## **US Census Demographic Data JCB**

## **Dashboard: https://public.tableau.com/app/profile/jule.borders/viz/USCensusDemographicData\_16516400489120/Dashboard1**

## **Insight 1 – Is there a strong relationship between poverty rates and income rates for each state?**

## **Link:** [**https://public.tableau.com/app/profile/jule.borders/viz/USCensusDemographicDataInsight1/Sheet1**](https://public.tableau.com/app/profile/jule.borders/viz/USCensusDemographicDataInsight1/Sheet1) **Summary: Creating two bar chart for this visual allowed me to easily compare between both categorical variables; I could compare poverty and income rates by each state.**

## **New Jersey has the highest average income and the lowest rate of poverty. On the other side, Mississippi has the lowest rate of income with the highest rate of poverty.**

## **Design: Two horizontal bar graphs**

## **Resources: N/A**

## **Insight 2 – Does Unemployment rate play a role in the increase of poverty rate within the United States?**

**Link:** [**https://public.tableau.com/app/profile/jule.borders/viz/USCensusDemographicDataInsight2/Sheet2**](https://public.tableau.com/app/profile/jule.borders/viz/USCensusDemographicDataInsight2/Sheet2) **Summary: Creating a scatter plot for this visual allowed me to compare between both categorical variables; I used it to compare poverty and unemployment rates by each state. North Dakota has an unemployment rate of 2.6% and an average poverty rate of 11.4% while Mississippi has an unemployment rate of 12% and an average poverty rate of 25.7%.  
Design: Two horizontal bar graphs  
Resources: N/A**

**Insight 3 – What is the percentage of people that work between office, construction or professional?  
Link:** [**https://public.tableau.com/app/profile/jule.borders/viz/USCensusDemographicDataInsight3/Sheet3**](https://public.tableau.com/app/profile/jule.borders/viz/USCensusDemographicDataInsight3/Sheet3) **Summary: Creating a text table for this visual allowed me to compare between multiple sets of categorical and numerical variable. I could compare each states average professionals, office and construction work. I made sure to include their total population and how many of those are employed to paint a clearer picture.**

## **There seems to be a clear relationship between a higher number of professionals on average and a higher amount of income on average. This is only to a certain extent though, as Nevada is on the lower end of average professional but makes up for it with having the highest amount of construction on average at 18%. Design: Text Table Resources: N/A**