**Data Source**

* + **Source:** [Kaggle UFC Data](https://www.kaggle.com/datasets/rajeevw/ufcdata)
  + **Summary:** The dataset includes detailed information on UFC fights, including fighter statistics, fight outcomes, and fight locations from 1993 to 2021.
  + **Reason for Choice:** This dataset offers a comprehensive look at various aspects of UFC fights, providing ample opportunities for exploratory and advanced data analysis. The dataset meets the project criteria, including having geographical data and a mix of continuous and categorical variables.

**Data Cleaning**

* + **Handled Missing Values:** Missing values were identified and handled appropriately.
  + **Removed Duplicates:** Duplicate rows were removed to ensure data integrity.
  + **Data Type Conversions:** Ensured all columns have the correct data types.

**Data Profiling:**

* + **Variables Review:** Detailed review of all variables in the dataset.
  + **Descriptive Statistics:** Performed basic descriptive statistical analysis to understand data distributions and central tendencies.
  + **Key Findings:**
    - Average and range of fight statistics (e.g., knockdowns, submissions).
    - Distribution of fight outcomes across weight classes.

**Limitations:**

* + **Data Completeness:** Some fights have missing or incomplete data.
  + **Temporal Range:** Data spans from 1993 to 2021, so some trends might be outdated.

**Ethical Considerations:**

* + **Data Source:** Ensure the data was collected and shared ethically.
  + **Use of Data:** The analysis should not promote violence or unethical behavior.

**Analysis Questions:**

* + What factors most significantly influence the outcome of a fight (win/loss)?
  + Are there geographical trends in fight outcomes?
  + Can we predict the winner of a fight based on historical data?
  + How have fight outcomes evolved over time?