Data-driven insights on newborn’s names

STRV Test Project

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Project goals

Help families choosing names

1. Most trending newborn's names
2. Cultural differences in states
3. Interesting features

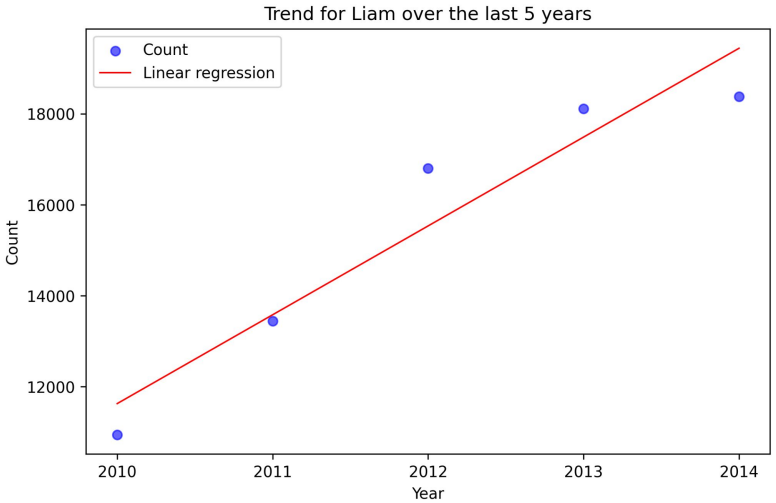
Selling personalized products

1. Most trending newborn's names
2. Which states to target first?
3. Personalized products

Project goals

Help families choosing names

1. Most trending newborn's names



Selling personalized products

1. Most trending newborn's names

Id	Name	Slope	Recent_Counts
1	Liam	1953.2	77663
2	Harper	1740.5	34159
3	Aria	1310.2	17195
4	Charlotte	1225.8	38589
5	Oliver	1127.3	32633
6	Jase	1074.5	10307
7	Jaxon	1042.0	30118
8	Jace	985.6	23904
9	Penelope	944.0	15282
10	Emma	902.8	98776

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Id	State	Count
1	CA	29.2 M
2	NY	23.9 M
3	TX	21.8 M
4	PA	16.8 M
5	IL	15.3 M
6	OH	14.3 M
7	MI	11.7 M
8	FL	9.5 M
9	NC	8.5 M
10	NJ	8.4 M

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Target special needs of customers:

- Selection of the most Unisex names, e.g. Riley, Jackie, Kerry
- Selection of very rare names, e.g. Vero, Yeshia, Najay

Conclusion

These data-driven insights can be used for:

- Marketing strategy
- Designing features for Startup's app

Customer sets preferences → App generates a list of names
&
images of startup's products
personalized with these names