

ATLANTA WORK

Exploration into the Data of the Atlanta Worker

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OBJECTIVE

Our goal is to highlight areas of business opportunities within the 12 city council districts of Atlanta. By visualizing industry, education level, and commuting statistics, we are able to paint a picture of each district that portrays the most vital traits of the Atlanta workforce. In doing so, we will identify the relationship between business sectors and relevant parts of the workforce.

DATA SETS

These datasets were retrieved from the Fulton County GIS Portal, which is a platform that shares geospatial resources for Fulton County. The data supplied is collected by Fulton County and other local governmental agencies. The platform displays spatial and tabular analytical data for areas such as Economic Development, Public Safety, Education, Planning, and many more. Our research focuses on three datasets:

A yellow circle containing the number 1, indicating the first dataset.

1

Industry

A dark blue rounded rectangle containing the number 2, indicating the second dataset.

2

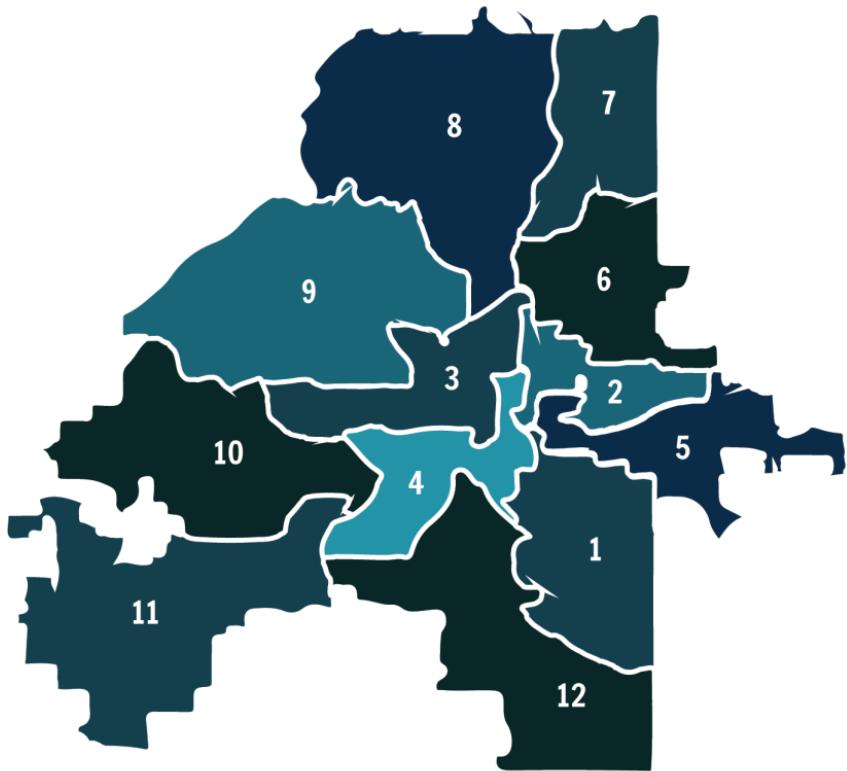
Education level

A light blue triangle containing the number 3, indicating the third dataset.

3

Commuting

DISTRICTS

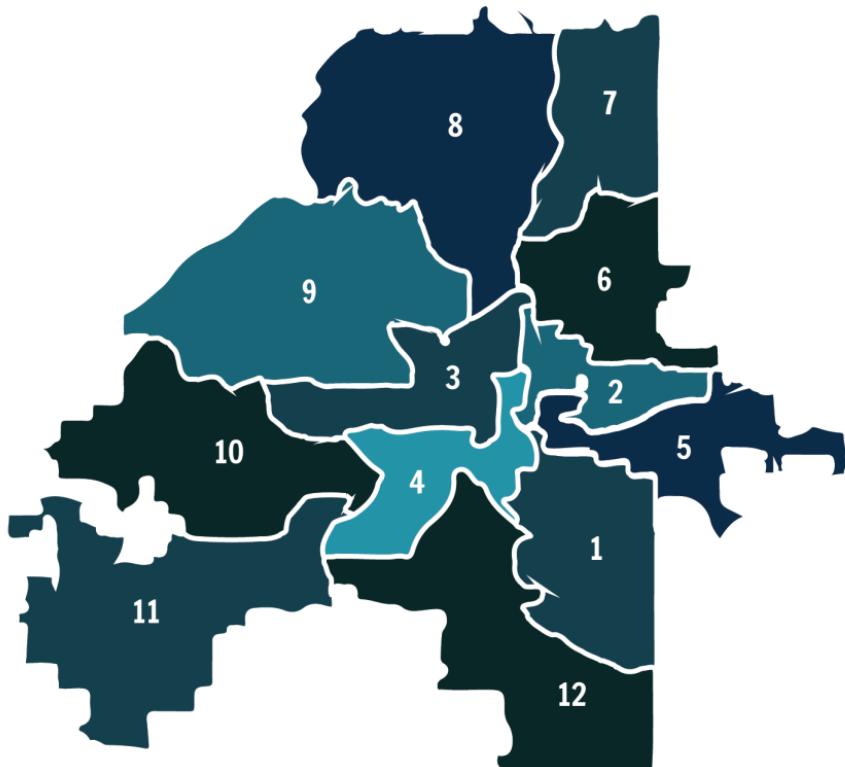


MARGIN OF ERROR

The American Community Survey data derives its estimates from a surveyed sample of the population rather than a measurement of the entire population. Therefore any measurements reported by the ACS should not be taken as an exact number, but rather a close approximation. It is also important to note that these measurements represent a combined 5 year estimate and not one specific point in time.

DISTRICT DETAILS

Here is a more detail look at get of Atlanta's City Council districts for further exploration.



1

Castleberry Hill
Downtown

Old Fourth Ward
Sweet Auburn

2

Benteen Park
Boulevard Heights
Custer/McDonough/Guice
East Atlanta
Grant Park

Oakland
Ormewood Park
State Facility
Woodland Hills

3

Chalet Woods
Dixie Hills
English Avenue
Hunter Hills
Knight Park/Howell Station

Mozley Park
Penelope Neighbors
Vine City
Washington Park
West Lake

4

Adair Park
Ashview Heights
Atlanta University
Center
Harris Chiles
Just Us
Mechanicsville

Pittsburgh
Summerhill
The Villages at
Castleberry Hill
West End
Westview

5

Beecher Hills
East Lake
Edgewood
Inman Park
Kirkwood

Lake Clair
Poncey-Highland
Tampa Park
The Villages at East Lake

6

Ansley Park
Ardmore
Atkins Park
Atlantic Station
Brookwood
Brookwood Hills
Georgia Tech

Home Park
Loring Heights
Marietta Street Artery
Midtown
Morningside/Lenox Park
Sherwood Forest

7

Brookhaven
Buckhead Forest
Buckhead Village
East Chastain Park
Garden Hills
Lenox
Lindbergh/Morosgo
North Buckhead
Peachtree Heights East
Peachtree Heights West
Peachtree Hills
Peachtree Park
Pine Hills
Ridgedale Park
South Tuxedo Park

8

Arden/Habersham
Argonne Forest
Brandon
Castlewood
Channing Valley
Collier Hills
Collier Hills North
Colonial Homes
Cross Creek
Fernleaf
Hanover West
Kingswood
Margaret Mitchell
Memorial Park
Mt. Paran Parkway
Mt. Paran/Northside
Paces
Peachtree Battle Alliance
Pleasant Hill
Randall Mill
Ridgewood Heights
Springlake
Wesley Battle
West Paces Ferry/Northside
Westminster/Milar
Westover Plantation
Whitewater Creek
Wildwood
Woodfield
Wyngate

■

9

Almond Park
Atlanta Industrial Park
Berkeley Park
Blandtown
Bolton
Bolton Hills
Bowen Apartments
Brookview Heights
Carey Park
Carver Hills
Chattahoochee
English Park
Hills Park
Lincoln Homes
Riverside
Rockdale
Scotts Crossing
West Highlands
Whittier Mill Village

10

Adamsville
Audubon Forest
Audubon Forest West
Baker Hills
Bakers Ferry
Bankhead Courts
Bankhead/Bolton
Boulder Park
Cascade Heights
Chalet Woods
Collier Heights
Fairburn Heights
Fairburn Road/
Wisteria Lane
Fairburn Mays
Florida Heights

11

Green Acres Valley	Ridgecrest Forest
Green Forest Acres	West Manor
Harland Terrace	Westhaven
Horseshoe Community	Westwood Terrace
Ivan Hill	Wildwood
Magnum Manor	Wilson Mill Meadows
Oakcliff	Wisteria Gardens
Peyton Forest	

Adams Park	Greenbriar
Arlington Estates	Greenbriar Village
Ashley Courts	Heritage Valley
Ben Hill	Huntington
Ben Hill Acres	Kings Forest
Ben Hill Forest	Lake Estates
Ben Hill Pines	Laurens Valley
Ben Hill Terrace	Meadowbrook Forest
Brentwood	Mellwood
Briar Glen	Mt. Gilead Woods
Butner/Tell	Niskey Cove
Campbellton Road	Niskey Lake
Cascade Green	Old Fairburn Village
Deerwood	Pamond Park
Elmco Estates	Princeton Lakes
Fairburn	Rue Royal
Fairburn Tell	Sandlewood Estates
Fairway Acres	Southwest
Fort Valley	Tampa Park
	Wildwood Forest

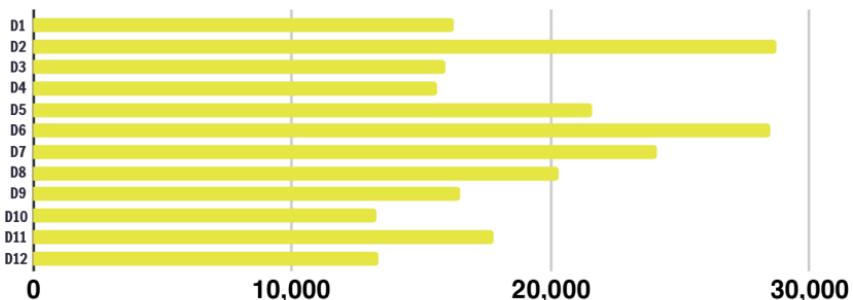
12

Amal Heights	Norwood Manor
Betmar LaVilla	Oakland City
Blair Villa/Poole Creek	Orchard Knob
Browns Mill Park	Perkerson
Bush Mountain	Polar Rock
Capitol View	Rebel Valley Forest
Capitol View Manor	Rosedale Heights
Cascade Avenue/Road	South Atlanta
Chosewood Park	South River Gardens
Englewood Manor	Swallow Circle/Baywood
Fort McPherson	Sylvan Hills
Hammond Park	Thomasville Heights
Joyland	Venetian Hills
Lakewood	
Lakewood Heights	
Leila Valley	

INDUSTRY

This industry dataset highlights the various industries distributed among the 12 Atlanta City Council Districts. Revealing the types of industries in each district sector helps visualize industry preferences and outliers geographically among the Atlanta districts.

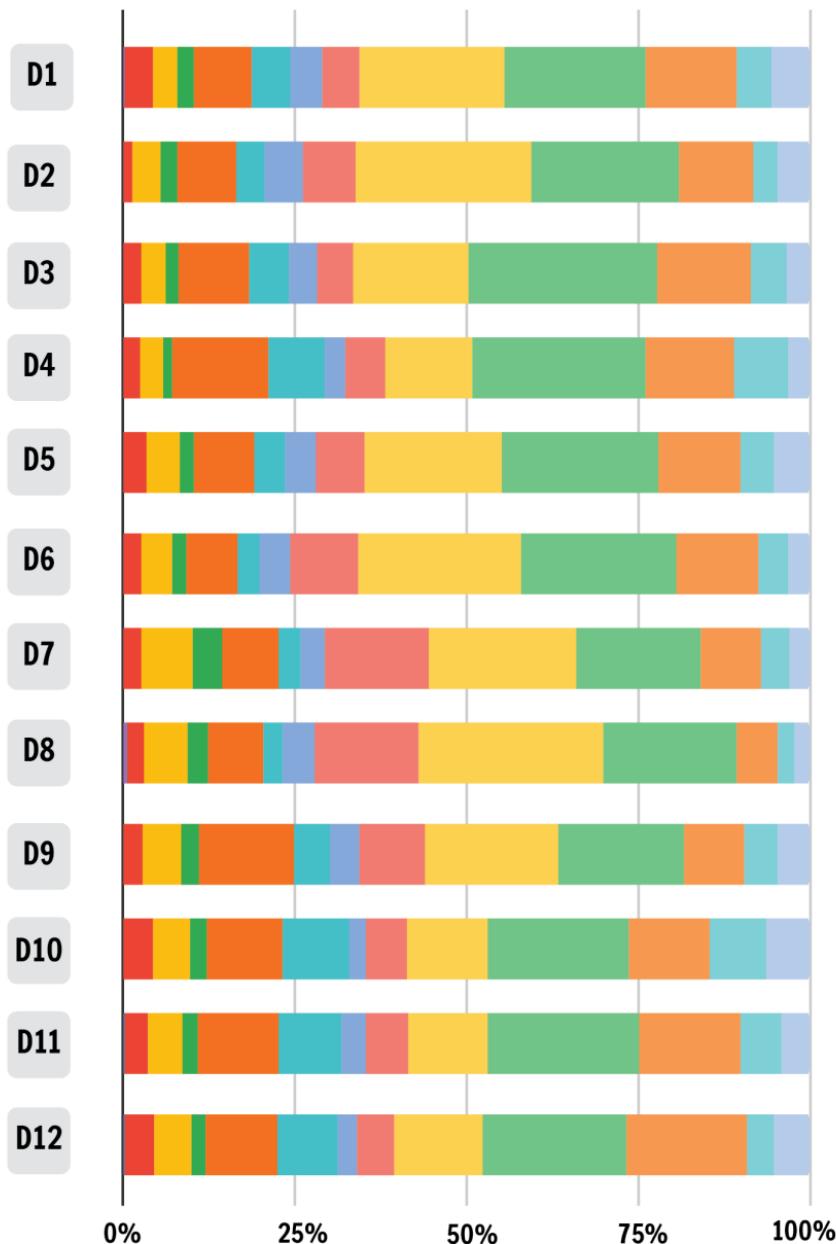
Survey Sample Pop. (# Employed)



Industry Sector



Industry Distribution per District



WHAT DOES IT MEAN?

Looking at the dataset more closely, it reveals industries with relatively stronger and weaker district presence. We have classified industries with the lowest presence among the Atlanta districts as areas of opportunity, because it could pose difficult to find affordances in Atlanta if you don't know where these specific industry are prevalent . A geographic representation of industry opportunity is provided on the right.

Five Smallest Industries



Agriculture, forestry, fishing and hunting, and mining



Construction



Manufacturing



Wholesale Trade



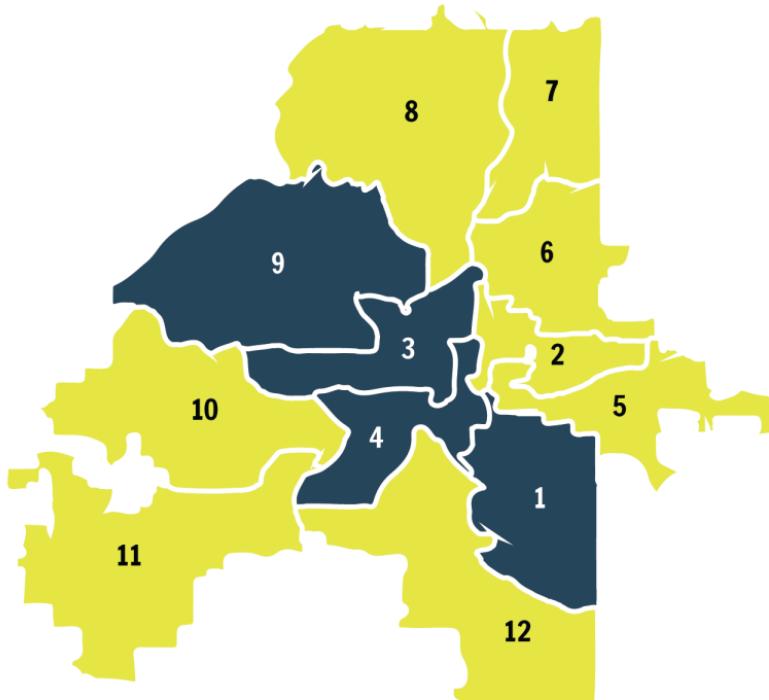
Information

Through the research, the five smallest industries among the districts are : Argiculture, Construction, Manufacturing, Wholesale Trade, and Information. By identifying the smaller industries, we are able to identify outliers among the industry dataset. The presence of these industries could get lost, due to the substantial presence of larger industries.

By focusing on these industries, we are able to see where more of these types of scarce industries are located, thereby highlighting opportunity that would otherwise be overlooked.



District Industry Opportunity



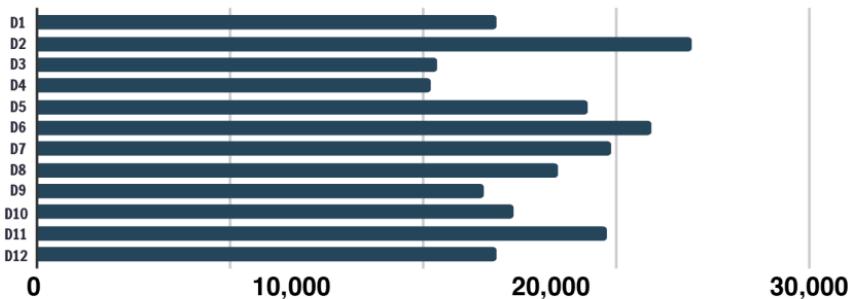
Above average in one of the selected industries

The map above highlights the districts that occupy an “above average” number of companies in the 5 selected industries. Based on the industry dataset, districts 1, 3, 4, and 9 fall below the industry average.

EDUCATION LEVEL

This dataset reveals the education attainment population distribution. We aim to highlight not only the breakdown of education achieve by population, but also reveal any substantial outliers among the data.

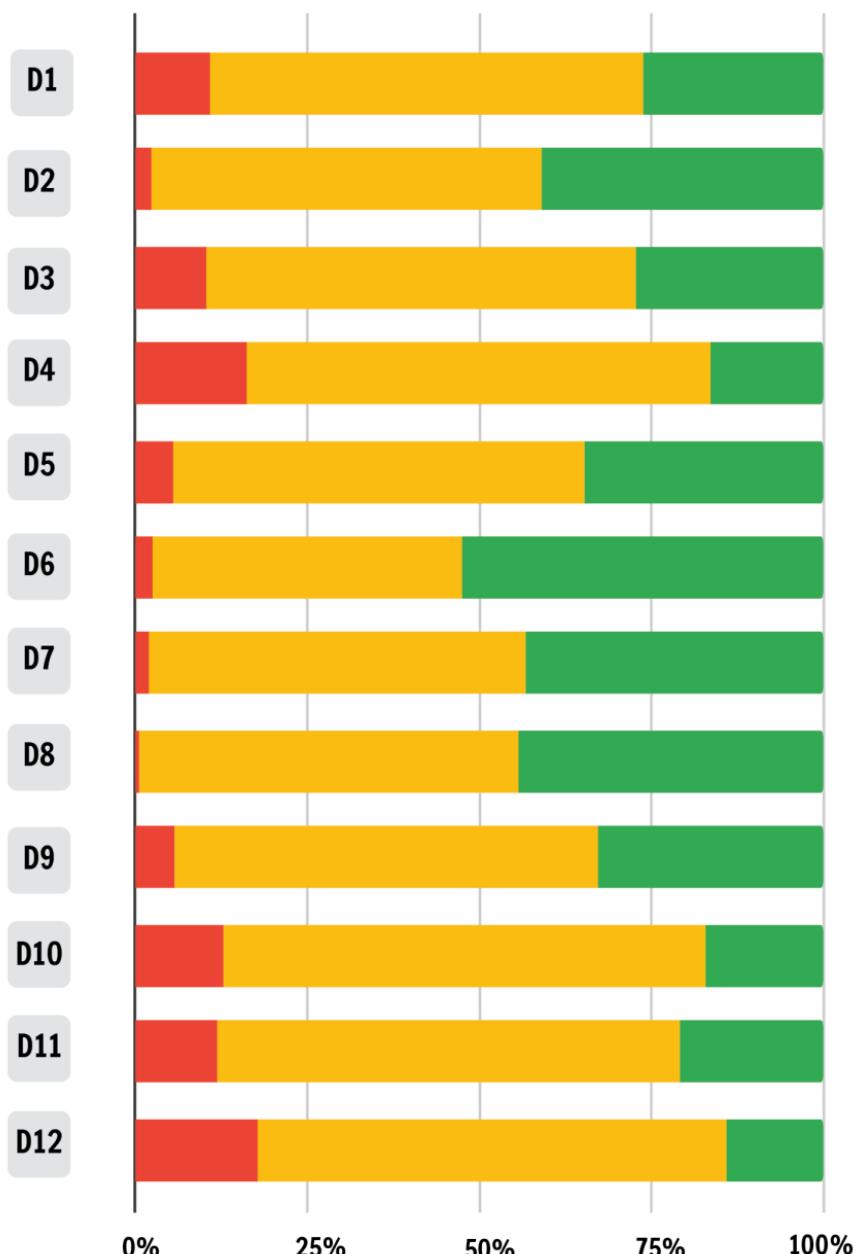
Survey Sample Pop. 25 or over



Education Level

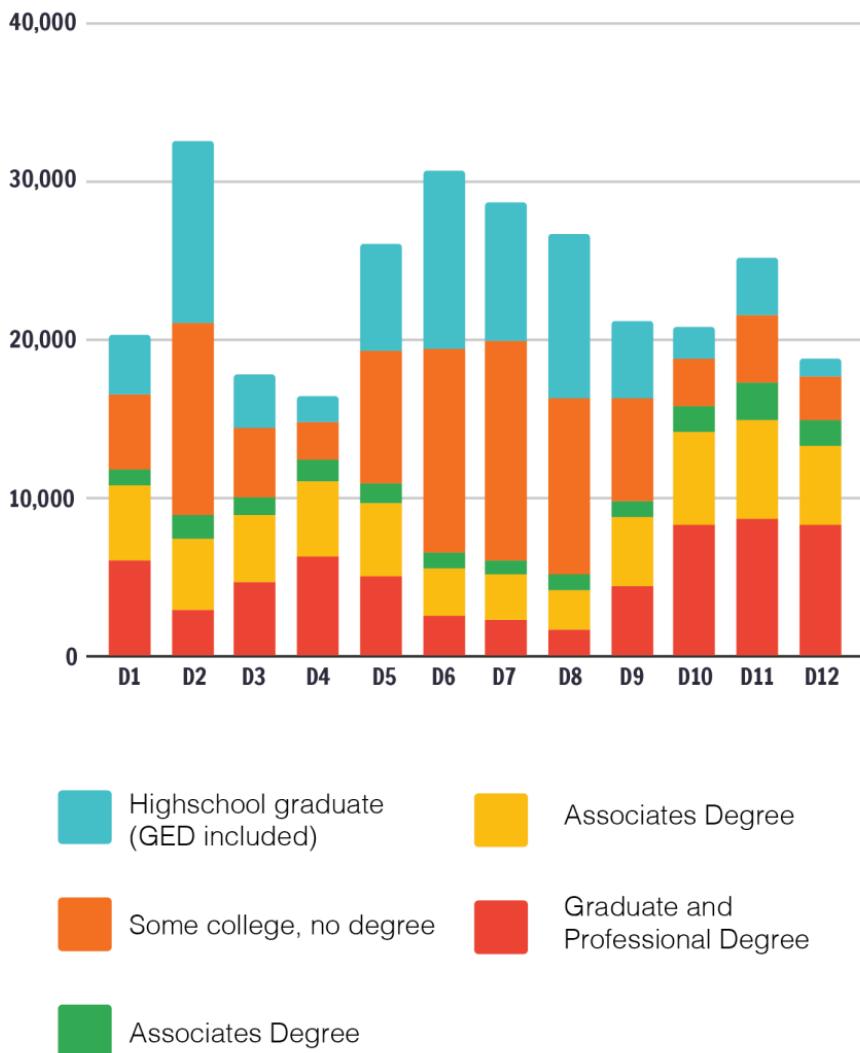
- █ Less than highschool diploma
- █ Highschool diploma or higher
- █ Bachelors degree or higher

Educational Level per District



WHAT DOES IT MEAN?

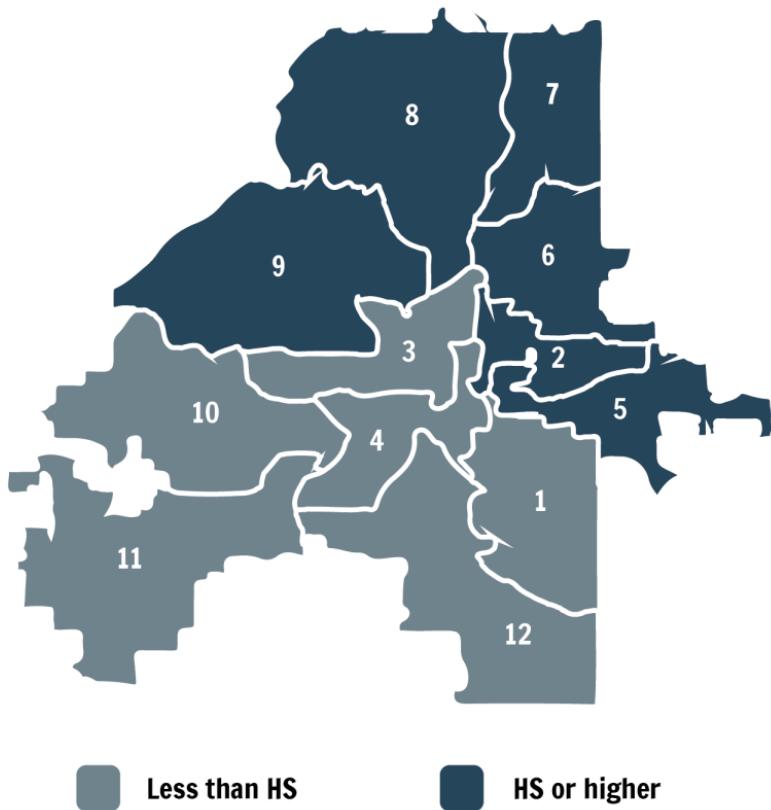
Let's take a closer look at the residents with a highschool diploma or higher. Below is more insight into the breakdown of this section of the dataset.



- █ Highschool graduate (GED included)
- █ Associates Degree
- █ Some college, no degree
- █ Graduate and Professional Degree
- █ Associates Degree



Education District Opportunity

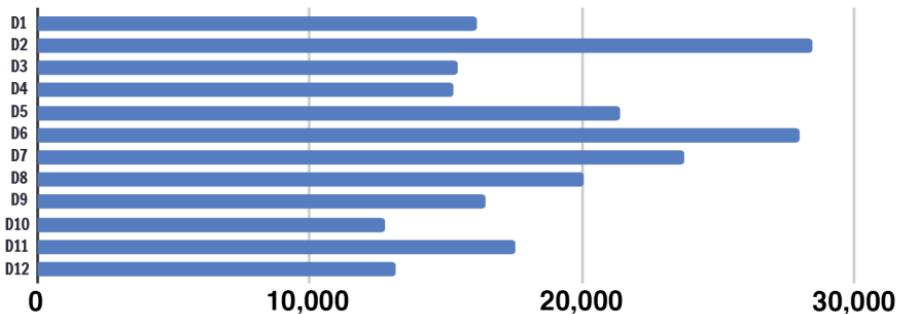


The map above highlights the districts that have either an above average population of residents with “lower the high school diploma”, or an above average population of residents with a “highschool diploma or higher”.

COMMUTING

This dataset provided commuting time and method of commute for residents 16 or older. The components of commuting represented here are:

Survey Sample Pop. (16 or older)



Commuting Methods



Car, truck, van
(drove alone)



Walk to work



Car, truck, van
(carpool)



Other

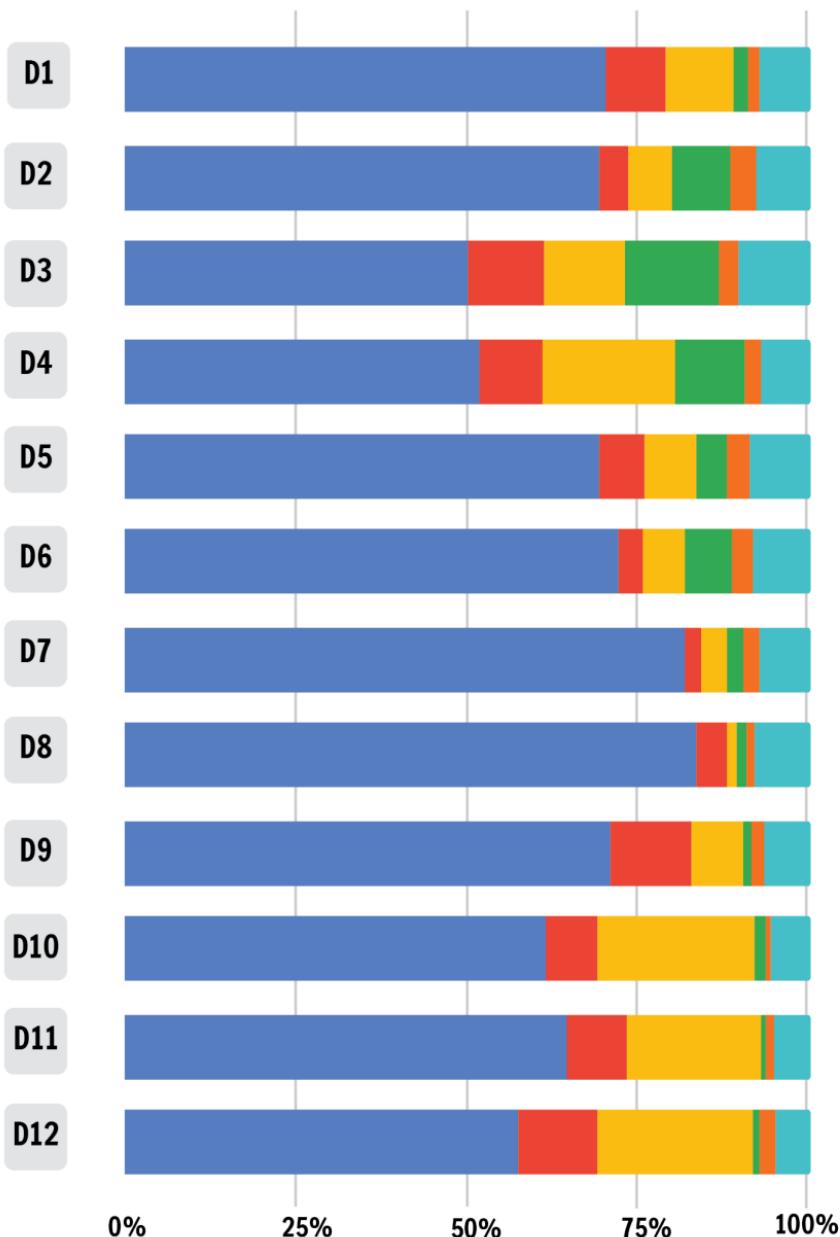


Public
Transportation



Work at home

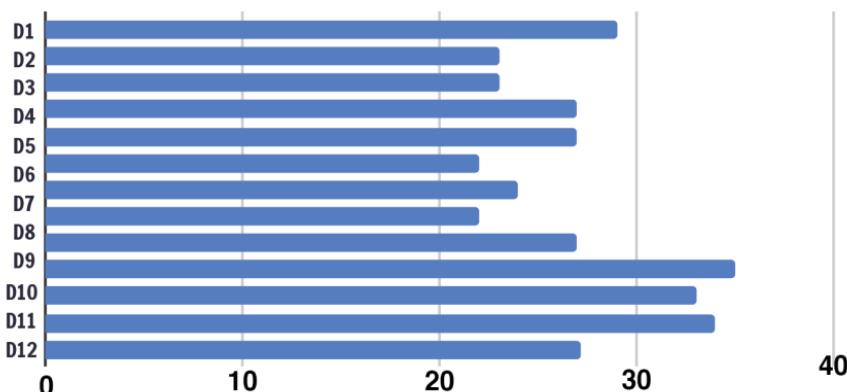
Method of Commute per District



WHAT DOES IT MEAN?

The commuting dataset also provide the mean commute travel time for each district. This allows a closer look into the average time a resident needs to get to work. This also give insight into the proximity of their job. A longer mean travel time could imply residents work farther from their home, and vice versa.

Mean Commute Travel Time



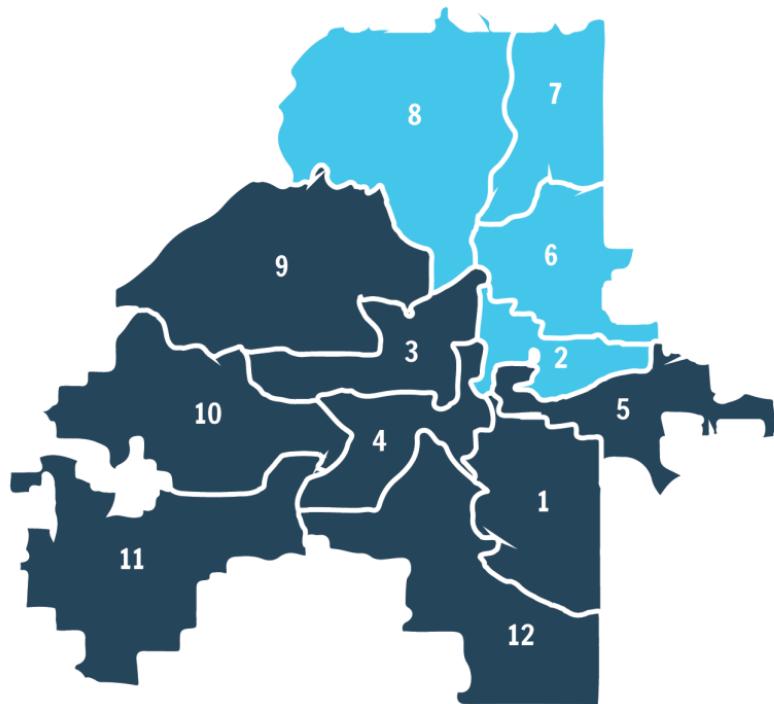
The district with the greatest number of commuter who drive to work is District 8. The district with the least car commuters is District 4. Below is their corresponding travel times:

D8 22 min.

D4 27 min.



Commuting Opportunity



Low commuting time

The map above highlights the districts with a commute time below the average commuting time.

FULL ANALYSIS

CRITERIA FOR OPPORTUNITY

In efforts to quantify opportunity, we have established a criteria for identifying opportunity. Based on the provided dataset, opportunity is determined by



Above average number of companies with five selected industries



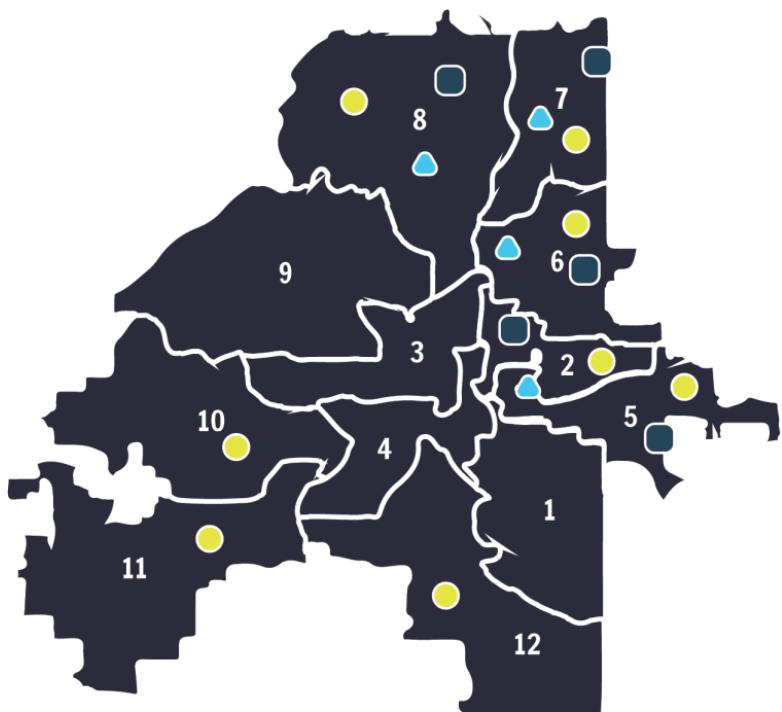
Above average population of residents with a highschool diploma or higher



Below the average mean travel commuting time

With these established criteria, districts with the most opportunity appear to be **Districts 2, 6, 7, and 8.**

DISTRICTS OPPORTUNITY



This representation is based on our criteria of opportunity. Please note that is a specific case, and can be adjusted based on a criteria that best suits your corporation.

We implore you to **look at various aspects of Atlanta**, and we hope this helps you get started on your exploration!

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ATLANTA WORK

Information Vizualization

How we work is so ingrained in who we are. This booklet presents broad visualizations, geographical images, and data analysis for the City of Atlanta workforce to help incoming businesses. It strives to reveal areas of opportunity through better understanding of the Atlanta workforce and district characteristics. While journeying through the different components provided, we hope to provide general insights using industry, education, and commuting data. There is so much potential everywhere in Atlanta.

**Here's a hint on where you can
start looking!**

