Week 2 mini project
ELIEL
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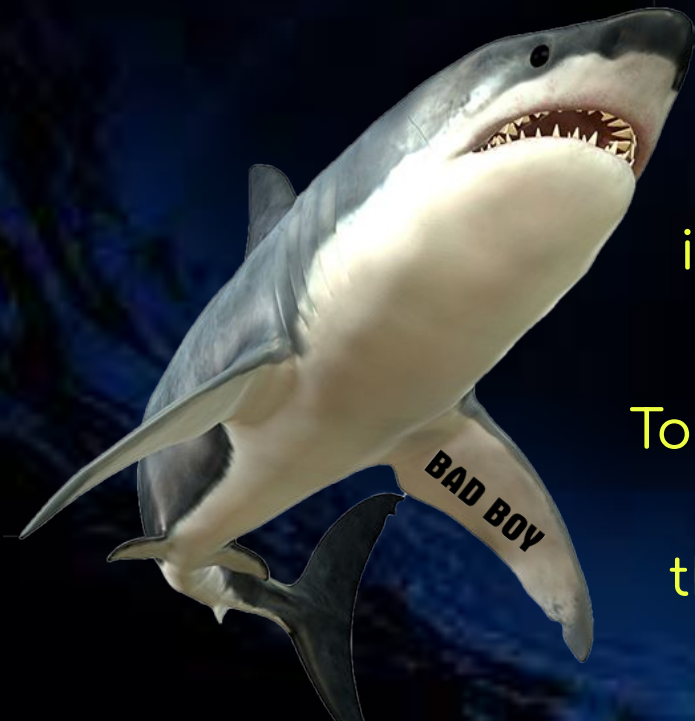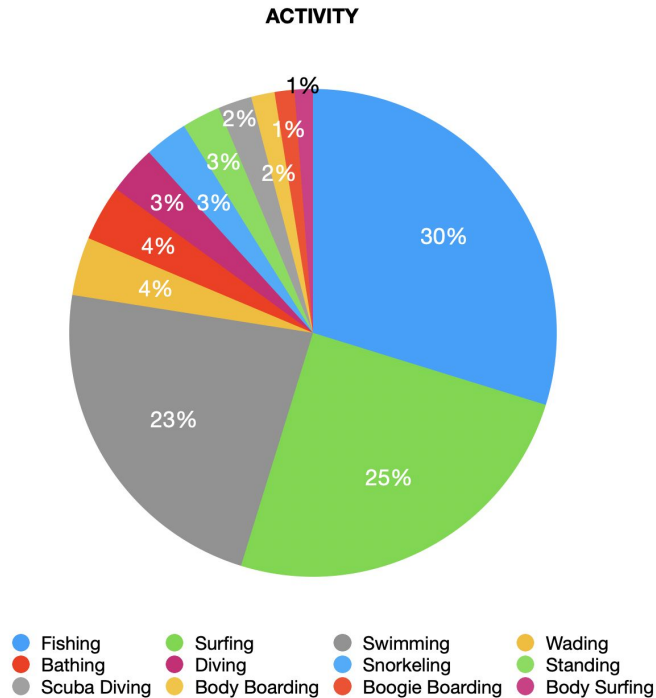
SHARK ATTACKS!

PROJECT OVERVIEW

We provide Personal Protective Equipment (PPE) tailored for the fishing industry.

Our hypothesis centered on the assumption that fishermen in this industry are disproportionately affected by shark attacks.

To validate our hypothesis and inform our business strategy, we conducted a thorough analysis of global shark attack data.
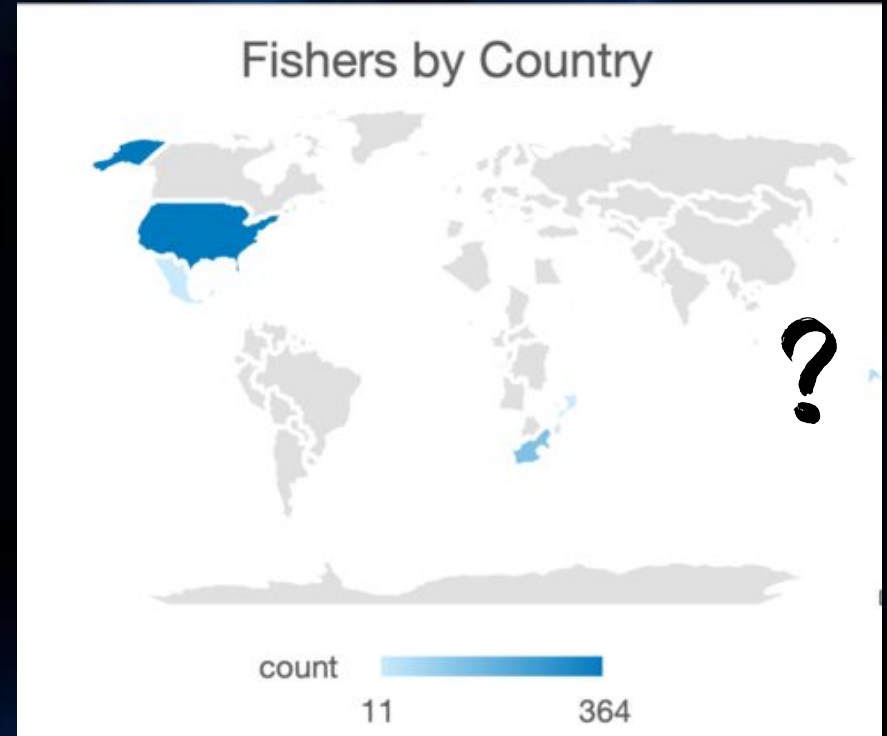
RELEVANCE OF FISHING INDUSTRY

Within the dataset of all recorded shark-related accidents in modern era, we identify fishing as the most high-risk activity.

This emphasizes the importance of PPE for safety-related issues and as a business relevant field.

FINDING and INSIGHTS

Our analysis revealed that while shark attacks occur worldwide, certain countries experience higher incident rates.

By identifying these high-risk countries, we can strategically target them for marketing and sales efforts.

Fishers by Country
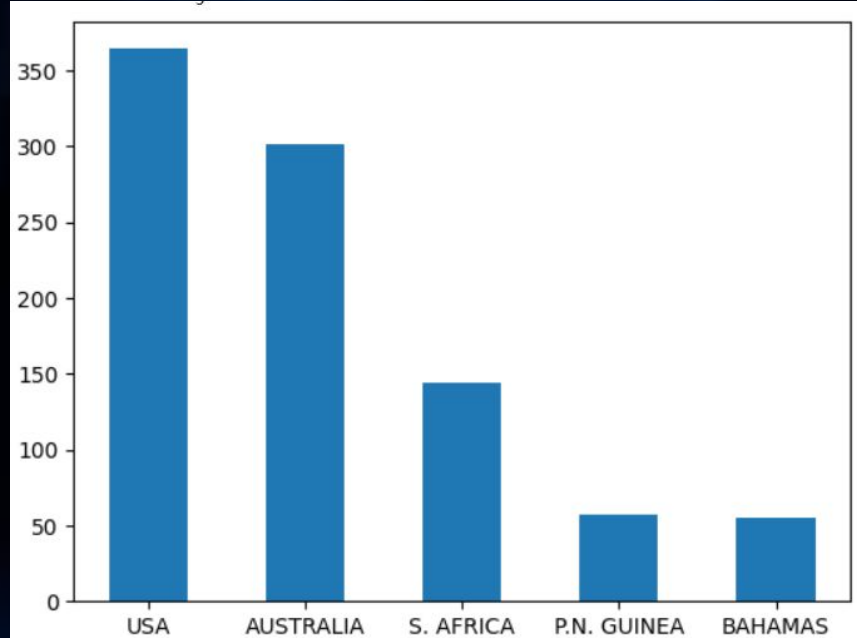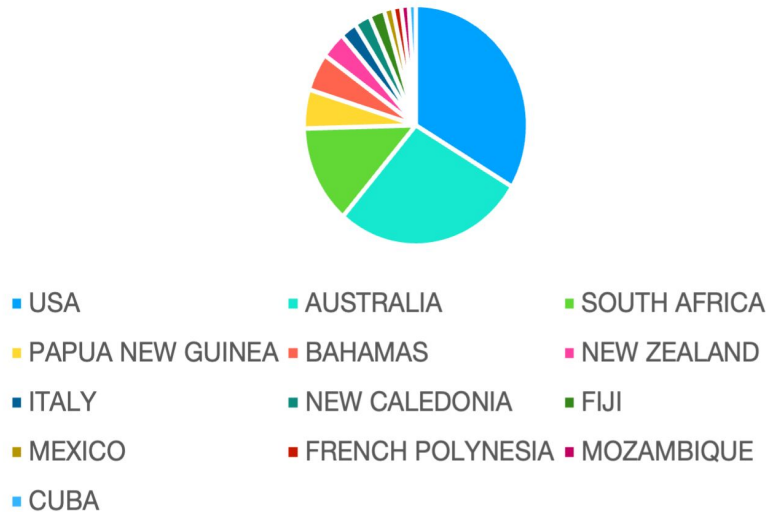
FINDING and INSIGHTS

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HIGH RISK COUNTRIES

Fishers by Country

- USA
- AUSTRALIA
- SOUTH AFRICA
- PAPUA NEW GUINEA
- BAHAMAS
- NEW ZEALAND
- ITALY
- NEW CALEDONIA
- FIJI
- MEXICO
- FRENCH POLYNESIA
- MOZAMBIQUE
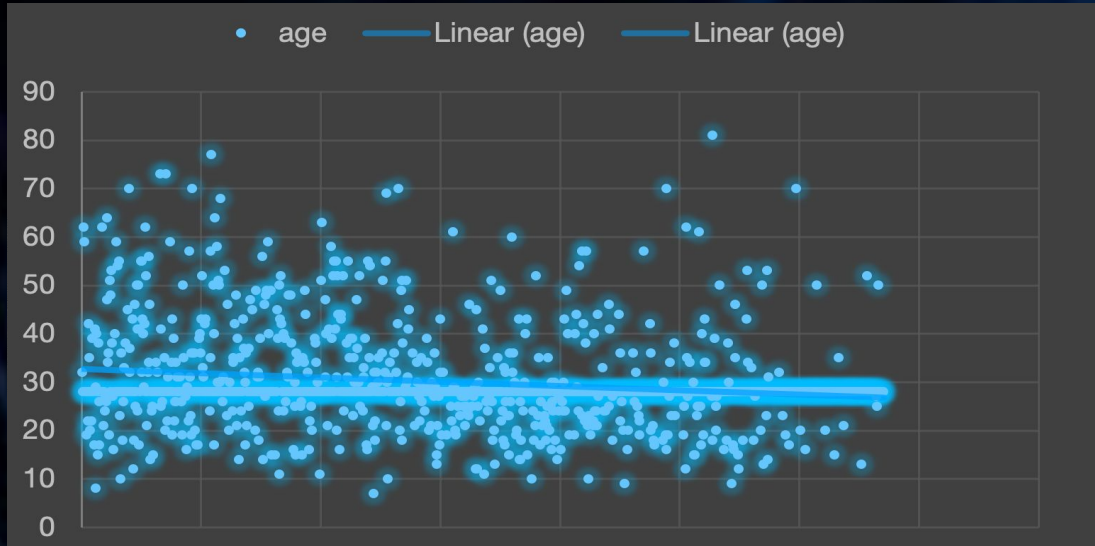- CUBA

HIGH RISK COUNTRIES

The analysis puts a stress on United States and Australia as the main high-risk locations.

Either the coastal length and the population ratio could represent mitigating factors.

This is not the case for states like Bahamas and Papua New Guinea, also resulted as high-risk.
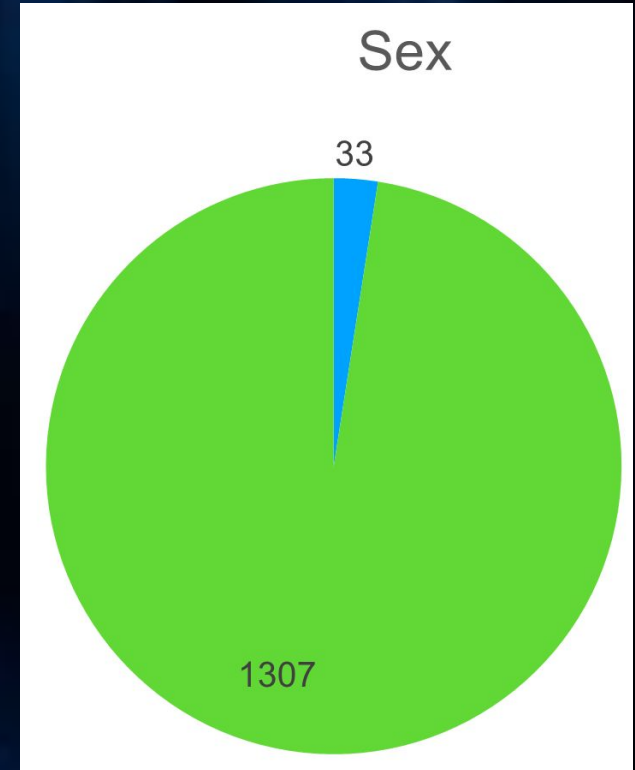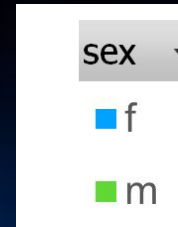
AGE-RELATED STATISTICS

Our investigation then focused on displaying the most affected age, in order to profile the potential customer.

As it appears on the graphic, 30 year-old fishermen represent the most affected category.

GENDER-RELATED STATISTICS

This data respond to a social standard, as the vast majority of fishermen is composed by male workers.

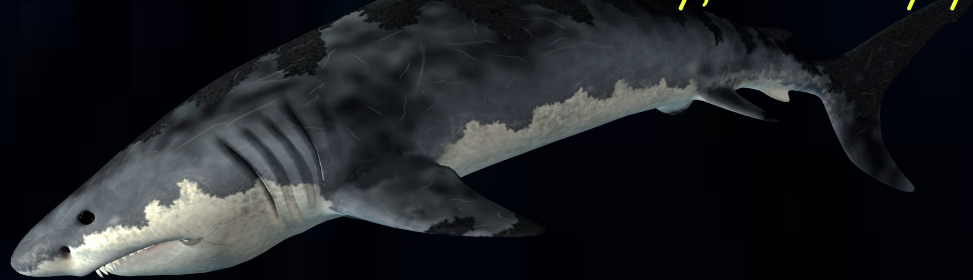Yet, an exiguous percentage of women have been involved in shark attacks.

Sex

33

1307

sex

f

m

BIGGEST CHALLENGES

1 - DATA ISSUES

The source needed data cleaning, for high presence of nulls, incomplete entries and non-standardized data (Multiple people in a single entry, "Boat" as an indeterminate entry, unlikely year entries, typos...)

2 - CODING ISSUES

Technical challenges to extract datas, especially for creation of graphics and applying them to subsets (Fishermen is a subset of a wider data source).

IN CONCLUSION

Armed with data-driven insights, we aim to customize our product offerings and marketing campaigns to cater to regions with elevated risk levels.

Additionally, we plan to collaborate with local authorities and industry stakeholders in these high-risk areas to promote safety measures and increase PPE adoption rates.

THANK YOU!

...and beware!