

The background of the slide features a large, stylized 'TED' logo in a dark red color. A person wearing a hat and a jacket is sitting on the 'D' of the logo. The overall lighting is dim, with a blue glow emanating from the left side of the frame.


# TED Talks Dashboard

---

CAPSTONE PROJECT 1

# STORY Telling

---

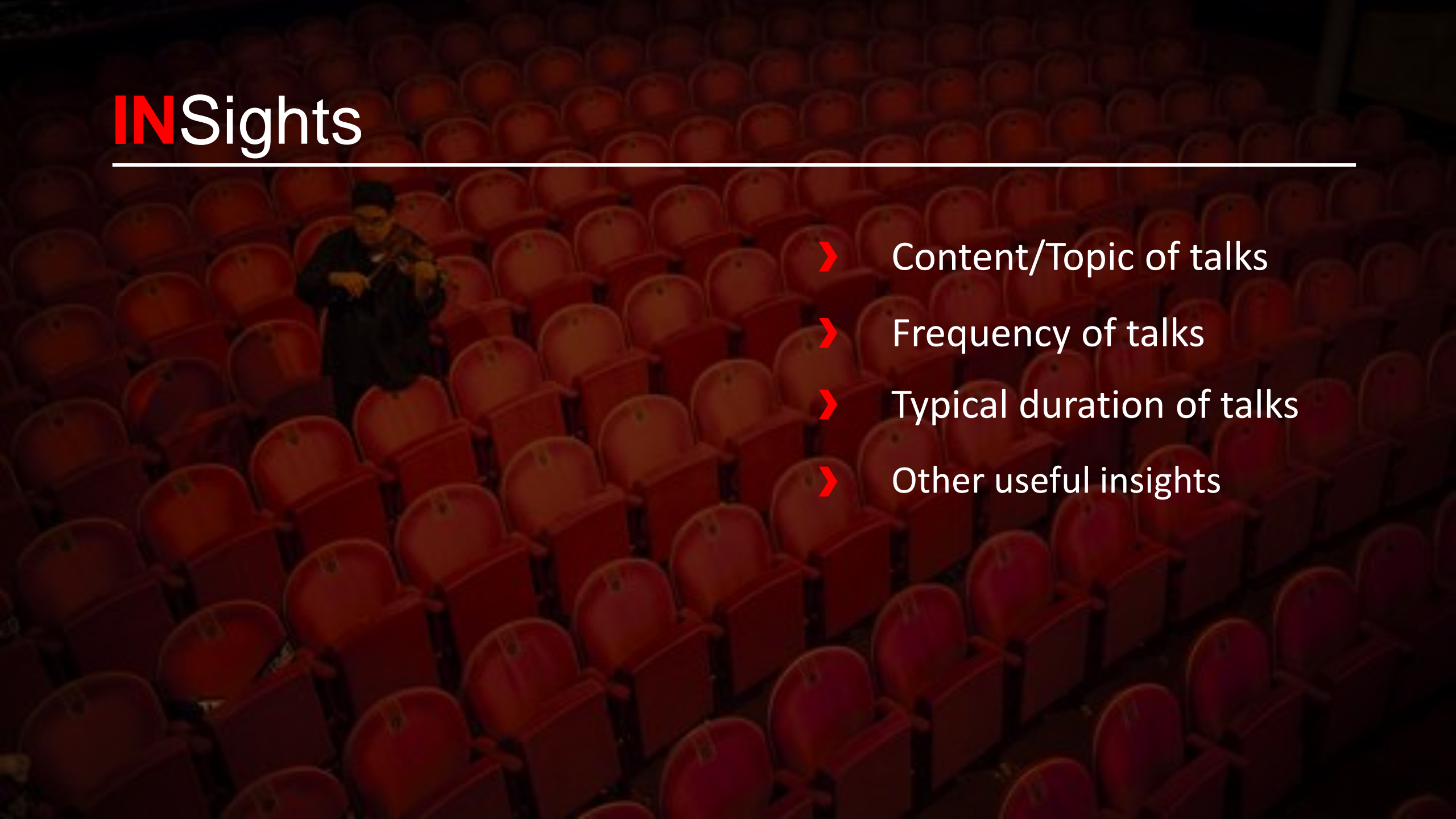
A person is seen from behind, playing a violin in a large, empty theater with rows of red seats. The scene is dimly lit, with the person and their instrument being the central focus. The background is filled with rows of empty red seats, creating a sense of solitude and focus on the performance.

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

---

- 
- A person is playing a violin in the center of a large, empty theater with rows of red seats. The scene is dimly lit, with the red seats creating a strong pattern across the frame.
- 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

