

# Baby names analysis

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## 1. Introduction

This README file lays out the steps I took in answering this question on determining what are some factors which influence the naming of children, along with the persistence over time of these naming trends.

## 2. Naming trends over time

Here we show first via rank correlation how each year's 25 most popular boys' and girls' names. Calculate the Spearman Rank correlations for boys and girls separately.

Now want to combine these correlations to be able to plot them together.

Now want to plot correlations and add some reference statistics

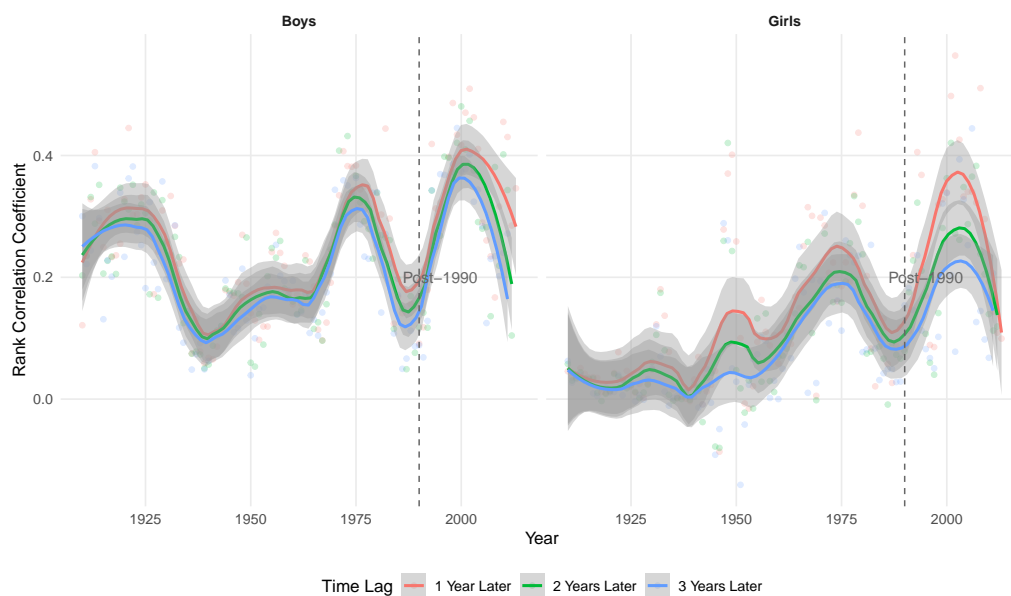


Figure 2.1: Plot showing Spearman rank correlations for baby names and the persistence of their names over time

Figure 2.1 shows the path of name persistence over time has experienced many spikes over time. When investigating pre- and post-1990, we find that there is a large trend downwards both for boys and girls.