

*Ironhack - Data Analysis - final project*

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Hi, what's your name?

Urška Kragelj  
July 2023

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# Context

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**First name** = part of each individual's **personal identity**

Naming their child has always played an important role for parents. When choosing a name, they might want to choose something unique, but not too different; something short and easily pronounced or more complex; gendered or unisex; more traditional or modern.

A name can reflect popular cultural trends, that originate from areas of art, literature, fashion, film and music of the time.



Modern or traditional

Pop culture?

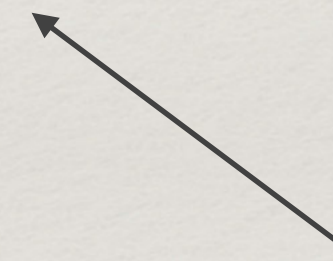
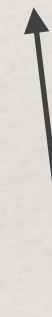
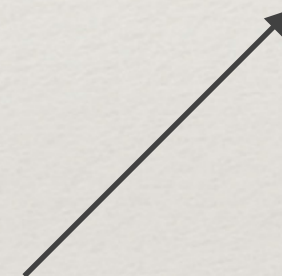
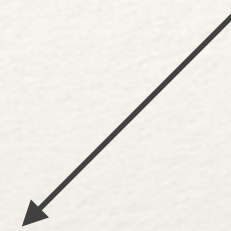
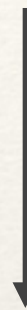
Female or male

What's in a name?

Unique or popular

Gendered or unisex

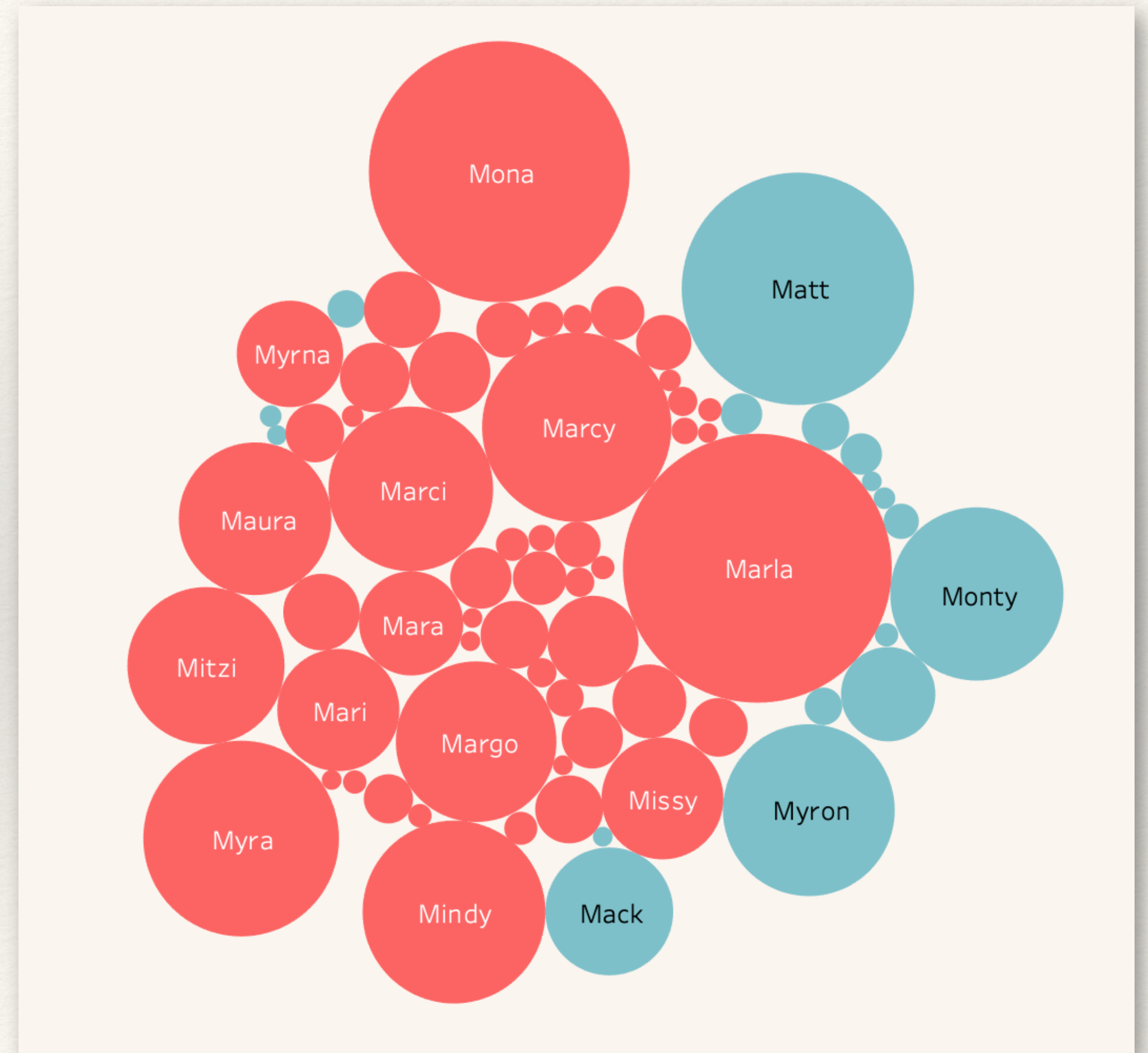
Short or long





# Objective

- ❖ understand **name popularity evolution** in the USA throughout the years
- ❖ observe the **effect of pop culture/music** on naming
- ❖ create a **name recommendation prototype**, based on selected parameters, including personal music preference





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# Dataset & limitations

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## Dataset 1

- ❖ Historical data of given names in the USA, obtained from the US Social security administration.
- ❖ Over 6 million records across 100+ years of historical data (1910 - 2021).
- ❖ Only including names at least 2 characters long, and records with min. 5 occurrences per year in any state.
- ❖ The sex associated with a name may be incorrectly inserted at the time of registry.
- ❖ Many people born before 1937 never applied for a Social Security card, so their names are not included.

## Dataset 2

- ❖ Data on music top charts for 100+ years (1920 - 2021), obtained with web-scraping from [Playback.fm](#)



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# Workflow

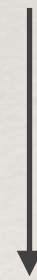
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- + web-scraping with BeautifulSoup
- + cleaning, preprocessing/ ETL with Pandas and Regex libraries



- + joining tables
- + querying



- + visualisation



Exploratory Data Analysis of popular USA names,  
combined with pop culture/music influence.

Most popular names of all times:

**James & Mary**



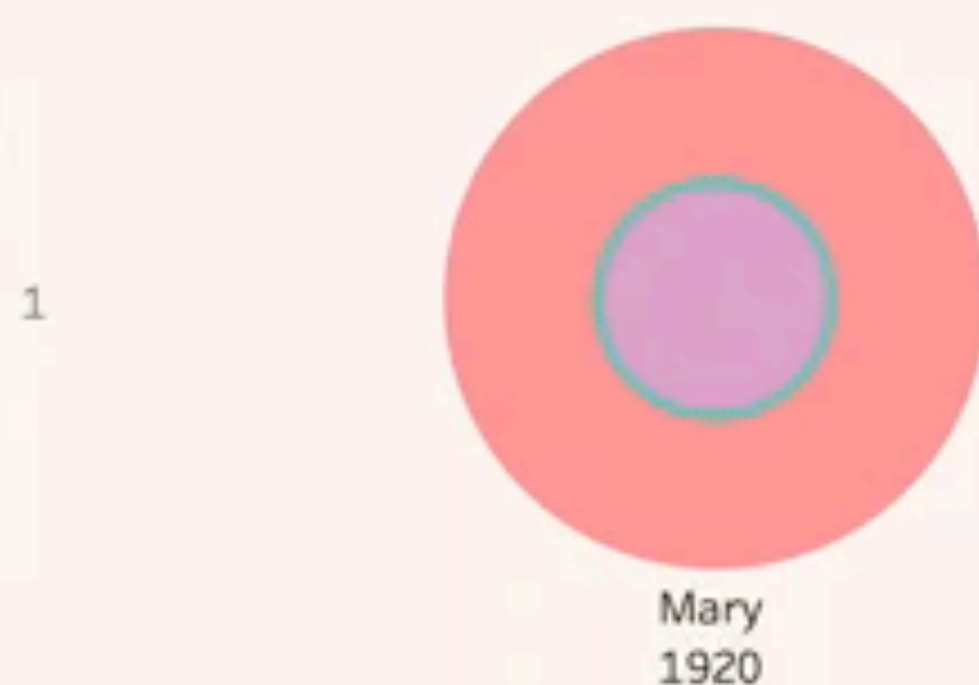
2

Evolution of most popular name

> constant in the same rank 1 names until 2000s

> after 2000s, great diversity and a different top name yearly

Rank 1 name popularity



Sex

☒ F

☐ M

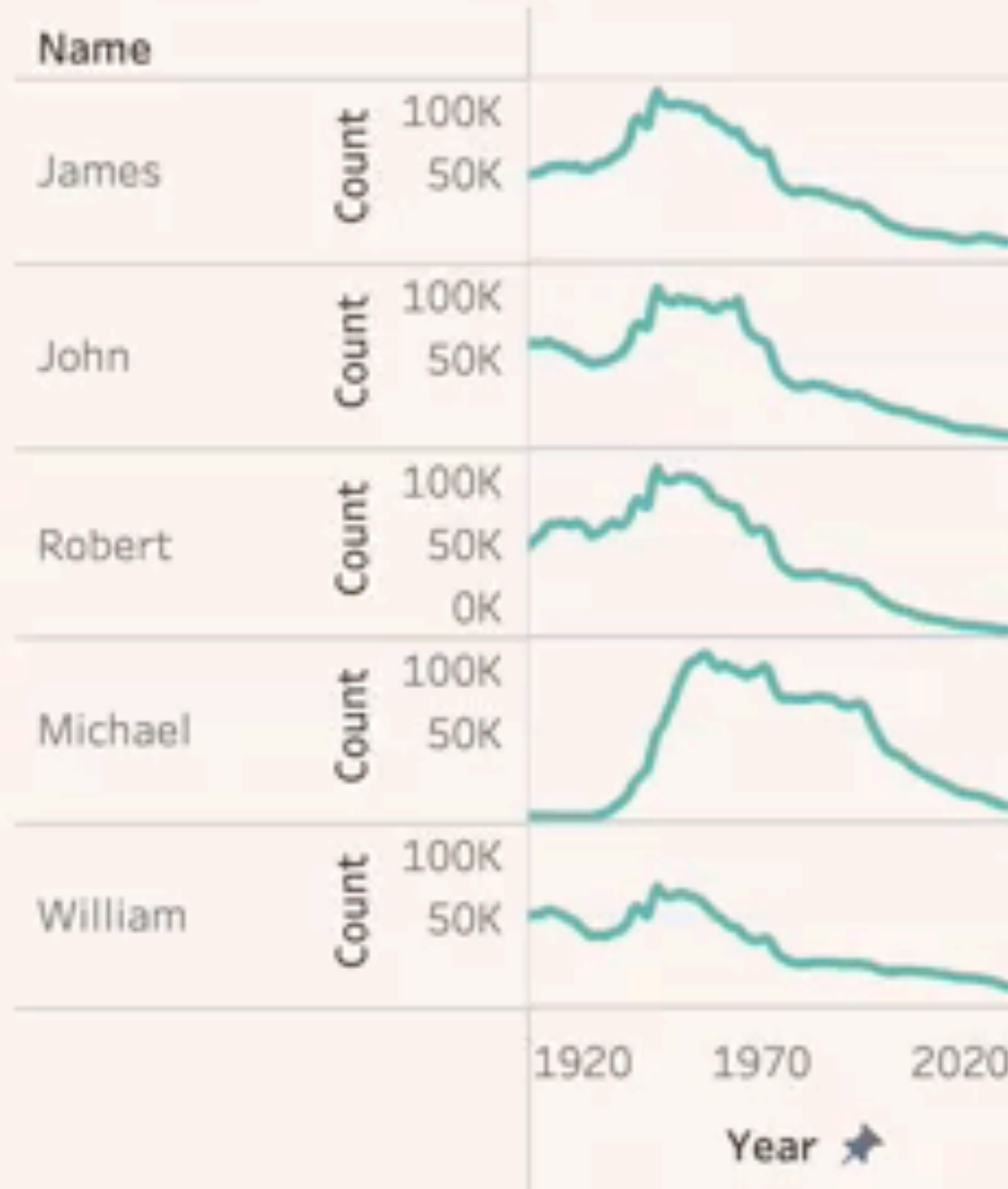
Year

< 1920 >

\* choose gender,  
and names. Please

Most popular male names of all times

> observed years 1920 - 2021



Most unique male names

> min. 500 occurrences in the past 100 years



Most popular female names of all times



Most unique female names





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# Next steps

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- ❖ Get dataset with all music, where a user could choose songs or artists >> based on popularity / uniqueness of these, correspondingly popular / unique names would be recommended.
- ❖ Extract all first names of artists, and first names that appear in the song titles >> recommend names based on those, corresponding to a year / decade.



# Thanks!

“A rose by any other name would smell as sweet.”

– *William Shakespear*