# Affordable Fish Export AS

AFE is looking to expand into new European markets. They are currently only dealing with non-farmed saltwater fish. They don’t deal in pelagic fish either, as its on a different scale. They are offering competitive prices due to being very close to the source and they are primary landing for their exporting commodity.

They are looking to identify emerging markets in Europe and to find viable established markets.  
Audience and Stakeholders will be the same in project. As the owners, board members and managers are all two people.

We want to identify potential new markets. Stakeholders want to target which market to expand into, to avoid extra cost and lost income going into the wrong market Markets where they’ve had success expanding into earlier have the following characteristics.

* High amount of high price low volume products (i.e. Langoustine and lobsters)
* Within two-three days of travel time by road
* Countries with metrics that should be of interest is

# Data source

SSB Data on exported fish and seafood generated yearly based on data collected by credible sources in Norway centralised statistical bureau. Aggregated from other government bodies like the customs agency.

# Process

The entire

Share

● What steps have you taken to ensure that your data is clean?

● How can you verify that your data is clean and ready to analyze?

● Have you documented your cleaning process so you can review and share those results?

Key tasks

● Check the data for errors.

● Choose your tools.

● Transform the data so you can work with it eectively.

● Document the cleaning process.

Case Study Roadmap -

Guiding questions

● How should you organize your data to perform analysis on it?

● Has your data been properly formaed?

● What surprises did you discover in the data?

● What trends or relationships did you nd in the data?

● How will these insights help answer your business questions?

Key tasks

● Aggregate your data so it’s useful and accessible.

● Organize and format your data.

● Perform calculations.

● Document your calculations to keep track of your analysis steps.

● Identify trends and relationships.

Case Study Roadmap -

Guiding questions

● Were you able to answer the business question?

● What story does your data tell?

● How do your ndings relate to your original question?

● Who is your audience? What is the best way to communicate with them?

● Can data visualization help you share your ndings?

● Is your presentation accessible to your audience?

Key tasks

● Determine the best way to share your ndings.

● Create eective data visualizations.

● Present your ndings.

● Ensure your work is accessible