

Baby Names - SSA database

Social Security Administration's baby names database

In this cookbook recipe, you will:

1. Download the full `babynames_yob` data from the Social Security Administration website.
2. ingest all the CSV files at once using DuckDB.
3. Create and populate rank and popularity for each year/sex combination.
4. See how to export the data to popular file formats CSV and parquet
5. See a few analyses queries
6. See the data in action in a [R Shiny app](#) and a [basic html page using an API](#)

0. Prerequisites - Install DuckDB

If you don't already have DuckDB installed, see the [How to install DuckDB](#) page.

1. Download the Data Set

Download the names.zip file from [catalog.data.gov website](https://catalog.data.gov)

I saved mine into `C:\DuckDB\babynames\`. Just change line 12 below if you save it elsewhere.

2. Ingest all the files into a single table at once using DuckDB

Since none of the text files have headers, we are explicitly creating the headers. The reserved word `filename` extracts the file name as a column with that same name. In our case we only want the 4-digit year part of the name, so we use `regexp_extract` to get just that part. I am using abbreviated names `cnt` for count and later `rnk` for rank to avoid the use of keywords in the column names.

```
-- DROP TABLE IF EXISTS babynames;
```

```

-- Ingest SSA baby names, compute rank & popularity index
CREATE TABLE babynames AS
SELECT
  name
, sex
, cnt
, regexp_extract(filename, 'yob([0-9]{4})', 1)::INT AS year

FROM read_csv(
  'C:/DuckDB/babynames/yob*.txt'
, columns = { 'name': 'VARCHAR'
, 'sex': 'VARCHAR'
, 'cnt': 'INT'
}
, header = FALSE
, delim = ','
, auto_detect = FALSE
, filename = TRUE
)
;

```

3. Create and populate rank and popularity for each year/sex combination.

```

--
=====
=====
-- Add rnk and popularity_index
ALTER TABLE main.babynames ADD COLUMN rnk INT NULL;
ALTER TABLE main.babynames ADD COLUMN popularity_index DOUBLE NULL;

--
=====
=====
-- populate rank
UPDATE babynames AS b
SET rnk = x.rnk
FROM (

```

```

SELECT name, sex, year,
       ROW_NUMBER() OVER (PARTITION BY year, sex ORDER BY cnt DESC) AS rnk
FROM babynames
) AS x
WHERE b.name = x.name
AND b.sex = x.sex
AND b.year = x.year;

```

```

--
=====
=====
-- populate popularity_index
UPDATE babynames AS b
SET popularity_index = sub.popularity_index
FROM (
    SELECT name, sex, year,
           100.0 * cnt / MAX(cnt) OVER (PARTITION BY sex, year) AS popularity_index
    FROM babynames
) AS sub
WHERE b.name = sub.name
AND b.sex = sub.sex
AND b.year = sub.year;

```

4. Export the data to CSV and parquet

CSV files give you maximum portability and can work with practically everything - although at a cost of file size

Parquet files give you great compression and columnar internal storage which is optimized for analytical applications

```

-- Export to csv
COPY babynames TO 'C:/temp/babynames.csv' (FORMAT CSV, HEADER TRUE, DELIMITER ',', QUOTE '');

-- Export to parquet format
COPY babynames TO 'C:/temp/babynames.parquet' (FORMAT PARQUET, COMPRESSION 'ZSTD');

```

5. Look at Some Analysis Queries

Query 1: Top ranked names for both male and female over the years

```
--  
=====
```

=====

```
-- #1 M & F names over the years  
SELECT * FROM babynames WHERE sex = 'F' AND rnk = 1 ORDER BY YEAR DESC;
```

```
SELECT * FROM babynames WHERE sex = 'M' AND rnk = 1 ORDER BY YEAR DESC;
```

Query 2: Number of unique names per year/sex

One row per year with an 'M' and 'F' column showing how many unique names there were for that year and sex

```
--  
=====
```

=====

```
-- Unique name counts by year/sex  
SELECT *  
FROM (SELECT YEAR, sex, COUNT(*) AS N FROM babynames GROUP BY ALL)  
PIVOT (  
    SUM(N) FOR sex IN ('M', 'F')  
)  
ORDER BY year;
```

Query 3: Top 5 M & F names - pivoted to 1 row / year

```
-- top 5 names of each sex each year  
SELECT  
    year  
  
    -- Female Top 5 (names)  
    --, MAX(name) FILTER (WHERE sex = 'F' AND rnk = 1) AS F_1  -- FILTER supported by DuckDB  
    , MAX(CASE WHEN sex = 'F' AND rnk = 1 THEN name END) AS F_1  -- CASE is more portable
```

```

, MAX(CASE WHEN sex = 'F' AND rnk = 2 THEN name END) AS F_2
, MAX(CASE WHEN sex = 'F' AND rnk = 3 THEN name END) AS F_3
, MAX(CASE WHEN sex = 'F' AND rnk = 4 THEN name END) AS F_4
, MAX(CASE WHEN sex = 'F' AND rnk = 5 THEN name END) AS F_5

-- Male Top 5 (names)
, MAX(CASE WHEN sex = 'M' AND rnk = 1 THEN name END) AS M_1
, MAX(CASE WHEN sex = 'M' AND rnk = 2 THEN name END) AS M_2
, MAX(CASE WHEN sex = 'M' AND rnk = 3 THEN name END) AS M_3
, MAX(CASE WHEN sex = 'M' AND rnk = 4 THEN name END) AS M_4
, MAX(CASE WHEN sex = 'M' AND rnk = 5 THEN name END) AS M_5

-- Female Top 5 (counts)
, SUM(CASE WHEN sex = 'F' AND rnk = 1 THEN cnt ELSE 0 END) AS F1n
, SUM(CASE WHEN sex = 'F' AND rnk = 2 THEN cnt ELSE 0 END) AS F2n
, SUM(CASE WHEN sex = 'F' AND rnk = 3 THEN cnt ELSE 0 END) AS F3n
, SUM(CASE WHEN sex = 'F' AND rnk = 4 THEN cnt ELSE 0 END) AS F4n
, SUM(CASE WHEN sex = 'F' AND rnk = 5 THEN cnt ELSE 0 END) AS F5n

-- Male Top 5 (counts)
, SUM(CASE WHEN sex = 'M' AND rnk = 1 THEN cnt ELSE 0 END) AS M1n
, SUM(CASE WHEN sex = 'M' AND rnk = 2 THEN cnt ELSE 0 END) AS M2n
, SUM(CASE WHEN sex = 'M' AND rnk = 3 THEN cnt ELSE 0 END) AS M3n
, SUM(CASE WHEN sex = 'M' AND rnk = 4 THEN cnt ELSE 0 END) AS M4n
, SUM(CASE WHEN sex = 'M' AND rnk = 5 THEN cnt ELSE 0 END) AS M5n

FROM babynames
WHERE rnk <= 5
      AND sex IN ('F', 'M')
GROUP BY year
ORDER BY year DESC;

```

Query 4: Top 10 # 1 Streaks for both Male and Female

This multi-level CTE query tackles the classic "gaps and islands" problem. When a name is #1 it is often #1 for multiple years. This identifies how many years a name is at #1 before dropping rank.

```

--
=====

```

```

=====
-- Top 10 #1 streaks for M and F
WITH ranked AS (
    SELECT name,sex,year,rnk
    FROM babynames
    WHERE rnk = 1
),

islands AS (
    SELECT name,sex,year,
        /* grouping key for consecutive years */
        year - ROW_NUMBER() OVER (
            PARTITION BY name, sex
            ORDER BY year
        ) AS grp
    FROM ranked
),

streaks AS (
    SELECT name, sex,
        MIN(year) AS start_year,
        MAX(year) AS end_year,
        COUNT(*) AS streak_length
    FROM islands
    GROUP BY name, sex, grp
),

top20_f AS (
    SELECT * FROM streaks WHERE sex = 'F' ORDER BY streak_length DESC LIMIT 20
),
top20_m AS (
    SELECT * FROM streaks WHERE sex = 'M' ORDER BY streak_length DESC LIMIT 20
)

SELECT * FROM top20_f
UNION ALL
SELECT * FROM top20_m
ORDER BY sex, streak_length DESC;

```

Query 5: Androgynous Names

Names that are (nearly) equal for both sexes.

```
-- Androgynous names
-- Base aggregation (name-level totals)
WITH totals AS (
  SELECT
    name
    , SUM(cnt) AS total_cnt
    , SUM(CASE WHEN sex = 'M' THEN cnt ELSE 0 END) AS male_cnt
    , SUM(CASE WHEN sex = 'F' THEN cnt ELSE 0 END) AS female_cnt
  FROM babynames
  GROUP BY name
)
SELECT
  name
  , total_cnt
  , male_cnt
  , female_cnt
  , ROUND(male_cnt * 1.0 / total_cnt, 4) AS male_share -- notice reuse of male_share
  , ROUND(ABS(male_share - 0.5), 4) AS androgyny_score -- Lower androgyny_score = more
  androgynous
  , ROUND(1 - (2 * ABS(male_share - 0.5)), 4) AS androgyny_index -- 1 = 100% androgynous
  , CONCAT('https://shiny.briandill.net/Babynames?names=', name, ', ', name, ',%20&sexes=F,M,M') AS
  shiny_url
FROM totals
WHERE male_cnt > 0
  AND female_cnt > 0
  AND total_cnt >= 15000 -- volume threshold
ORDER BY androgyny_index DESC, total_cnt DESC
LIMIT 50;
```

Query 6: Top Birth Count

List top birth count by name/sex. Also return the year, rank, popularity index, etc. Using three different methods

1. CTE
2. QUALIFY
3. MAX_BY

```

-- CTE =====
WITH foo AS (
    SELECT *, RANK() OVER (PARTITION BY name, sex ORDER BY cnt DESC, year) AS rn
    FROM main.babynames
)
SELECT name
    , sex
    , YEAR
    , rnk
    , popularity_index
    , YEAR(CURRENT_DATE()) - YEAR AS years_ago
    , cnt AS largest_count
FROM foo
WHERE rn = 1
ORDER BY largest_count DESC
LIMIT 10;

```

```

-- QUALIFY =====
SELECT name
    , sex
    , YEAR
    , YEAR(CURRENT_DATE()) - YEAR AS years_ago
    , rnk
    , popularity_index
    , cnt AS largest_count
FROM main.babynames
QUALIFY RANK() OVER (PARTITION BY name, sex ORDER BY cnt DESC, year) = 1
ORDER BY largest_count DESC
LIMIT 10;

```

```

-- MAX_BY() =====
SELECT name
    , sex
    , MAX_BY(year, cnt) AS year_of_max
    , MAX_BY(rnk, cnt) AS rnk
    , MAX_BY(popularity_index, cnt) AS popularity_index
    , YEAR(CURRENT_DATE()) - MAX_BY(year, cnt) AS years_ago
    , MAX(cnt) AS largest_count
FROM main.babynames
GROUP BY ALL

```

```
ORDER BY largest_count DESC
LIMIT 10;
```

Query 7 - Popular names that never reached #1

```
-- popular names that never reached #1
SELECT name
  [], sex
  [], SUM(cnt) AS tot_cnt
  [], MIN(rnk) AS min_rnk
  [], COUNT(*) FILTER (WHERE rnk = 1) AS yrs_at_1
  [], COUNT(*) FILTER (WHERE rnk = 2) AS yrs_at_2
  [], COUNT(*) FILTER (WHERE rnk = 3) AS yrs_at_3
  [], COUNT(*) FILTER (WHERE rnk = 4) AS yrs_at_4
  [], COUNT(*) FILTER (WHERE rnk = 5) AS yrs_at_5
  [], COUNT(*) AS years_active
FROM main.babynames
GROUP BY name, sex
HAVING MIN(rnk) >= 2 -- never reached #1
AND SUM(cnt) > 10000 -- have at least 10000 people with that name/sex
ORDER BY SUM(cnt) DESC
```

6. See the data in action

See the baby names data set in action

- in a [R Shiny app](#)
- in [basic html page using an API](#)

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