**AESOPS KENYA**

KENYA GROSS COUNTY PRODUCT(2018-2020)DATA CHALLENGE

**START: APRIL 10, 2024**

**END: MAY 03, 2024**

# **Product Overview**

Welcome to the Kenya Gross County Product (GCP) Dashboard Challenge! In this challenge, you'll be stepping into the shoes of a Data Visualization Specialist tasked with creating an interactive dashboard to explore and communicate insights derived from the GCP dataset of Kenya's counties from 2018 to 2020. Your objective is to design an intuitive and informative dashboard that enables stakeholders to gain actionable insights into economic trends and opportunities across Kenya's counties.

## **Challenge**

This challenge presents an opportunity to conduct a comprehensive analysis of Kenya's Gross County Product (GCP) data. By examining historical trends and sectoral contributions across all 47 counties, participants will gain valuable insights into the nation's economic landscape. The ultimate goal is to create an informative and interactive dashboard that empowers policymakers with actionable recommendations to promote balanced economic growth throughout Kenya.

# **Your Toolkit**

We've provided a comprehensive 2018-2020 GCP dataset for all 47 Kenyan counties in a user-friendly CSV format. Access it [here](https://docs.google.com/spreadsheets/d/1jKYQkzuBjWc26idMR2AJqrZzLBRYqUOX/edit#gid=1577767771).

**Details**

### Growth Trends

### Identify which counties demonstrate the most promising economic growth potential based on their GCP trends from 2018 to 2020. Consider factors such as sectoral contributions, growth rates, and stability

### Sector Spotlight

### Analyze the composition of each county's GCP to determine key sectors contributing to economic output. Highlight any emerging sectors or those showing a decline, along with potential explanations.

### Understanding Disparities

### Recommend specific sectors or industries within each county that present attractive investment opportunities. This could include sectors with high growth potential, underutilized resources, or strategic advantages.

### Data-Driven Recommendation

### Suggest policy interventions or initiatives tailored to each county's economic profile to stimulate growth and address any identified challenges. Consider factors like infrastructure development, education, and regulatory frameworks.

* **Overview**

Provide a high-level summary of Kenya's economic landscape, including total GCP trends over the specified period and any notable regional disparities or trends.

# **Submission**

* Prepare your interactive dashboard and any accompanying documentation.
* Compile all necessary files into a single ZIP archive.
* Email the ZIP file to [aesopske@gmail.com](mailto:aesopske@gmail.com) with the subject line "<Your Name> Kenya GCP Dashboard Challenge Submission".
* Additionally, post your dashboard on LinkedIn, tagging our page and using the hashtag #aesopskenyagcpchallenge.
* Submissions are due by May 3rd, 2024.

**Additional Requirements:**

1. The dashboard should be interactive, allowing users to filter and drill down into specific regions or sectors of interest.
2. Consider the target audience's needs and preferences when designing the dashboard interface and selecting visualization techniques.
3. You are encouraged to use appropriate data visualization tools and technologies to develop the dashboard (e.g., Tableau, Power BI, and Python libraries like Plotly or Dash).