

US Census Demographic Data

Insight 1:

<https://public.tableau.com/app/profile/cherysse.durham/viz/UdacityProjectUSCensus/Story1?publish=yes>

This dashboard compares the average income per capita and poverty levels by state, as well as displaying the child poverty levels by the top sum per county. Within the first dashboard in this story, the average income per county is displayed using an interactive map of the United States. Here the light color of blue represents the lowest average income, and any dark blue displayed represents the highest average income. Also, on this dashboard is a filtered bar chart from highest average income by state. These charts clearly display the counties and states with the highest average income. Ideally, because of the population size and cost of living in some known areas like California and New York, we would assume they would have the highest income averages. This display shatters those ideals by showing that New Jersey has the highest income averages (\$73,014) among the states, and surprisingly Loudoun and Fairfax counties in Virginia, has the highest average income of above 112,000 for each.

The second dashboard compares the state unemployment and poverty rate with a circle view chart. Texas has the highest unemployment and poverty levels in the United States, a huge oversight from our assumption that they have the highest income before. The state with the lowest income was Puerto Rico with the highest income per capita of \$10,499.

I chose the color palette for this map to represent a scale of blue/white/orange to include individuals who may be color blind. Additionally, the blue/white/orange demonstrates the differences in income averages by state and county more clearly. Resources: N/A

Insight 2:

<https://public.tableau.com/app/profile/cherysse.durham/viz/UdacityProjectUSCensus/Dashboard2?publish=yes>

Minority population numbers are displayed in this dashboard. Answering the question on which states has the highest number of Black Americans, Hispanic, and Asian minorities in each state. While Texas and Puerto Rico have the highest population of Hispanic minorities (8,574 in TX and 7,726 in PR), the Black American population has the highest presence in the state of Georgia (4,451), and the largest Asian population numbers are in California with an astonishing number of 400.1.

I chose the color schemes for both maps displayed here to demonstrate the differences in population size for each minority group and used size and bar chart visuals to show the differences in population as well. This was to be quickly and clearly visual to the audience in what states have the largest population of each minority group. Additionally, colors in blue are inclusive to those who may be color blind. Resources: N/A

Insight 3:

<https://public.tableau.com/app/profile/cherysse.durham/viz/UdacityProjectUSCensus/Dashboard4?publish=yes>

This dashboard is to display the state with the most and best commuter use of transportation. The first chart displays the States with the highest carpooling numbers from their counties. Clay Co, GA came in first with 29.90 commuters. Subsequently, New York seems to have the most in other transportation and public transit use but it does not. It is larger here to display public transit usage and color on this chart is for other transportation usage, which the state of Texas comes out on top in this area. Lastly, Texas has the most driving commuters displayed in size and color for easier visualization.

I used color here to again differentiate the least popular mode of transportation used by commuters, as well using unique uses of sizing of shapes and wording. The color scheme of blue is also included for those who may be color blind.

