**Sujoy: 4:30**

Thanks Christina and Lawrence for the beautiful presentation and setting up the stage for results and conclusion.

**Analysis of Results Slide**

There could be many hidden patterns, but we have focused on the below ones while doing our visualization analysis:

1. We have found a targeted niche area which is under 19 age group. Any company targeting to capture the market and build a brand value would have to target this age group.
2. We have also seen that the Female athletes outnumbered the males by huge number which puts us in a comfortable position to conclude that the sales and promotions would need to consider female athletes’ choices.
3. While choosing the brand ambassador for a certain sport, an informed decision should be taken keeping in mind that the correlation between the sport and the number of medals won, should precede the target group of athletes.

Let me show you a quick demo

1. This animation clearly details the male/female ratio per Sport within a specific age range
2. This story shows us the average age group with respect to the country e.g. India shows the Athletes age range from 16 – 18
3. This story gives us a clear idea that China/US/Russia and Aus dominates the total number of athletes under 19 irrespective of sports played
4. Medal distribution of under 19 age group
5. Here you can see that Melissa from USA is the best candidate for Swimming gear promotions.

**Conclusion Slide**

To take this analysis forward, we are looking for stories involving sports specifically popular for second/third tier countries. Keeping the context & region in mind we wish take our study further by including data for a targeted age group along with the type of sport and the sex of the athlete.

**Thank you slide**

Thank you for providing us an opportunity to embrace the knowledge of data visualization and showcase our abilities to perform.