What's With THAT Name?!

Baby Name Popularity Predictor

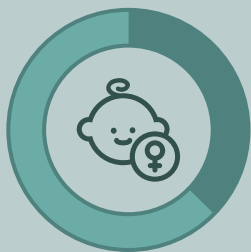# TABLE OF CONTENTS

Why a name popularity predictor?

STRENGTHS

- People with easier-to-pronounce names often have higher status positions at work (NYU,2011)

- People with common names are more likely to be hired (Marquette University)

- Women with gender-neutral names are more likely to succeed in male-dominated fields like STEM and law (Atlantic, 2014)

- Men with shorter first names are overrepresented in the c-suite (LinkedIn, 2011)

WEAKNESSES

- Uncommon names are associated with juvenile delinquency (Shippensburg U, 2009)

- Boys with "girl's names" are more likely to be suspended from school (UoF, 2005)

- Roughly 11 percent of parents experience baby name remorse (BabyCenter) –one reason? It got too popular
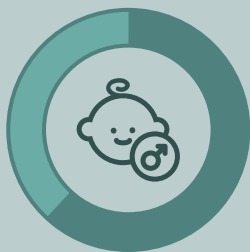
https://www.businessinsider.com/what-you-name-your-kids-will-affect-their-success-2016-9

The DATA - US Social Security

68905

1880-2020

At least 5 registered
in a year

42567

1880-2020

At least 5 registered
in a year

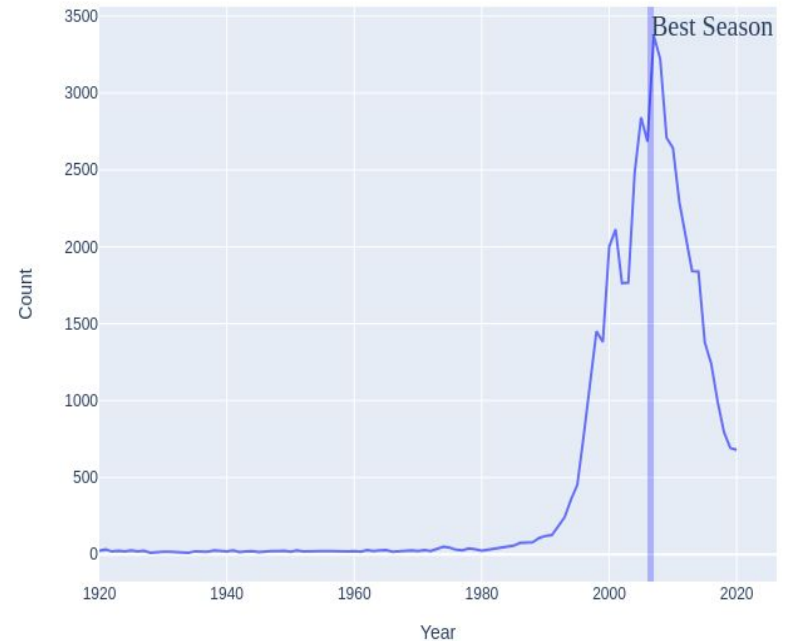## Total Unique Names per Sex Yearly

total number of unique male names
total number of unique female names

Number of Names

Year
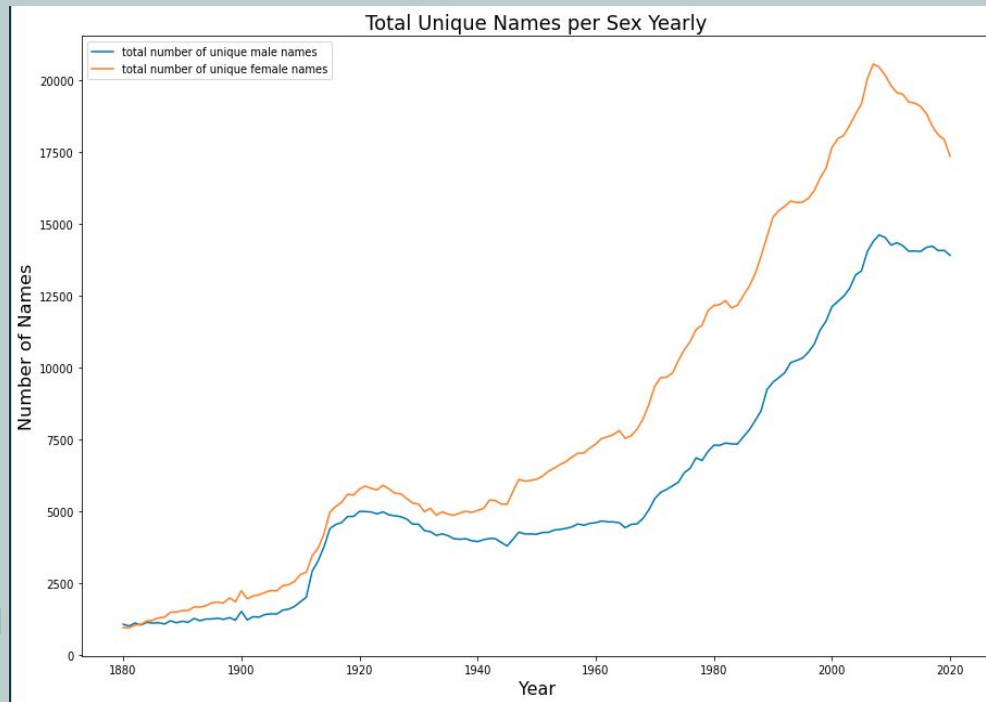
Pop Culture Effects.

Could he have caused the spike?

https://www.nfl.com/news/sidelines/peyton-manning
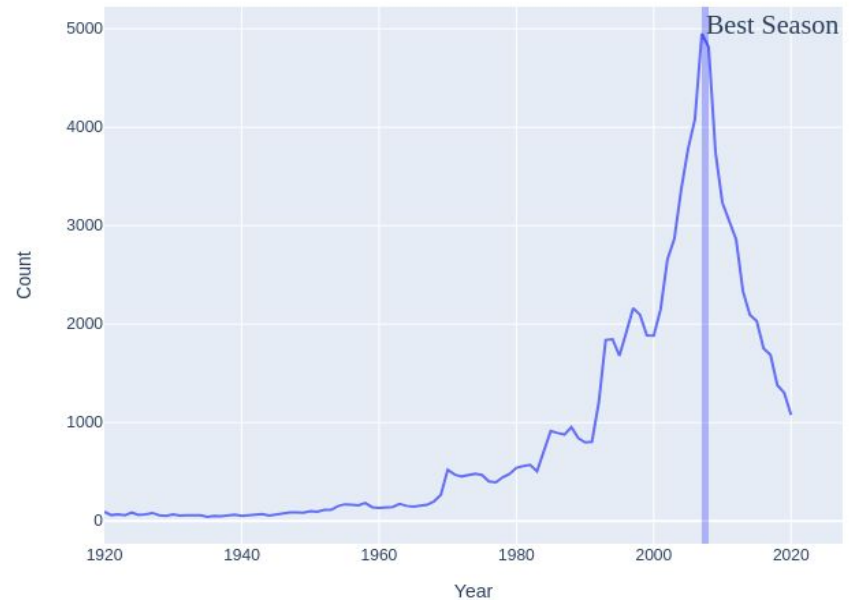

'Trends for the Name Peyton

Best Season

Pop Culture Effects.

And then there's this guy…

'Trends for the Name Brady

Best Season

Pop Culture Effects.

Not to be outdone by the fellas...

https://www.forbes.com/profile/serena-williams/?sh=2830d0f44e48

'Trends for the Name Serena

First Pro Match to First Championship
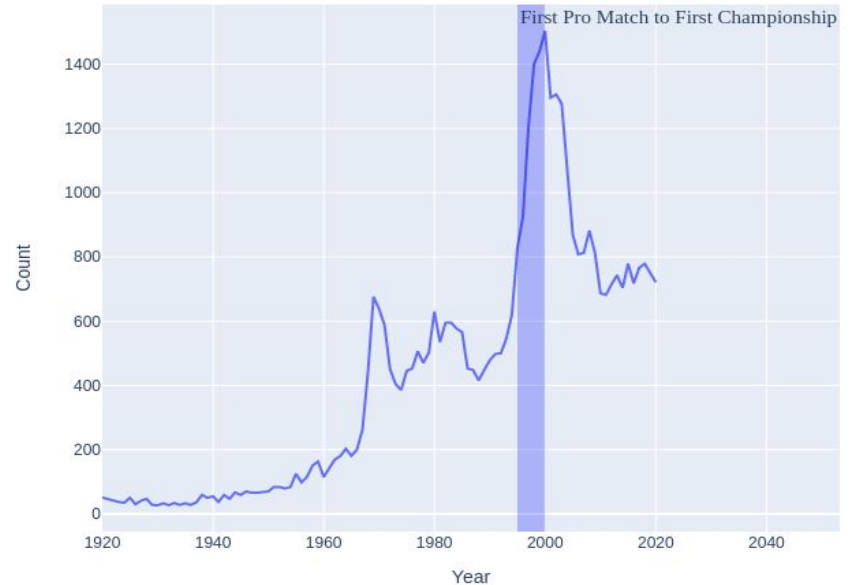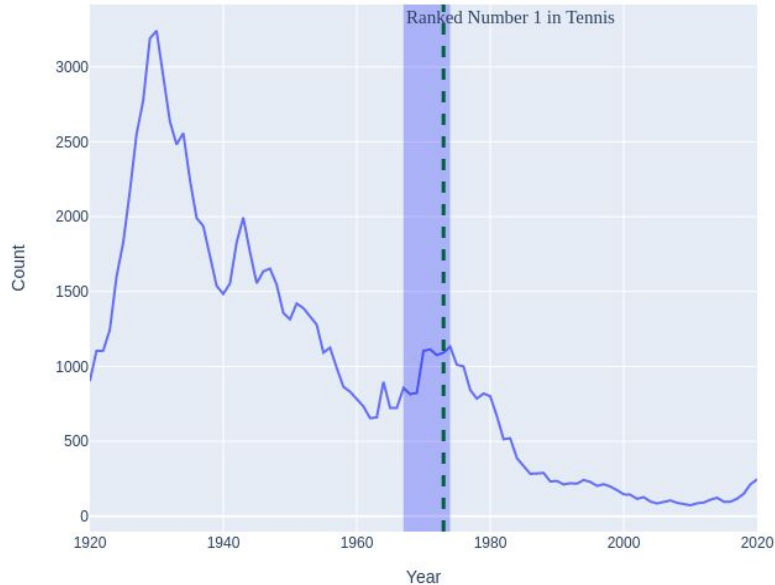
Pop Culture Effects

Trends for the Name Billie
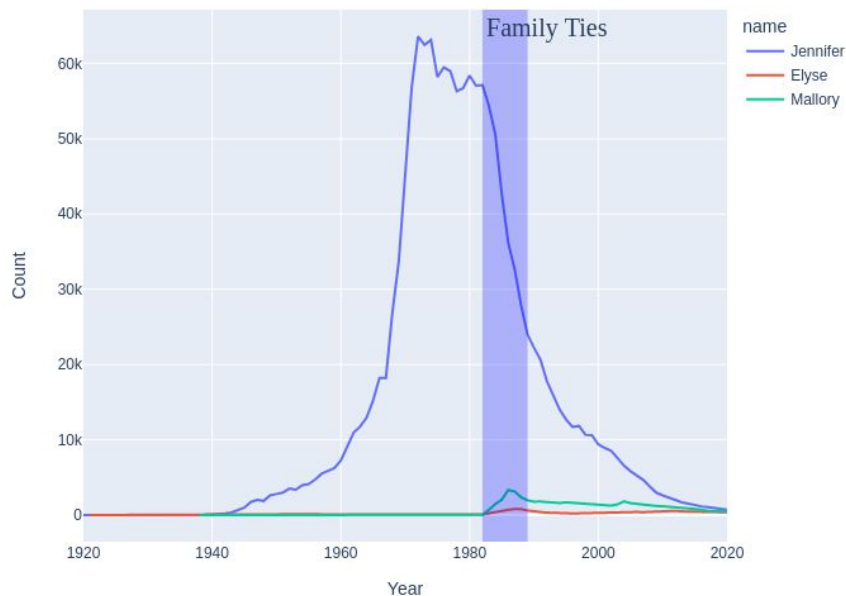
Worldwide TV Audience of over 90 Million

Pop Culture Effects.
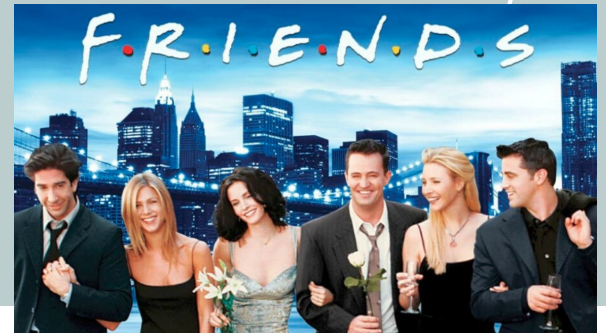
One third of all households watched the show....
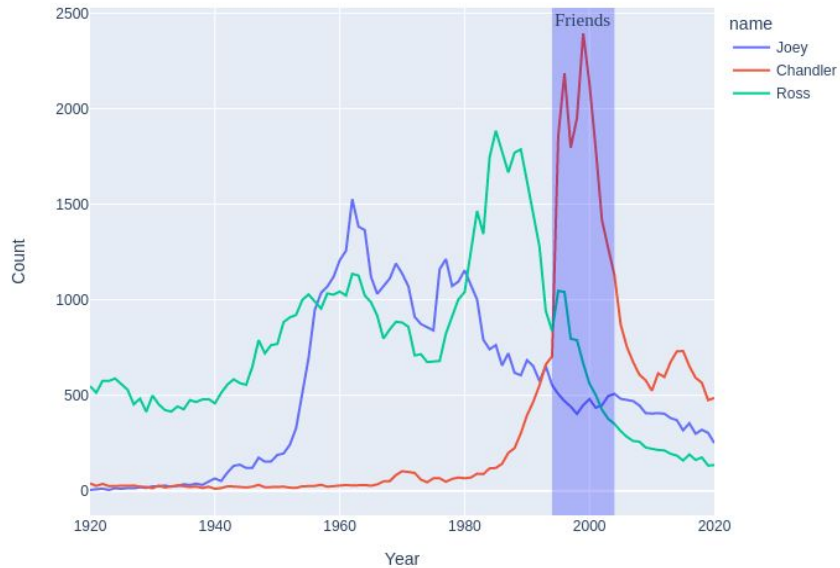

'Trends for the Female Names in 'Family Ties''

'Trends for the Male Names in 'Family Ties''

Pop Culture Effects.

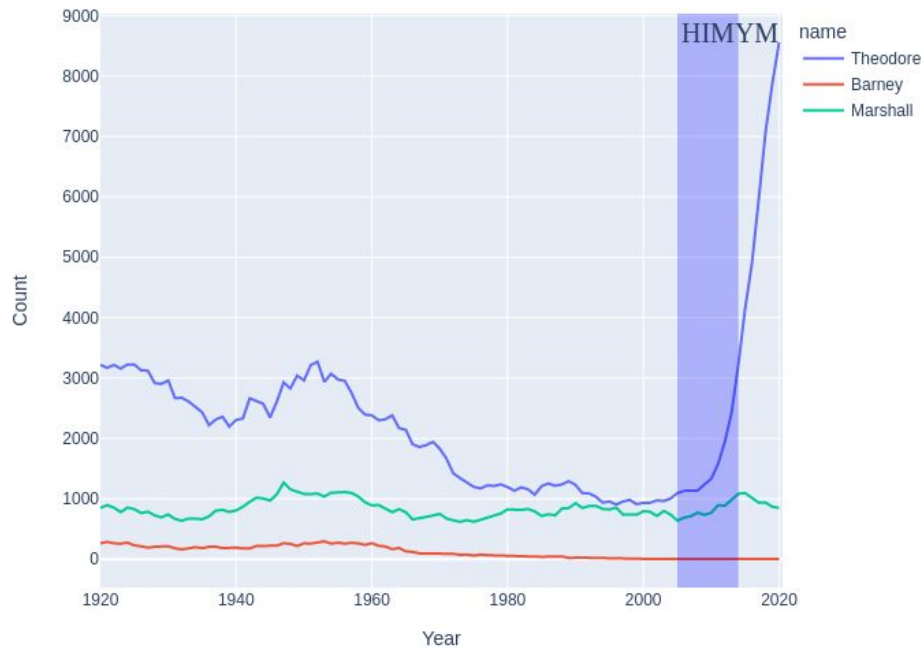Trends for the Male Names In Friends

Trends for the Female Names In Friends

Pop Culture Effects.

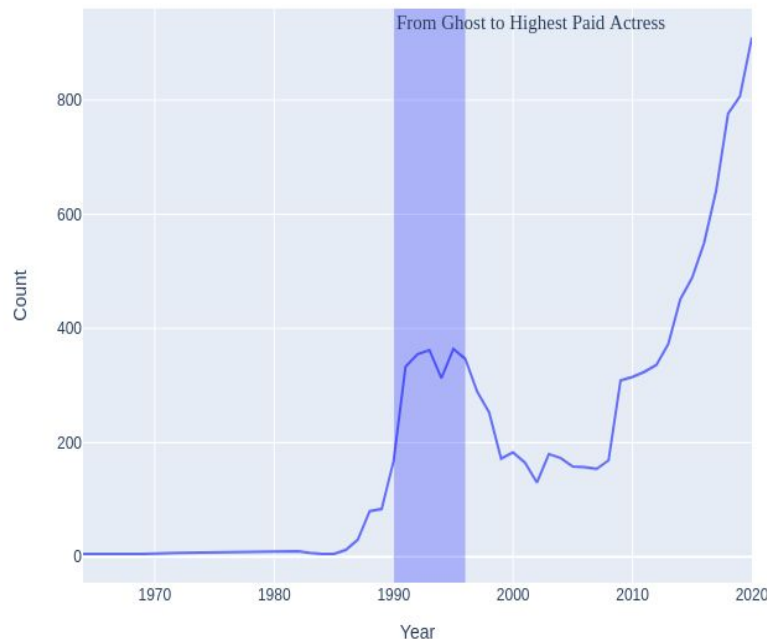'Trends for the Male Names in 'How I Met Your Mother'

Pop Culture Effects.

- Breakthrough role in "Ghost" (Highest Grossing Film of 1990)
- "A Few Good Men" (1992)
- "Indecent Proposal" (1993)
- "Disclosure" (1994)
- "Striptease" (1995)-highest paid actress in film history

- Movie bombs :
  - "The Scarlet Letter" (1995)
  - "The Juror" (1996)
  - "G.I. Jane" (1997)

Trends for the Name Demi

From Ghost to Highest Paid Actress

Model Data – Popular Names

1058

1920-2020

At least 825 counts
in one year

649

1920-2020

At least 993 counts
in one year

Set narrowed:

*at least 10 years of popular counts

FINAL SET FOR MODEL

●●● ○ ○ ○ ○ 751

●●●●● ○ ○ 484

●●●●●●●● 1235

MODEL PERFORMANCE

Baseline Prediction

Last count of name

50.2 %

Outperformed baseline in 50.2 percent of female names

57.6 %

Outperformed baseline in 57.6 percent of male names

Recommendations

We were limited by processing power and data storage limitations:

- **Grab larger set of names to examine and model**

- **Include cultural/ethnic/locational data**

- **Include exogenous trends and events to assist model**
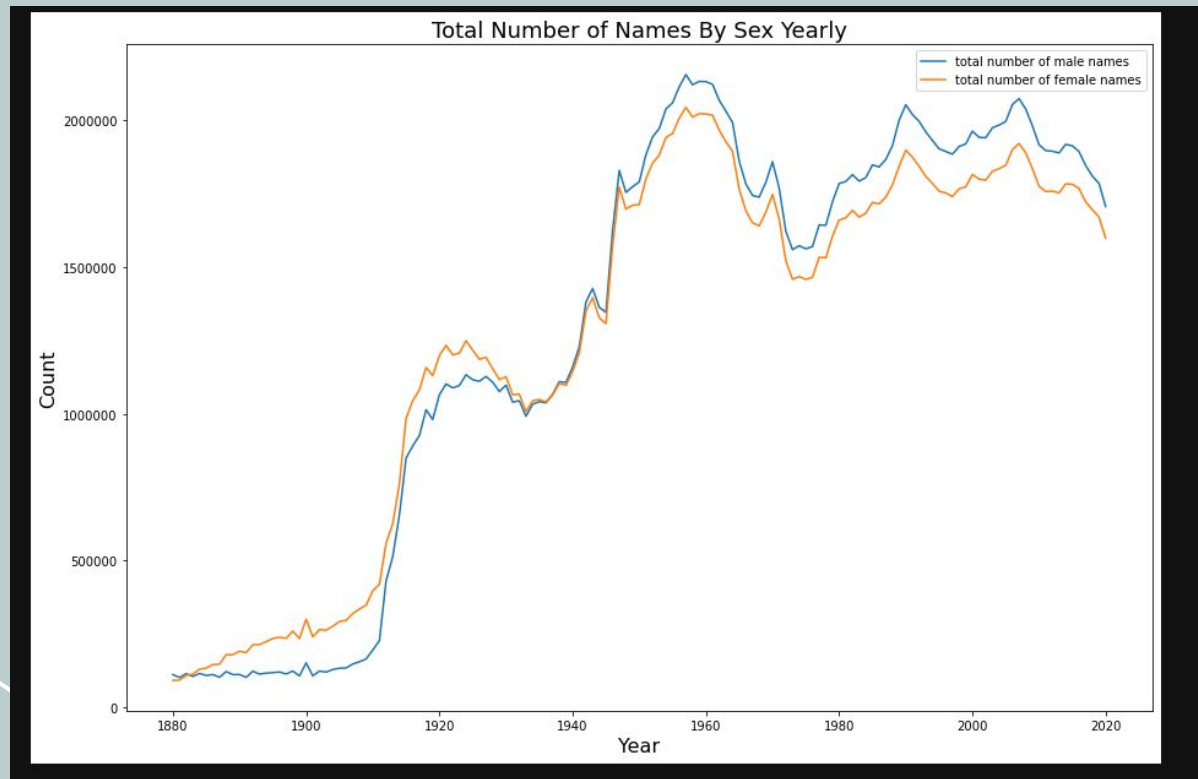
Name Popularity Predictor App

https://share.streamlit.io/nasimmosley/capstone-submission/finalbabyapp.py

THANKS!

DOES ANYONE HAVE ANY QUESTIONS?

Additional Slides

Additional Slides