



Data-Driven Name Trends for a Fashion Startup

Data Engineering & Analytics on US Baby Names Dataset

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Project Overview

- **Objective:** Help the startup provide personalized clothing with data-driven name recommendations.
- **Dataset Used:**
 - NationalNames (Historical baby name trends in the US)
 - StateNames (State-level trends for baby names)
- **Tools & Technologies:** SQLite, Pandas, Plotly

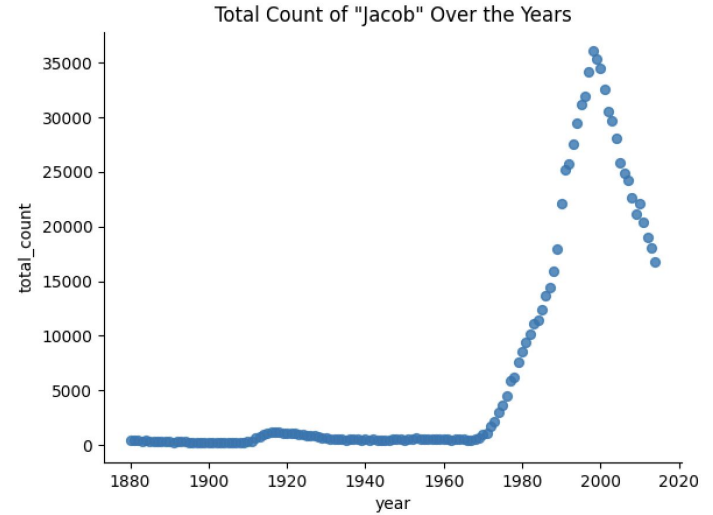


Key Questions & Approach

- **What I Analyzed:**
 - Most common baby names in the US (trending names)
 - State-level vs. national popularity differences
 - Gender-neutral (unisex) names
- **Why It Matters:**
 - Helps the startup personalize clothing based on regional name trends.
 - Insights can drive marketing campaigns.

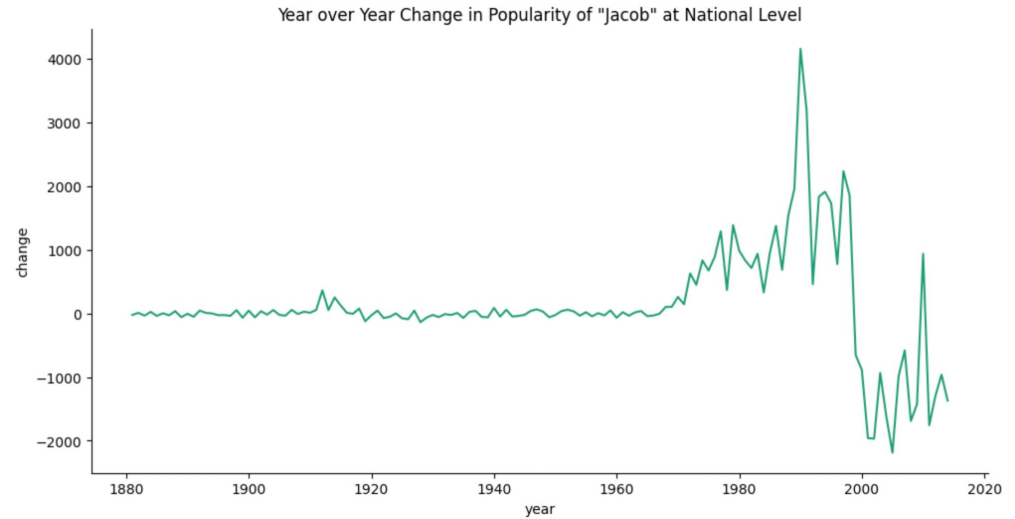
Top 10 Trending Names in the Last 5 Years

- **Insight:**
 - Jacob has been the most popular male name from **1999 to 2008**.
 - Female name trends vary more frequently.



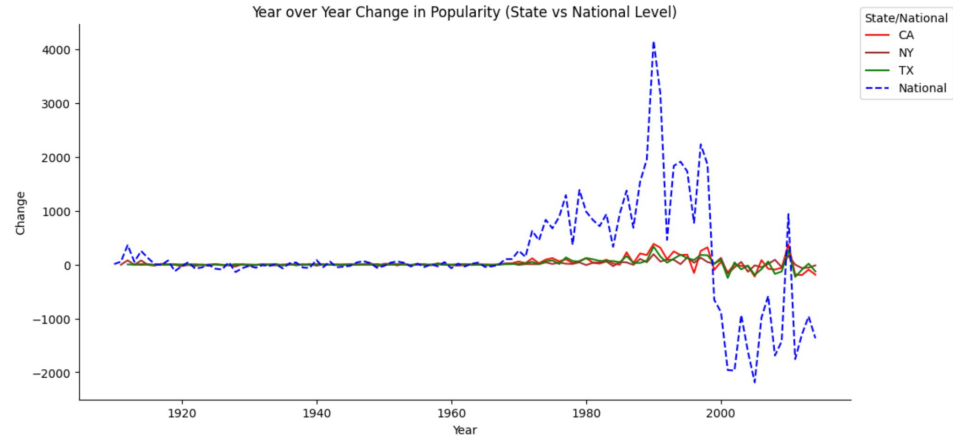
How Name Popularity Changes Over Time

- **Example:** Jacob
- **Trend Analysis:**
 - Stable before **1960s**, sharp rise in **1970s-2000**, decline post-2000.



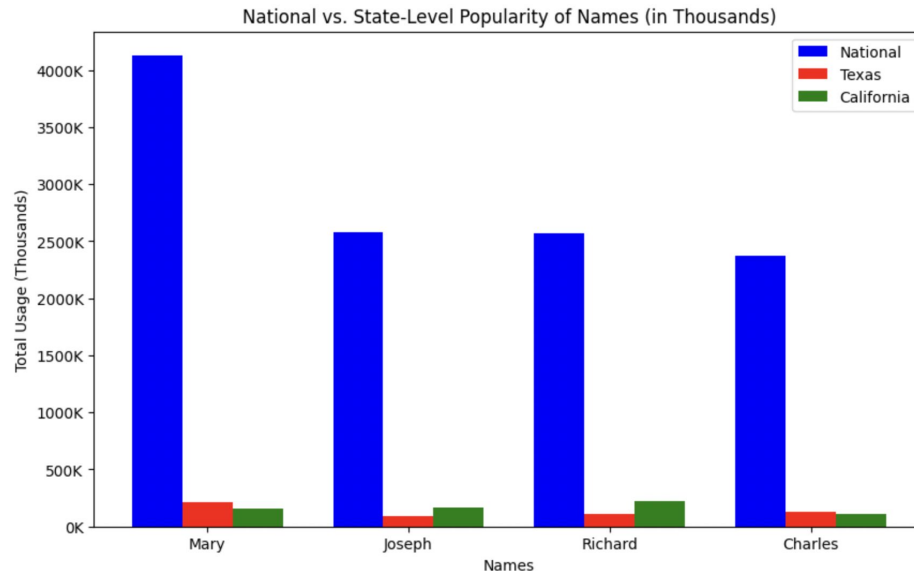
National vs. State-Level Trends

- **Finding:** Some names are nationally popular but rare in certain states.
- **Example:** A name might be #1 nationwide but not even in the top 10 in Texas or California.
- **Use Case:** Regional marketing for personalized clothing.
- **Visualization:** (Map showing top names by state.)



National vs. State-Level Trends

- **Finding:** Some names are nationally popular but rare in certain states.
 - Names like Mary, Joseph, Richard, and Charles are top nationwide but not in CA/TX.
 - Regional naming preferences affect personalized product demand.
 - Tailoring marketing by state can increase sales conversion.





The Most Popular Unisex Name

- **Definition:** Names used significantly by both genders.
- **Finding:**
 - **Most unisex name:** James, John, Robert, Michael, and Mary had significant usage in both genders.
 - The **best** unisex name should have an almost **equal male-female ratio** rather than just total usage.



Business Insights & Recommendations

- **Marketing Strategy:**
 - Use regional name trends for **targeted advertising** (e.g., promote custom Jacob-themed clothing in states where it's still trending).
 - Identify **emerging name trends** to capitalize on.
- **Personalized Product Offerings:**
 - Offer special **customized unisex name options** for fashion items.
 - Predict future trends to **stay ahead in the market**.



Next Steps

- **Further Analysis:**
 - Predict future trending names using machine learning.
 - Explore demographic factors affecting name choices.
- **Integration with Startup's Vision:**
 - Implement a **real-time dashboard** to track name trends.



Thank You & Q&A

- **Find me @ iqrasafder@gmail.com**
- **Open for any questions and suggestions!**