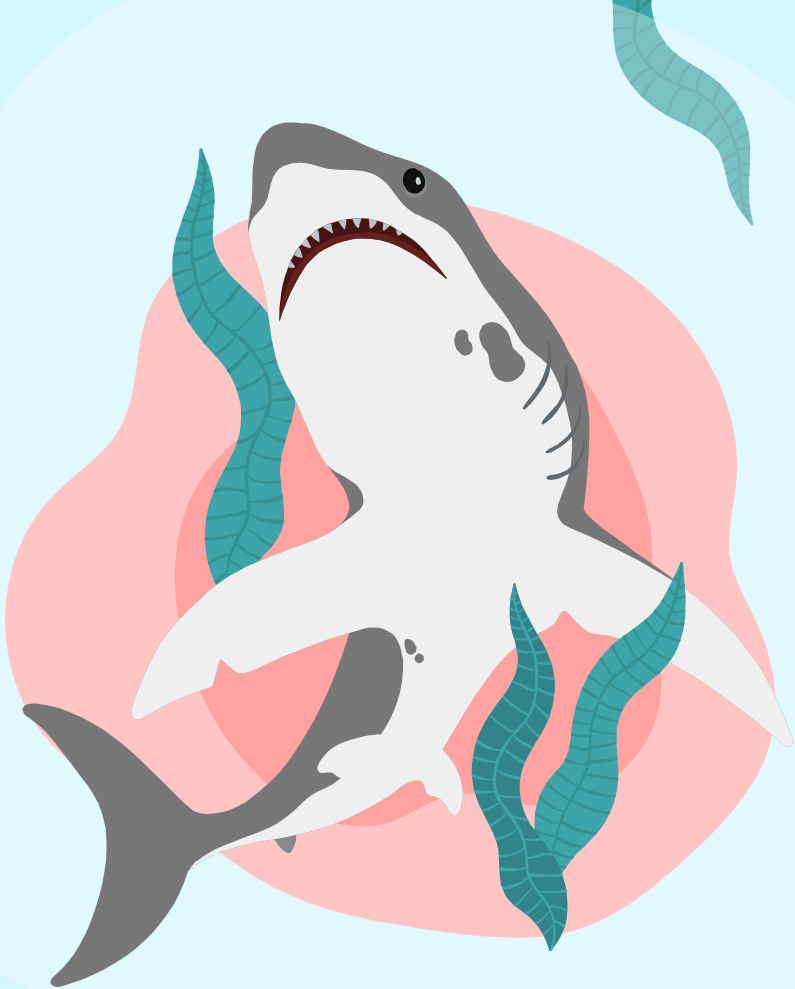
Sharkey

Shark Tourism

Safety

Consultancy



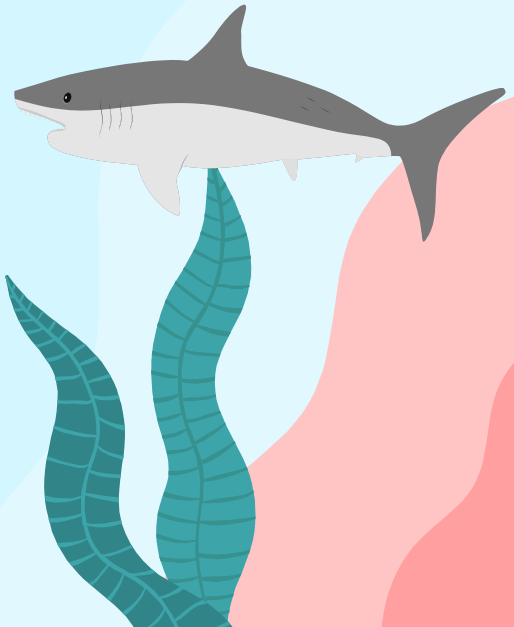
01

About **the project**

Our **hypothesis:**

The majority of shark encounters are:

fatal and unprovoked



The structure and process of the **data cleaning and analysis**

Preparing the data for analysis

Cleaning

Analysis using methods and statistical techniques

Analysis

Inspection

Understanding of its structures and content

Exploration

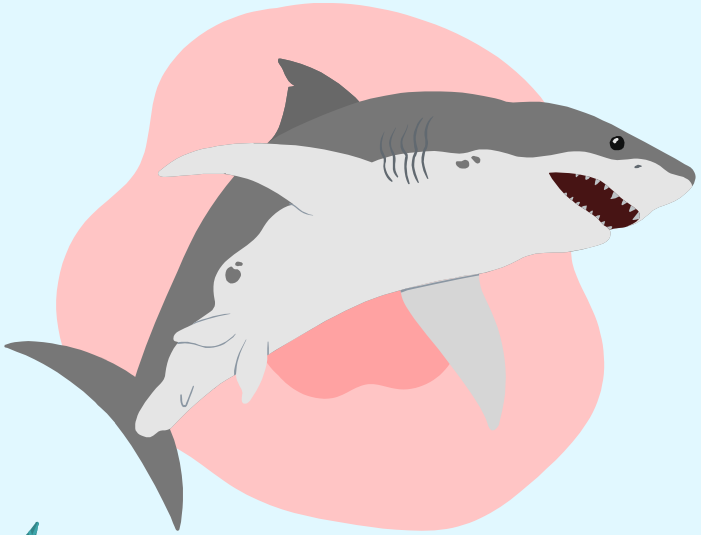
Explore the data to gain insights and identify trends

Reporting

Summarize analysis, insights and conclusions

02

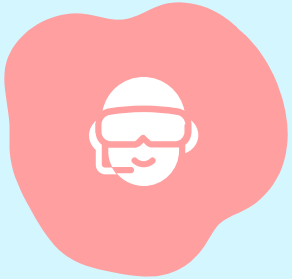
Data Wrangling and **cleaning**



Cleaning **challenges**

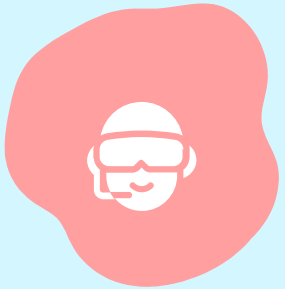
Missing Data

Absence of values, data entry errors or incomplete records



Duplicates

Records are present more than once in a dataset



Formatting Issues

Inconsistent date formats, capitalization, special characters, and more

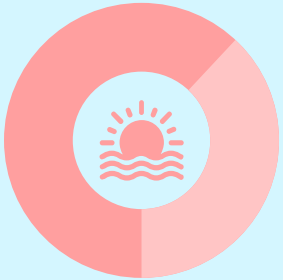
03

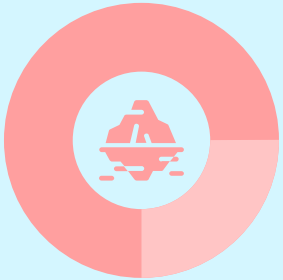
Exploratory
Data Analysis

Exploratory **methods**

Summary Statistics

Calculating basic statistics, such as mean, count, min, max



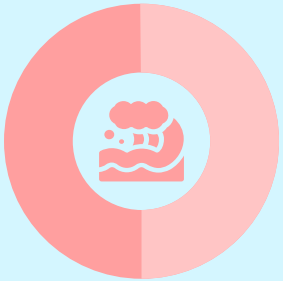


Data Visualization

We create bar charts to visualize the variables of interest

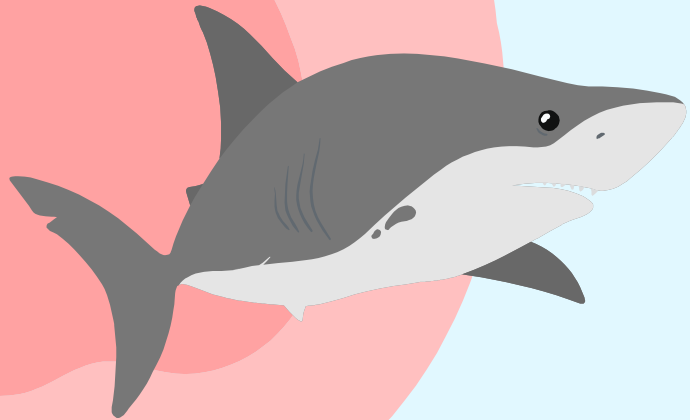
Data cleaning

Handling the missing and not accurate data



Hypothesis Testing

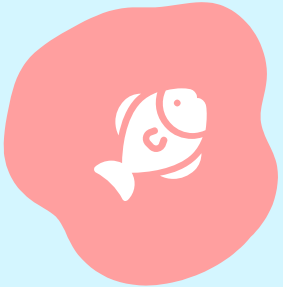
Validating our hypothesis through our findings



03

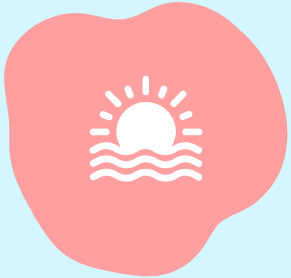
Major **Obstacles**

Major **Obstacles**



Time

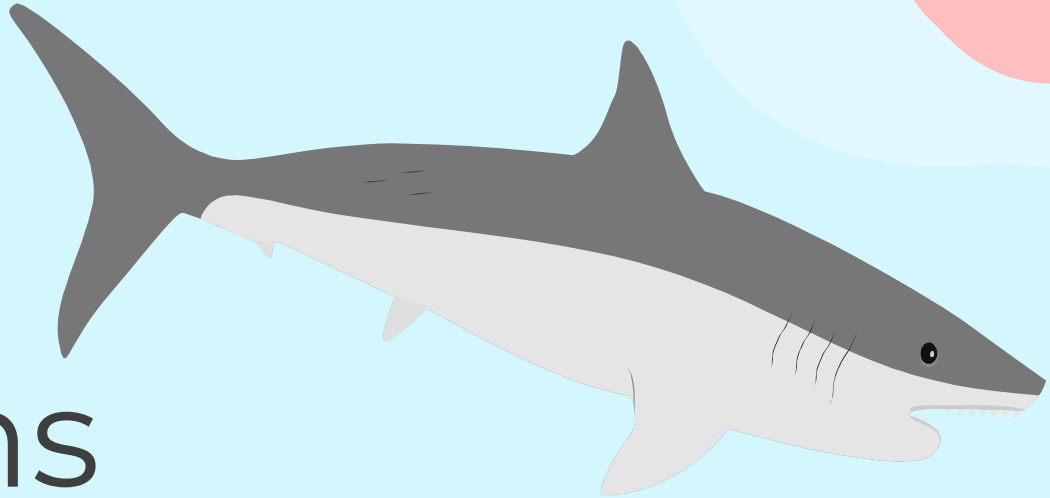
Management of the time we have to work on the project and adjusting the goal and outcome expectations.



Team Work

The reduction of the team in an important part of the process, that made us to rethink our strategy and reorganise our individual tasks.

04



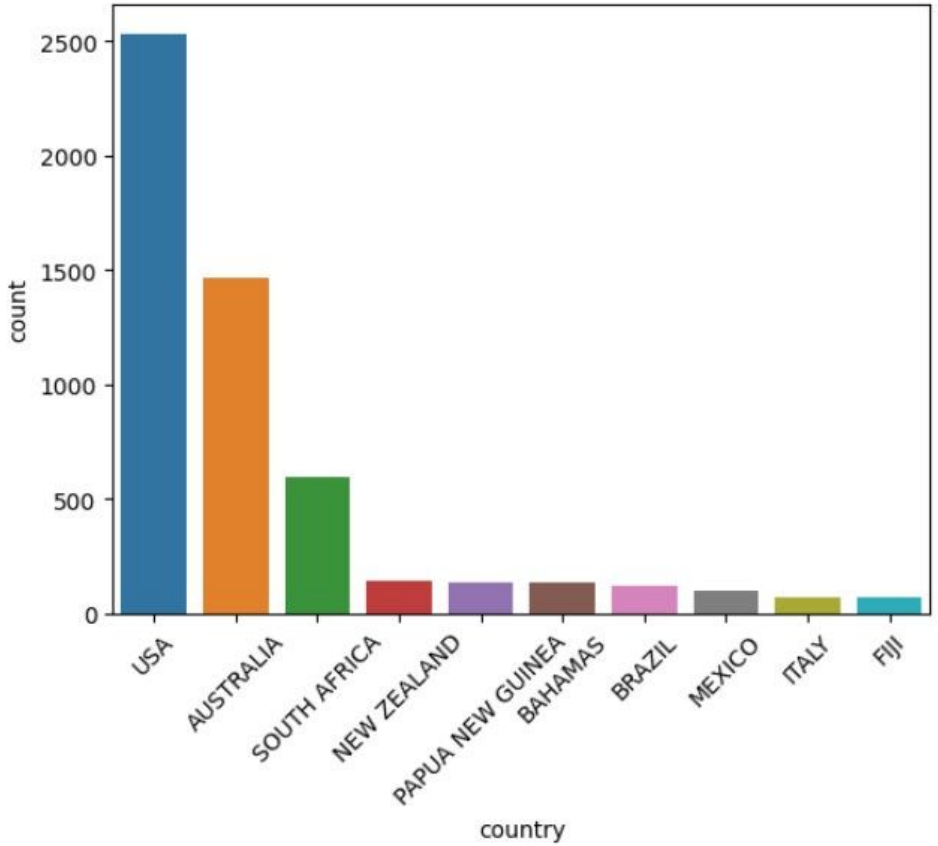
Conclusions and **insights**

TOP 10 countries

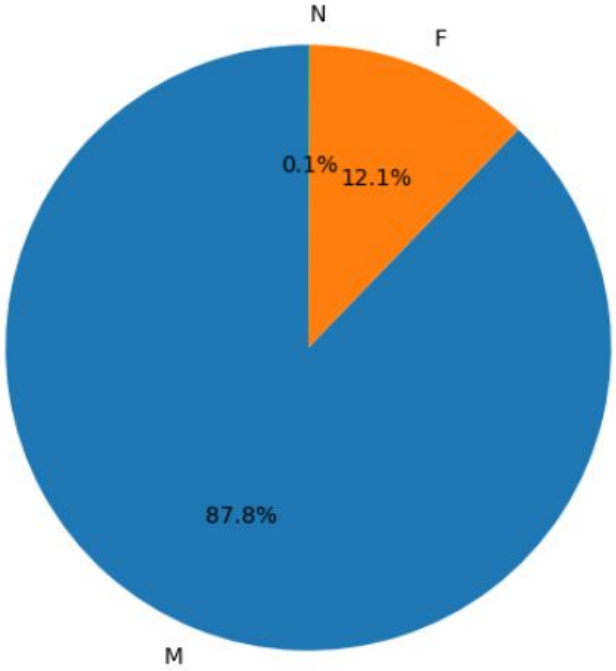
with the highest number of incidents of shark attacks

TOP 10 countries

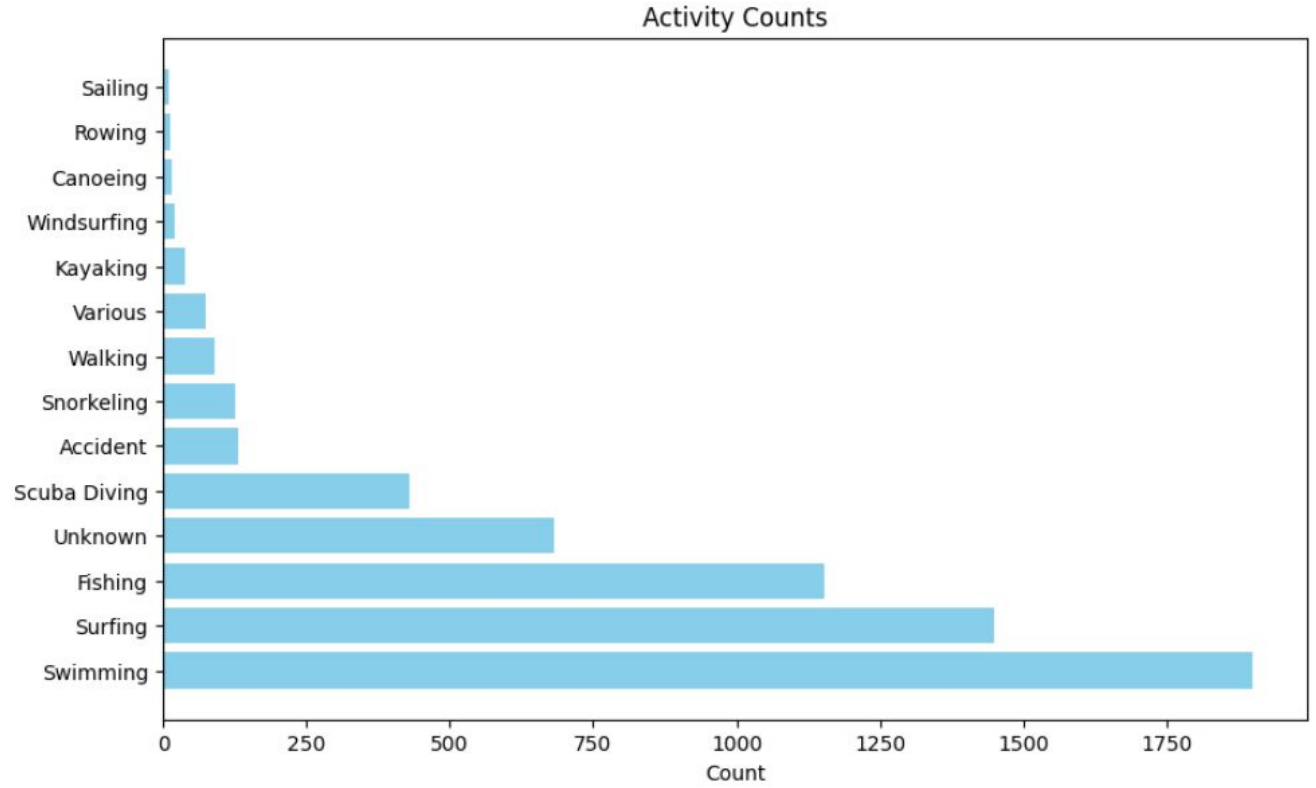
Highest number of incidents of shark attacks



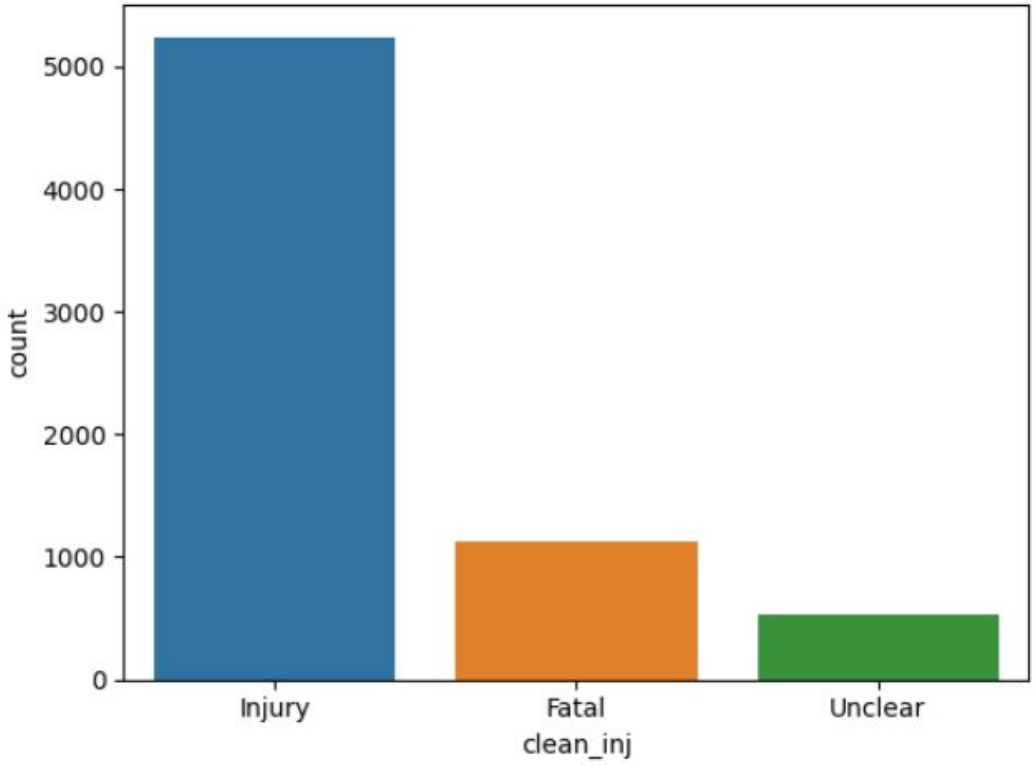
Gender Distribution



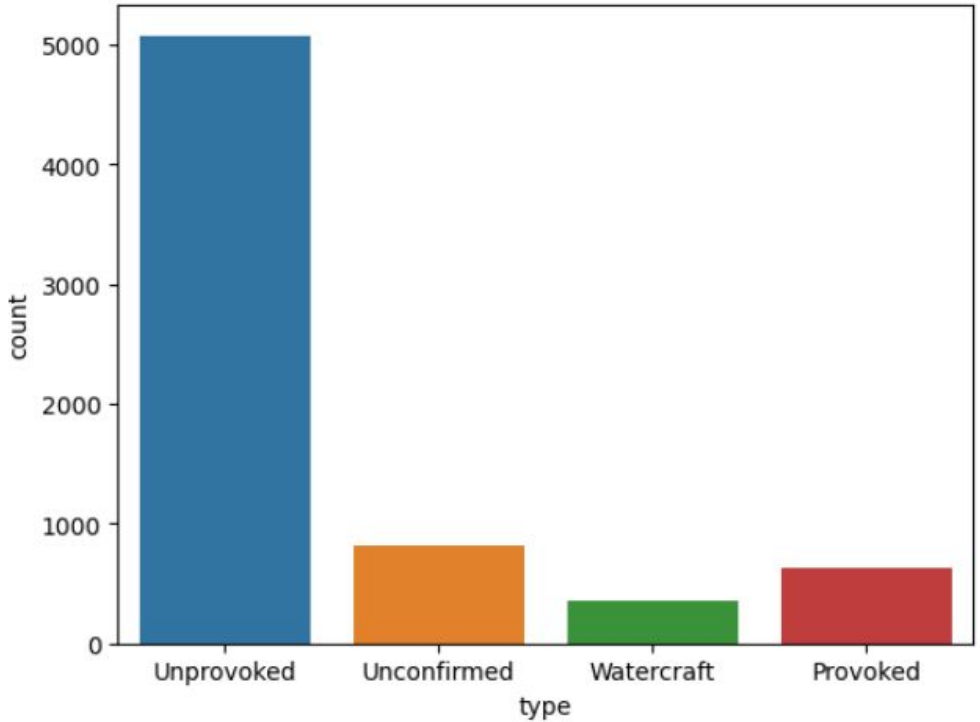
Total Number of **Main Activities**



Distribution of **Injuries**



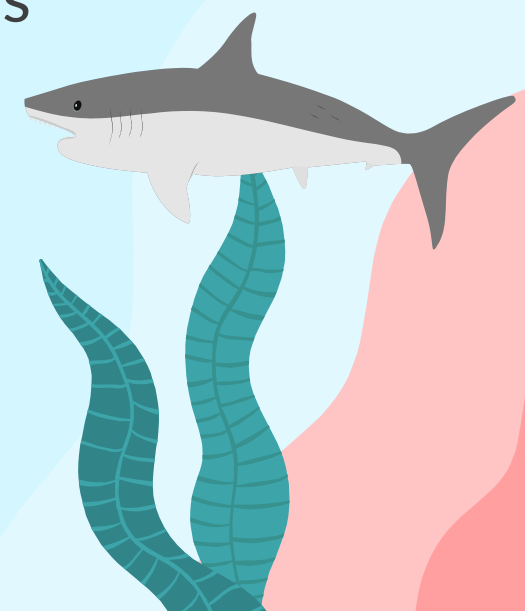
Distribution of **types of attacks**



Based on our data analysis

The majority of shark encounters appear to be:

non-fatal and unprovoked



THANK YOU!

Carmen Matos
Ivet Petkova