**T20 WORLD CUP SURVEY INSIGHTS**

Introduction

The T20 World Cup survey is performed to predict and understand the trends in the cricket. Data analysis helps not only to understand the trends of the market but also helps businesses to improve their marketing strategies and hence gain profits. This project gives some interesting insights into the prediction of which country will win the world cup, who will be the highest wicket taker based on gender and different age groups.

The analysis also gives insights about the popularity of batsman, bowlers, match format etc.

Approach

To perform the analysis on the T20 World Cup 2024 survey, questionnaire was prepared in Google form. The form was then sent to 70 candidates for data collection purpose.

The collected data was then imported to Microsoft Excel sheet and was named as Raw Data. The raw data was then clean and table was created. The cleaned data table was then used for further analysis.

Insights

Based on the data collected, pivot tables were created for various categories. Based on the pivot table analysis, India has the highest chance of winning the world cup this year. The majority of the candidates has predicted that India and West Indies will be in the finals. Based on the data collected, T20 format of cricket is most popular. Favorite batsman and bowler were also predicted based on the survey. According to the male viewers, winning or losing the toss does not effect the final outcome of the match.

In addition, popular time to watch cricket, highest wicket taker were also analyzed. The analyzed data and the outcomes were then represented with the help of dashboard. All the charts and graphs were created based on gender and age groups.