popularity by location was added a couple of weeks later than data on Pho, Ramen and Soba search popularity in the world overall. Since the data normalized, it can change slightly within a few weeks. However, the data was still considered valuable enough to be added.

To Be Added: Excel files of data used