



SHARK

attack!

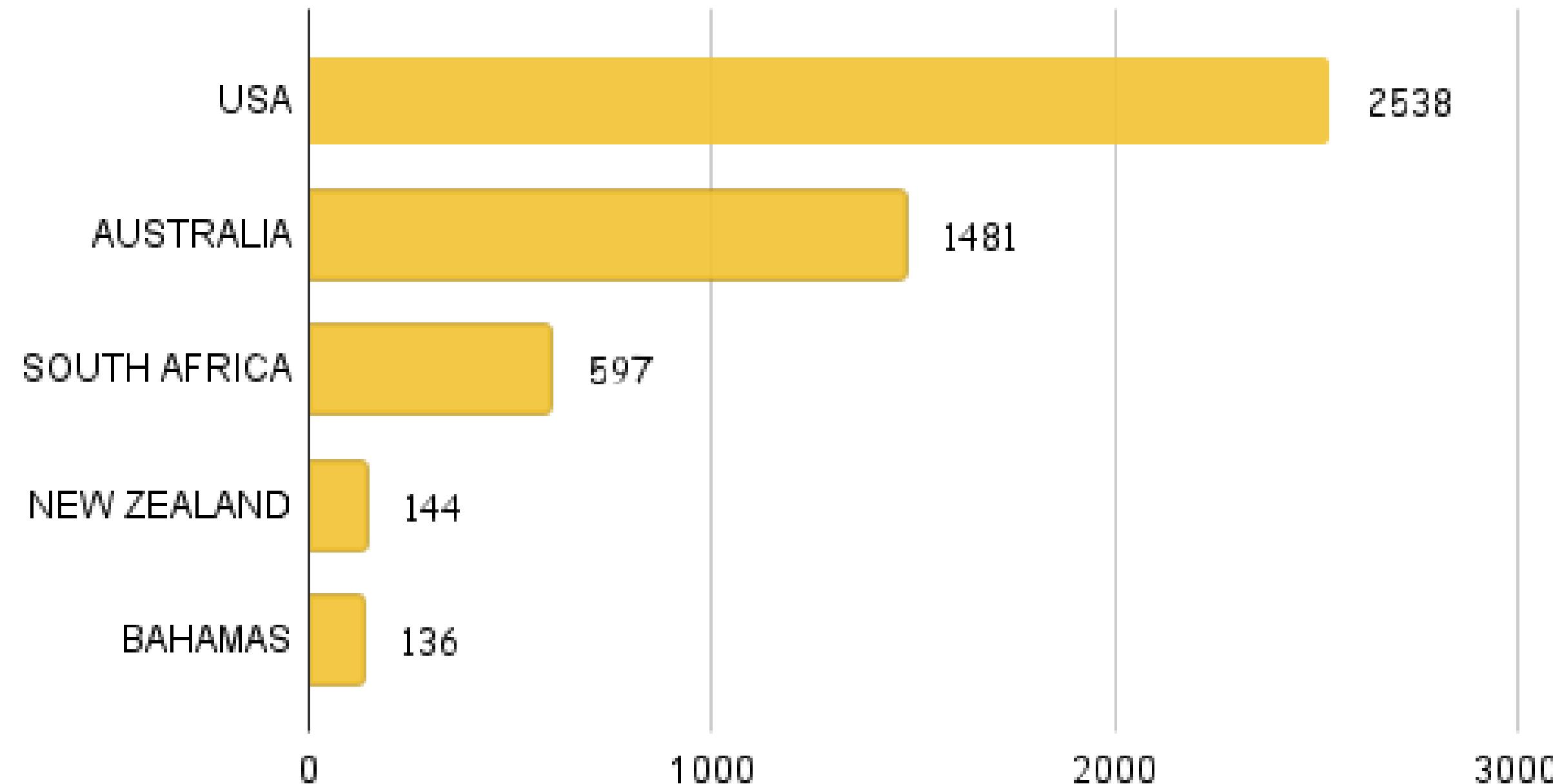
Coming soon on Netflix

Karla Espinoza - Guilherme Granja - Eduardo Parracho - Yasmine Mariama

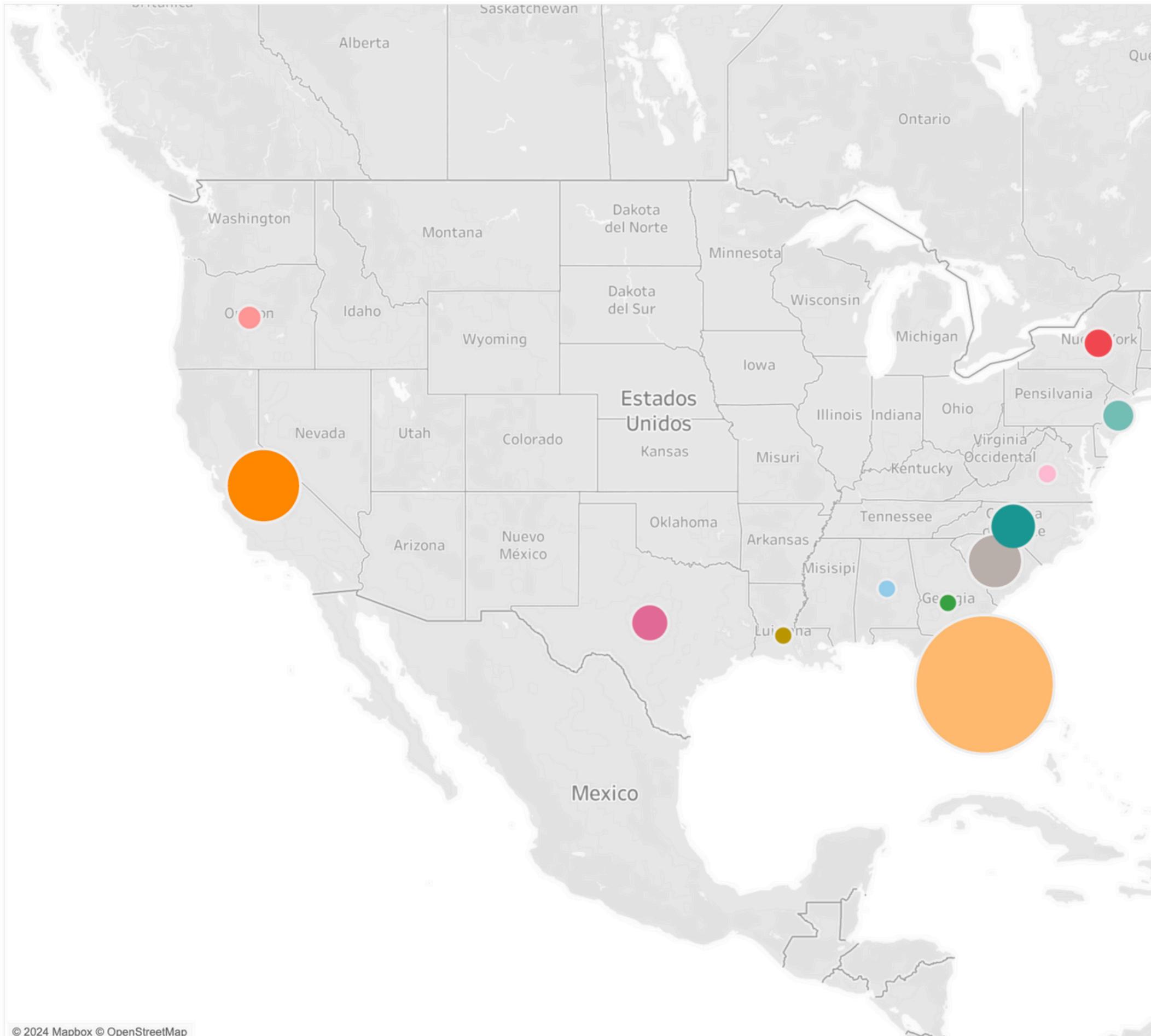


TO	teamA@barracudas.com
FROM	TheCEO@netflix.com
CC	IsidreTheTeacher@ironhack.es
Subject	WE NEED A NEW DOCUMENTARY ABOUT SHARKS ASAP
<p>Hi Team A, We need to QUICKLY identify the best locations for our next “shark attacks” documentary. Our market research team identifies this as the new topic that everyone will be interested in. A very nice dataset will be provided for your work.</p> <p>I hope you come up with some good ideas for us. Please provide your insights with supporting data by the end of the week.</p> <p>Don't let me down, the future of this company relies on you, <i>The CEO, Netflix</i></p>	

Top Countries



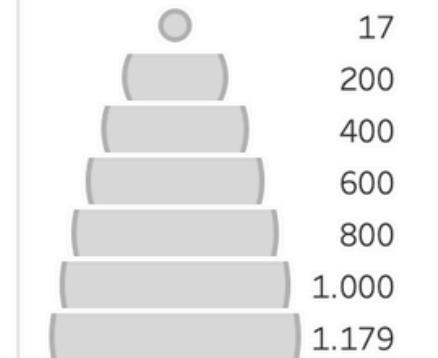
US States: At least 10 occurrences



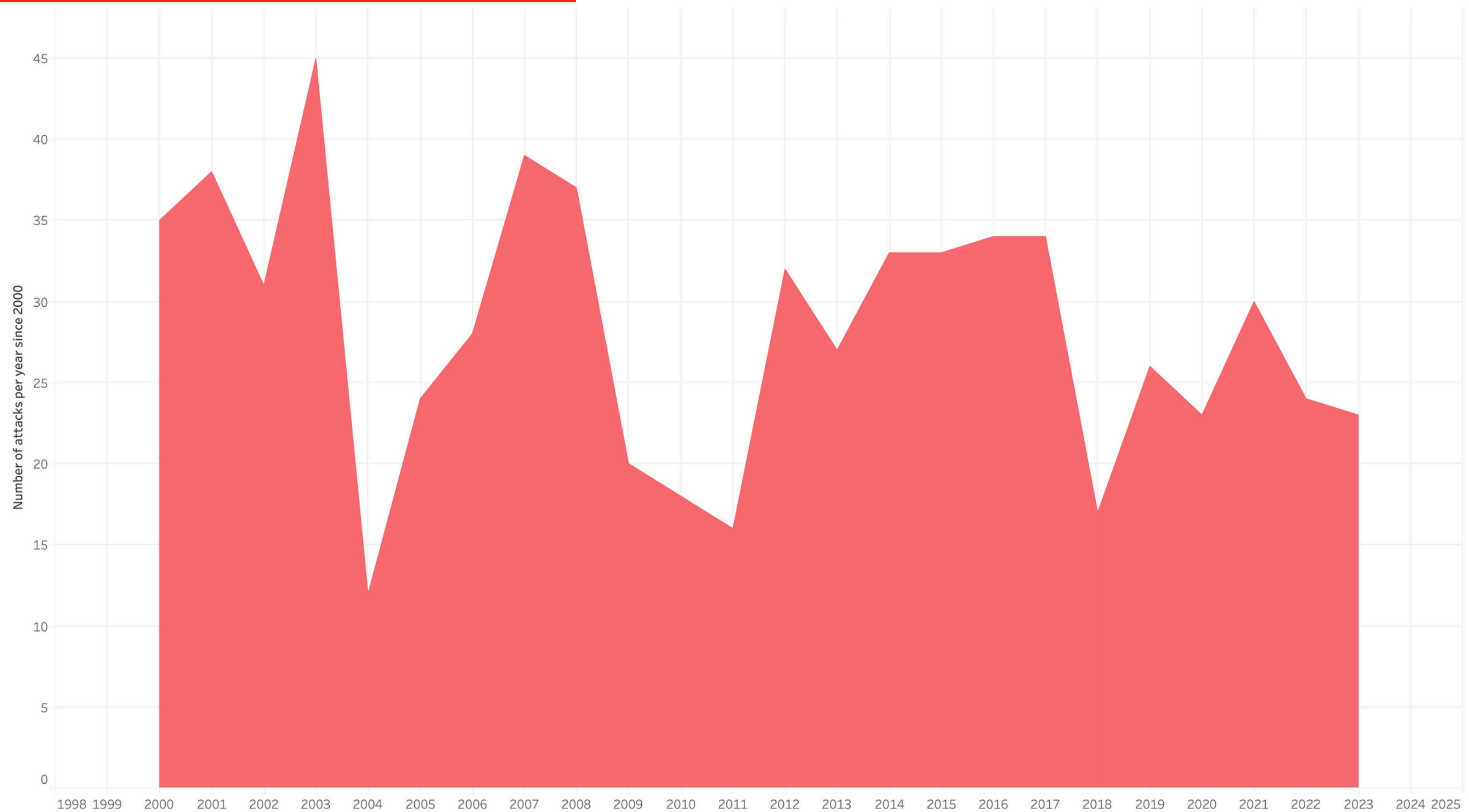
US states1

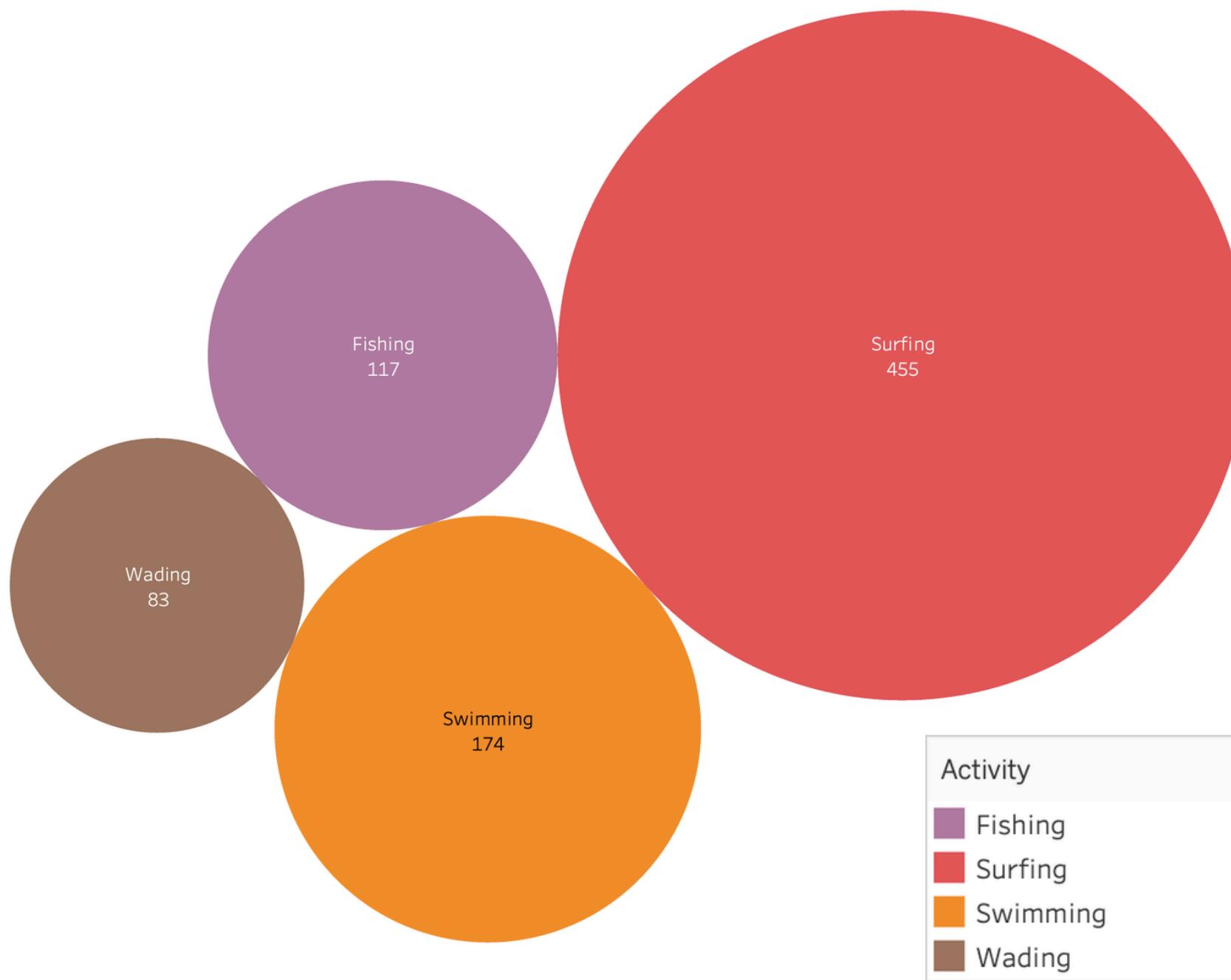
- AL
- CA
- FL
- GA
- HI
- LA
- MA
- NC
- NJ
- NY
- OR
- Puerto Rico
- SC
- TX
- VA

States With At Least 10 O..

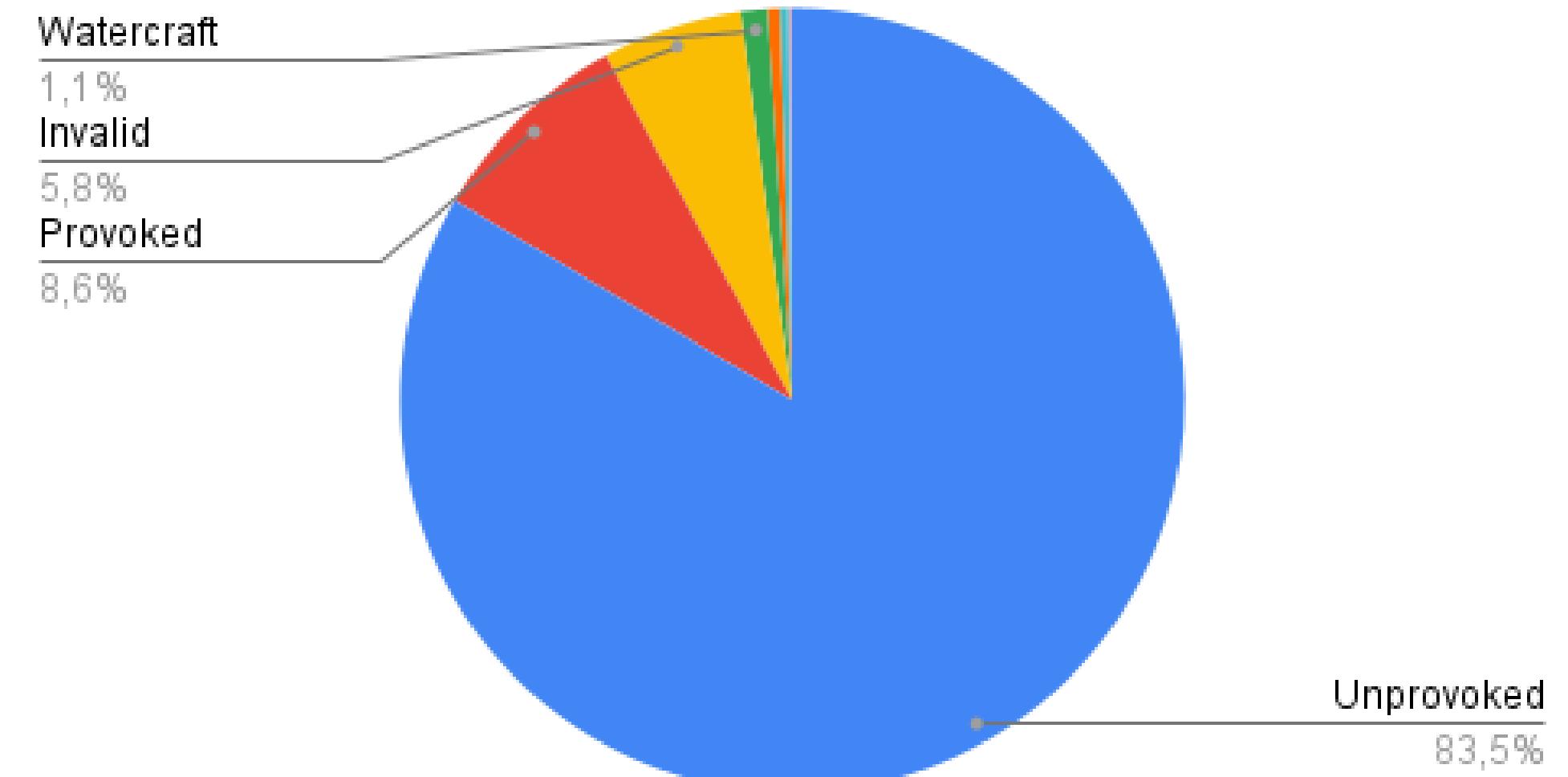


Number of attacks in FL since 2000

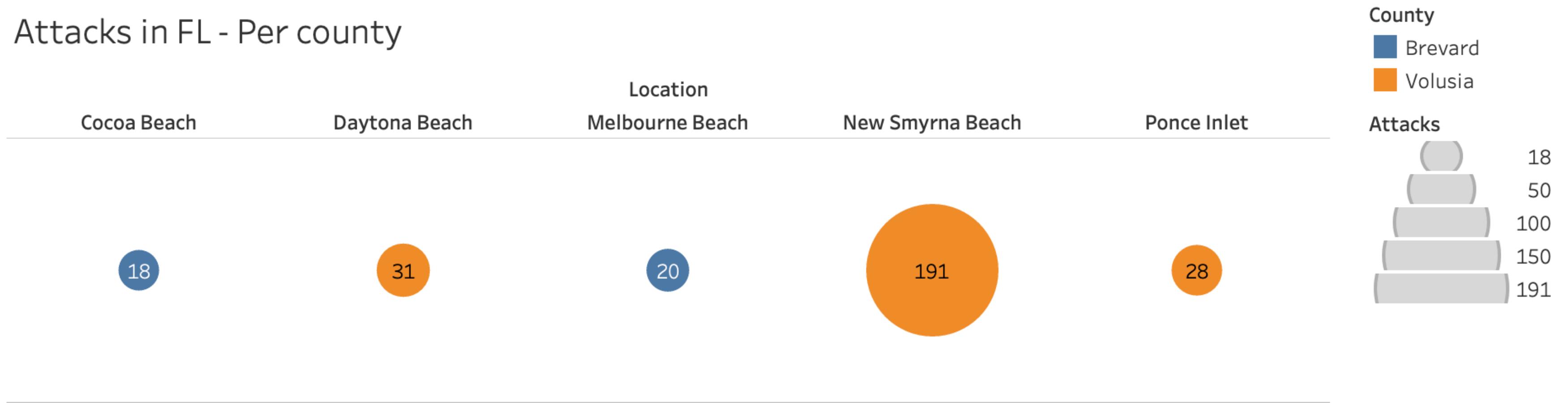




Types of attacks in Florida



Attacks in FL - Per county





Objectives:

- Understand what country we should focus on;
- With the country found, figure out what specific location(s) should we recommend;
- Get useful insights and supporting evidence for our pitch.

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Cleaning the DataFrame:

- Renamed columns to the correct format (no spaces, all lowercase);
- Dropped initially useless columns ("unnamed" 11, 21 and 22);
- Dropped duplicates and cases with no date (as we considered this very vital information);
- Dropped “ ” values, as there were very little and were just outliers
- Dropped rows that had no Country, state or location, as this is the main information we need;
- Grouped type of activities in cleaner categories



A close-up photograph of a person's face, showing their eyes and nose, with a dark, moody background.

THANK

you