



BABY NAME TREND ANALYSIS

A RESEARCH PROJECT BY
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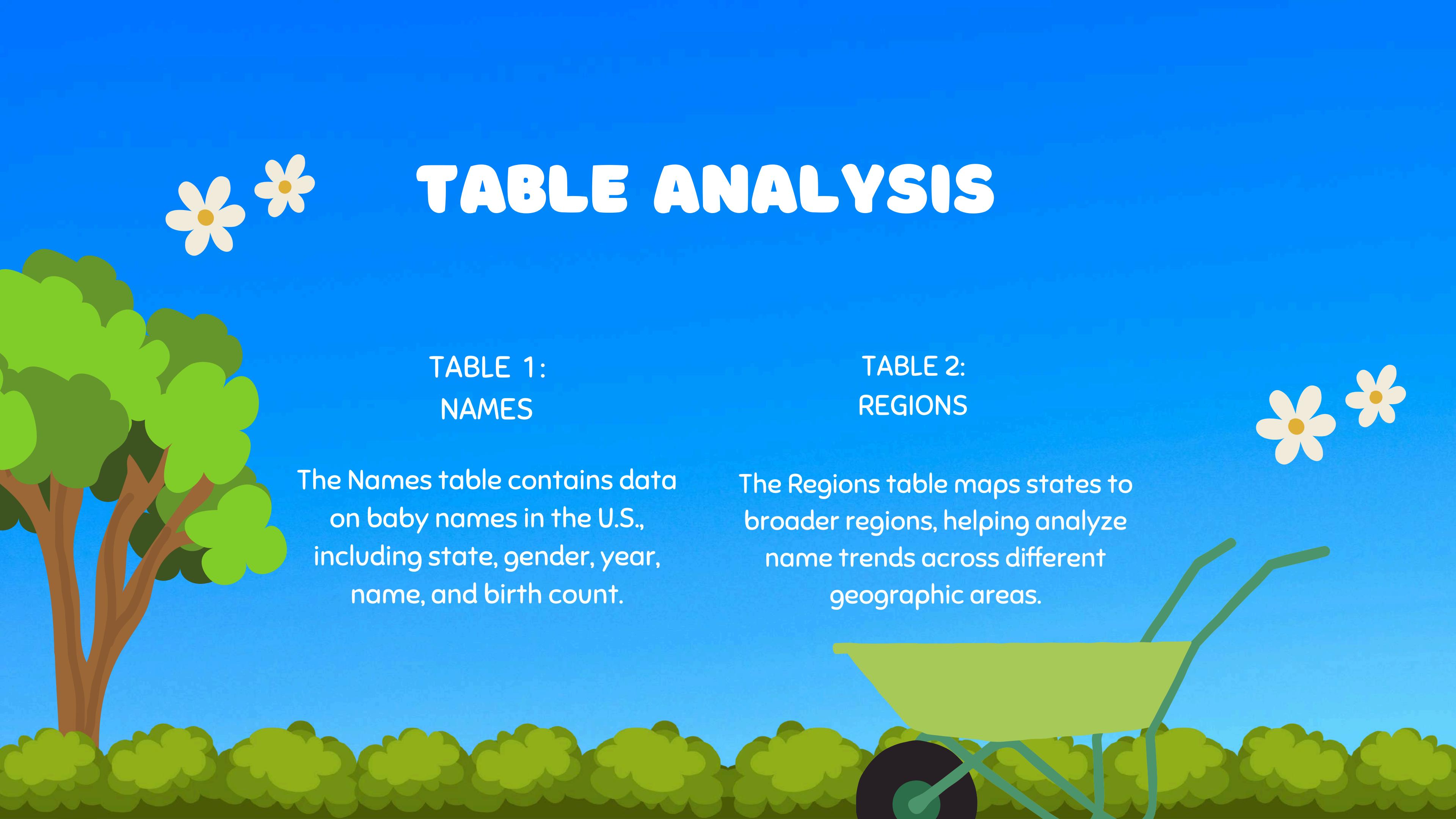


TABLE ANALYSIS

TABLE 1: NAMES

The Names table contains data on baby names in the U.S., including state, gender, year, name, and birth count.

TABLE 2: REGIONS

The Regions table maps states to broader regions, helping analyze name trends across different geographic areas.

OBJECTIVES

Analyze Popular Baby Names and Their Trends

Identify Names with the Biggest Jumps in Popularity

Examine Regional Name Trends and Birth Distribution

Explore Name Characteristics and Androgynous Names



MOST POPULAR GIRL NAME AND BOY NAME

```
119  
120 • select name, sum(births) as num_babies  
121   from names  
122   where gender = "m"  
123   group by name  
124   order by num_babies desc  
125   limit 1;
```

	name	num_babies
▶	Michael	1376418

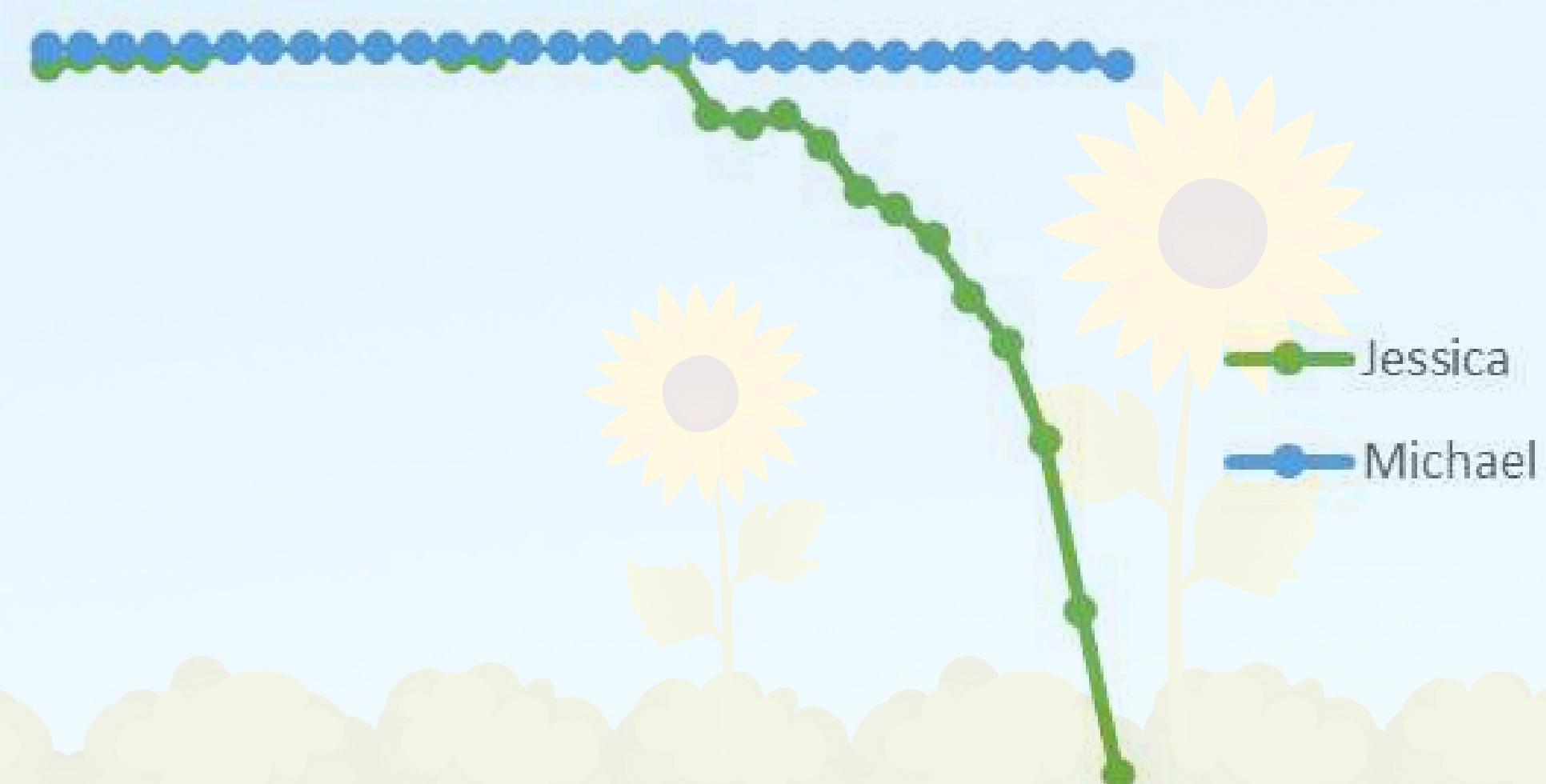
```
112  
113 • select name, sum(births) as num_babies  
114   from names  
115   where gender = "f"  
116   group by name  
117   order by num_babies desc  
118   limit 1;
```

	name	num_babies
▶	Jessica	863008

POPULARITY TRENDS OF TOP BABY NAME

- Jessica's Popularity Trend: Jessica was the top name for girls from 1985 to 1997, but its popularity declined after that.
- Michael's Popularity Trend: Michael was the #1 most popular boy's name from 1980 to 1988, but after that, it consistently ranked #2 or #3 instead of holding the top position.
- Shifting Name Trends: Both names experienced periods of dominance before gradually losing popularity, reflecting evolving naming preferences over time.

Trends in Popularity of Top Baby Names (1980-2009)



BIGGEST JUMPS IN POPULARITY

- BIGGEST JUMPS IN POPULARITY: THE NAMES ISABELLA, AVA, CONNOR, CARTER, AND HAYDEN WERE AMONG THE LEAST POPULAR IN 1980 BUT BECAME SIGNIFICANTLY MORE POPULAR BY 2009.

- EMERGING NAME TRENDS: THESE NAMES REFLECT CHANGING PREFERENCES, WITH SOME EXPERIENCING RAPID GROWTH IN POPULARITY OVER THE DECADES.

- CULTURAL INFLUENCE: THE RISE OF NAMES LIKE ISABELLA AND AVA MAY BE INFLUENCED BY POP CULTURE, MEDIA, AND SOCIETAL SHIFTS IN NAMING TRENDS.

year	name	popularity	year	name	popularity	diff
1980	Isabella	1065	2009	Isabella	1	-1064
1980	Ava	1026	2009	Ava	18	-1008
1980	Connor	1057	2009	Connor	71	-986
1980	Carter	1049	2009	Carter	69	-980
1980	Hayden	1068	2009	Hayden	89	-979
1980	Aidan	1083	2009	Aidan	108	-975
1980	Hailey	1055	2009	Hailey	91	-964
1980	Chloe	998	2009	Chloe	36	-962
1980	Savannah	1076	2009	Savannah	114	-962
1980	Brooklyn	1072	2009	Brooklyn	111	-961
1980	Makayla	1082	2009	Makayla	127	-955
1980	Liam	1017	2009	Liam	66	-951
1980	Cooper	1081	2009	Cooper	135	-946
1980	Riley	996	2009	Riley	56	-940

TOP 3 CIRL NAME FOR EACH DECADE

```
WITH top_3 AS (
    SELECT (year - (year % 10)) AS decade,
    name, SUM(births) AS num_babies
    FROM names
    WHERE gender = "F"
    GROUP BY decade, name, gender
),
ranking AS (
    SELECT decade, name, num_babies,
    DENSE_RANK() OVER (PARTITION BY
        decade ORDER BY num_babies DESC) AS rnk
    FROM top_3
)
SELECT decade, name, rnk
FROM ranking
WHERE rnk <= 3
ORDER BY decade, rnk;
```

Result Grid | Filter Rows: Export:

	decade	name	rnk
▶	1980	Jessica	1
	1980	Jennifer	2
	1980	Amanda	3
	1990	Jessica	1
	1990	Ashley	2
	1990	Emily	3
	2000	Emily	1
	2000	Madison	2
	2000	Emma	3

TOP 3 BOY NAME FOR EACH DECADE

```
WITH top_3 AS (
    SELECT (year - (year % 10)) AS decade, name, SUM(births) AS num_babies
    FROM names
    WHERE gender = "M"
    GROUP BY decade, name, gender
),
ranking AS (
    SELECT decade, name, num_babies,
           DENSE_RANK() OVER (PARTITION BY decade ORDER BY num_babies DESC) AS rnk
    FROM top_3
)
SELECT decade, name, rnk
FROM ranking
WHERE rnk <= 3
ORDER BY decade, rnk;
```



The screenshot shows a database query results window titled "Result Grid". The grid displays the top 3 boy names for each decade from 1980 to 2000, ordered by birth count within each decade. The columns are labeled "decade", "name", and "rnk". The data is as follows:

	decade	name	rnk
1980	Michael	1	
	Christopher	2	
	Matthew	3	
1990	Michael	1	
	Christopher	2	
	Matthew	3	
2000	Jacob	1	
	Michael	2	
	Joshua	3	

Result 2 x

TOTAL BIRTHS BY REGION

```
with clean_region as (
  select state ,
  case
    when region = 'New England' then 'New_England'
    else region
  end as clean_region
from regions
union
  select 'MI' as state , 'Midwest' as region
)
select clean_region , sum(births) as NumberOfBbabies
from names n left join clean_region cr on n.state = cr.state
group by clean_region
order by clean_region desc ;
```



Result Grid |  Filter Rows:

	clean_region	NumberOfBbabies
▶	South	34219920
	Pacific	17540545
	New_England	4269213
	Mountain	6282217
	Midwest	22676130
	Mid_Atlantic	13742667

POPULAR NAMES WITHIN EACH REGION

```
• WITH clean_region AS (
    SELECT state,
    CASE
        WHEN region = 'New England' THEN 'New_England'
        ELSE region
    END AS clean_region
    FROM regions
    UNION
    SELECT 'MI' AS state, 'Midwest' AS region),
boy_name AS (
    SELECT n.state, cr.clean_region, n.name, SUM(n.births) AS num_babies
    FROM names n left join clean_region cr on n.state = cr.state
    WHERE gender = 'M'
    GROUP BY n.state, cr.clean_region, n.name),
rankings AS (
    SELECT clean_region, name,
    DENSE_RANK() OVER (PARTITION BY
    clean_region ORDER BY num_babies DESC) AS rnk
    FROM boy_name
)
SELECT clean_region, name, rnk
FROM rankings
WHERE rnk <= 3
ORDER BY clean_region, rnk;
```

Boys Name
Ranking

	clean_region	name	rnk
▶	Mid_Atlantic	Michael	1
	Mid_Atlantic	Christopher	2
	Mid_Atlantic	Matthew	3
	Midwest	Michael	1
	Midwest	Michael	2
	Midwest	Michael	3
	Mountain	Michael	1
	Mountain	Michael	2
	Mountain	Christopher	3
	New_England	Michael	1
	New_England	Matthew	2
	New_England	Christopher	3
	Pacific	Michael	1
	Pacific	Daniel	2
	Pacific	Christopher	3
	South	Christopher	1
	South	Michael	2
	South	Jose	3

Girls Name
Ranking

	clean_region	name	rnk
▶	Mid_Atlantic	Jessica	1
	Mid_Atlantic	Jennifer	2
	Mid_Atlantic	Ashley	3
	Midwest	Jessica	1
	Midwest	Jessica	2
	Midwest	Ashley	3
	Mountain	Jessica	1
	Mountain	Ashley	2
	Mountain	Jessica	3
	New_England	Jessica	1
	New_England	Sarah	2
	New_England	Jennifer	3
	Pacific	Jessica	1
	Pacific	Jennifer	2
	Pacific	Ashley	3
	South	Ashley	1
	South	Jessica	2
	South	Jennifer	3

By changing Gender = "F"

10 MOST POPULAR ANDROCYNOUS NAMES

```
316
317 • select distinct name
318   from names
319   group by name
320   having count(gender) =2
321   limit 10;
```

Result Grid | Filter Rows: Export: Wrap Cell Content: Fetch rows:

	name
▶	Aadhya
	Aadit
	Aadya
	Aahan
	Abdon
	Abeni
	Abi
	Abigaelle
	Abou
	Abree

MOST POPULAR LONG AND SHORT BABY NAMES BASED ON NAME LENGTH

```
23  
330 • select name, length(name) as name_lengths  
331   from names  
332   order by name_lengths j -- 2 char  
333
```

Result Grid | Filter Rows: Export: Wrap Cell C

	name	name_lengths
▶	Ty	2
▶	Kc	2
▶	Jo	2
▶	Al	2
▶	Bo	2
▶	Cy	2
▶	Bo	2
▶	Pa	2
▶	Al	2
▶	Jo	2
▶	Jo	2

Result 7

```
325  
326 • select name, length(name) as name_lengths  
327   from names  
328   order by name_lengths desc; -- 15 char  
329
```

Result Grid | Filter Rows: Export: Wrap Cell C

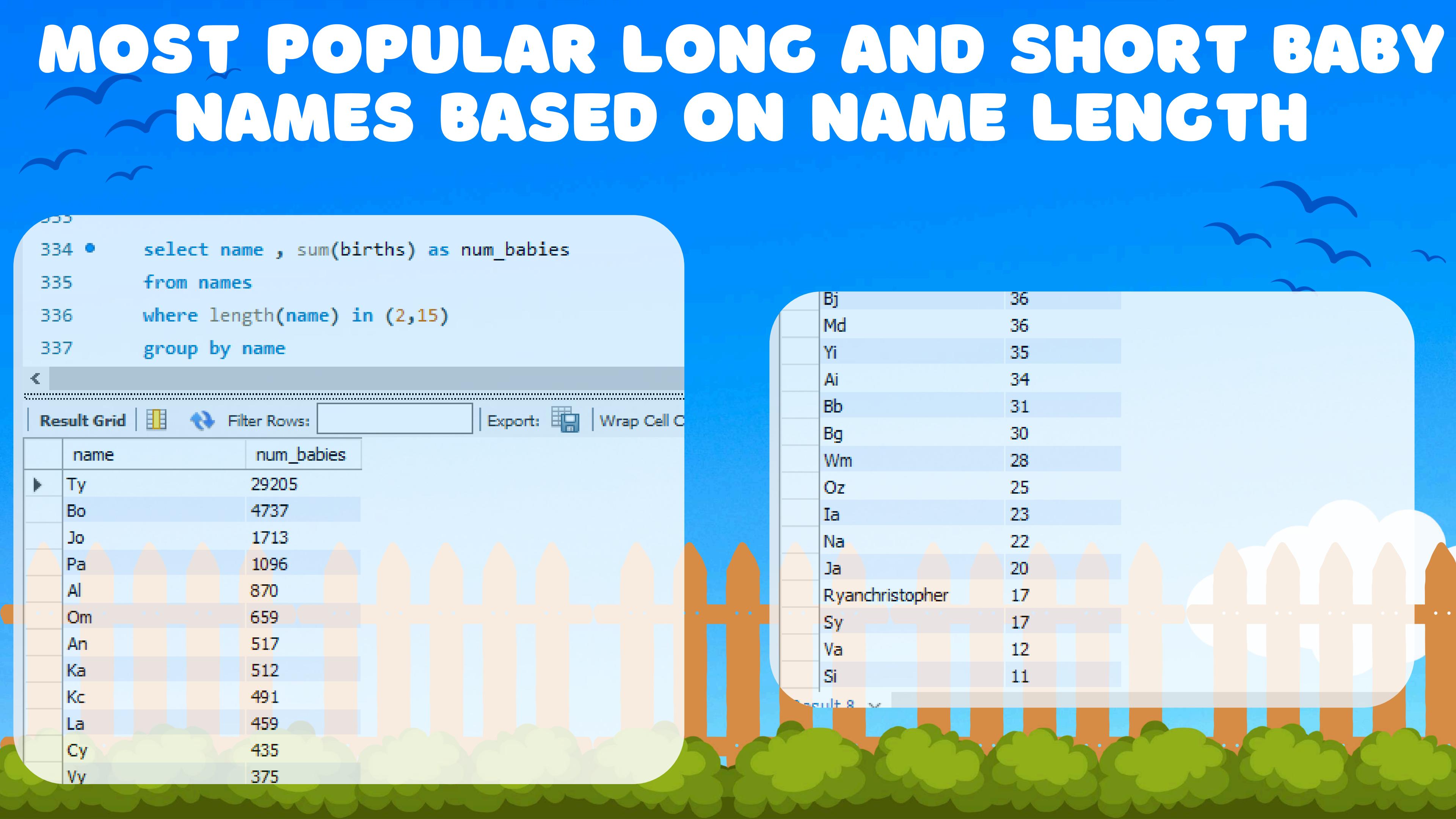
	name	name_lengths
▶	Franciscojavier	15
▶	Ryanchristopher	15
▶	Franciscojavier	15
▶	Johnchristopher	15
▶	Ryanchristopher	15
▶	Franciscojavier	15
▶	Franciscojavier	15
▶	Franciscojavier	15
▶	Ryanchristopher	15
▶	Mariadelosangel	15
▶	Franciscojavier	15

MOST POPULAR LONG AND SHORT BABY NAMES BASED ON NAME LENGTH

```
334 •     select name , sum(births) as num_babies  
335         from names  
336     where length(name) in (2,15)  
337     group by name
```

< Result Grid | Filter Rows: [] | Export: [] | Wrap Cell C

	name	num_babies
▶	Ty	29205
	Bo	4737
	Jo	1713
	Pa	1096
	Al	870
	Om	659
	An	517
	Ka	512
	Kc	491
	La	459
	Cy	435
	Vy	375



Bj	36
Md	36
Yi	35
Ai	34
Bb	31
Bg	30
Wm	28
Oz	25
Ia	23
Na	22
Ja	20
Ryanchristopher	17
Sy	17
Va	12
Si	11

FINDINGS

- Michael and Jessica were the most popular names from 1980–2009.
- Michael stayed in top 3 throughout, while Jessica dropped after 1997.
- Names like Isabella, Ava, Connor, Carter, and Hayden rose sharply in popularity from 1980 to 2009.
- Top names changed by decade – Emily and Jacob led in the 2000s.
- The highest number of births were in the South, Pacific, and New England regions.
- Jessica ranked 1st in all regions except the South (Ashley); Michael led all regions except the South (Christopher).
- Found 10 popular unisex (androgynous) names.
- Identified the most popular shortest and longest names by length.

THANK YOU!

