

# 22894551 - Question 1 - US Baby names

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## Abstract

This report shows trends in US baby names. It looks at persistence and popularity of baby names and its correlation to other popular US celebrities and Netflix/ TV shows over the decades.

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## 1. Introduction

References are to be made as follows: Fama & French (1997: 33) and Grinold & Kahn (2000) Such authors could also be referenced in brackets (Grinold & Kahn, 2000) and together Grinold & Kahn (2000). Source the reference code from scholar.google.com by clicking on “cite” below article name. Then select BibTeX at the bottom of the Cite window, and proceed to copy and paste this code into your ref.bib file, located in the directory’s Tex folder. Open this file in Rstudio for ease of management, else open it in your preferred Tex environment. Add and manage your article details here for simplicity - once saved, it will self-adjust in your paper.

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To make your graphs look extra nice in latex world, you could use Tikz device. Replace dev - ‘png’ with ‘tikz’ in the chunk below. Notice this makes the build time longer and produces extra tex files - so if you are comfortable with this, set your device to Tikz and try it out:

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## References

Fama, E.F. & French, K.R. 1997. Industry costs of equity. *Journal of financial economics*. 43(2):153–193.

Grinold, R.C. & Kahn, R.N. 2000. Active portfolio management.

## Appendix

### *Appendix A*

Some appendix information here

### *Appendix B*