


The background of the image features a large, three-dimensional red 'TED' logo. A person wearing a hat and a jacket is crouching in front of the 'D'. The scene is dimly lit with blue ambient lighting on the left side.

# **TED**Talks Dashboard

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# STORY Telling

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A person is standing in the aisle of a large, empty auditorium with rows of red seats. The person is wearing a dark jacket and a hat, and is looking towards the camera. The background is filled with rows of red seats, creating a sense of a large, empty space.

A Data Analyst working for a media organisation tasked to build a dashboard for analysing conferences hosted by **TED**Talks. With the insights gained from the dashboard, the management would be able to better strategize the pipeline in order to fulfil the business needs.



# INSights

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- Content/Topic of talks
- Frequency of talks
- Typical duration of talks
- Other useful insights

# DATA Preparation

Dataset Source: Kaggle

- Correct datatypes (e.g. number for ID)
- Remove empty & duplicate rows/columns
- Split timestamp to date and time respectively
- Concatenate text for names
- Create conditional column to fill up event type

