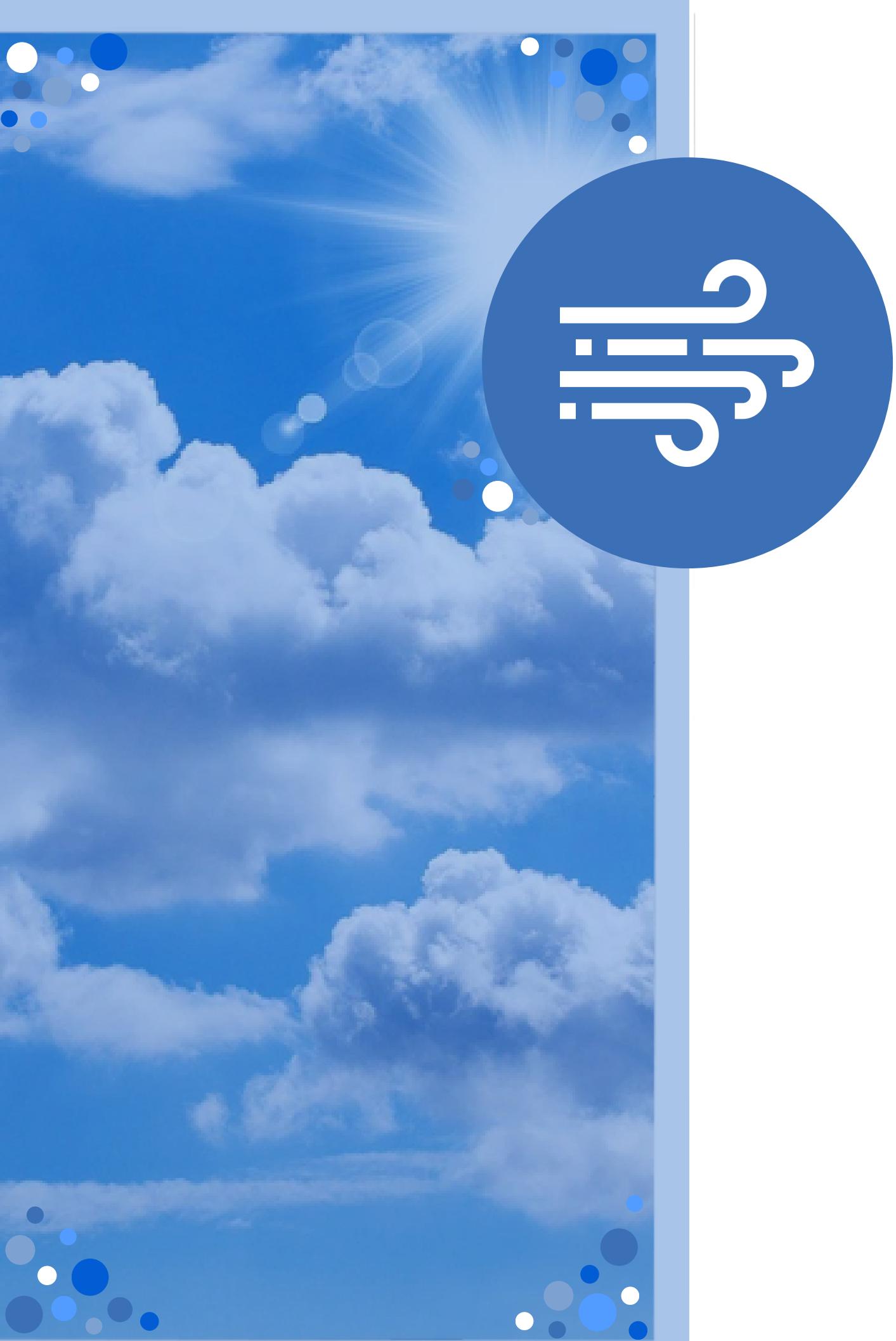


WORLD AIR QUALITY ANALYSIS

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Well Air Inc.

Well Air is a mid-sized manufacturing company that produces residential and commercial-use high quality air filtration devices and face masks. The organization is looking to expand globally and bring its exceptional innovative goods to international potential best markets.



Well Air's Products



Residential Air Purifiers



Face Masks



Commercial Air Purifiers

Goals

- Use reliable air quality sources
- Analyze data
- Create and generate data visualizations onto a website/html
- Find the top areas best to target

Data Source



The World Air Quality Project API

<https://aqicn.org/>

Determining Factors

- Air Quality Index (AQI)
- Carbon Monoxide (co)
- Nitrogen Dioxide (no₂)
- Ozone (o₃)
- PM10
- PM2.5
- Sulfur Dioxide (so₂)

AQI Category	AQI Value
Good	0 - 50
Moderate	51 - 100
USG	101 - 150
Unhealthy	151 - 200
Very Unhealthy	201 - 300
Hazardous	301 - 500

Analysis Website Visualization



Findings & Conclusion

Insights and conclusion

- Identified Concentrated Air Pollution Hotspots/Neighboring Regions for Expansion Strategy / Routes
- Identified Market Potential by Urgency for the Need of a Solution
- Tailoring Business Strategy/Product Based on Region
- Identifying Regions of Possible Collaborators of the Product



*Thank
You!!!*