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Program: Business Analytics Nanodegree

Project: Data Visualization

**Insight 1:**

**Question:** Which of the counties give the highest total income and to which state?

Link: <https://public.tableau.com/profile/kashish.g.rohra#!/vizhome/Project-DataVisualisation/1TotalIncomestate-wise>

**Summary:** This visual explains the highest total income contributed by which county to each state. The aim is to draw attention to all those counties which generate the highest total income, state-wise. In Alabama, Shelby generates the highest income (70,187) whereas Sumter generates the lowest total income (19,500). The Income-Per-Cap can also be compared. Averages can be taken out in order to arrive at the mean total income state-wise and standard deviation can also be calculated.

**Design:** Colours have been used to differentiate between one state and another. The data has been arranged in a descending manner in order to understand which county the state should focus on to generate more income. Filter has been used to easily choose and look at a particular state. Tooltip has been used to show the Income-Per-Cap as well.

**Resources:** N/A

**Insight 2:**

**Question:** What is the employment and unemployment rate in comparison to the total population state-wise?

**Link:** <https://public.tableau.com/profile/kashish.g.rohra#!/vizhome/Project-DataVisualisationDashboard/2Dashboard?publish=yes>

**Summary:** The dashboard has been created using three worksheets. Total employment, unemployment and total population is shown. It is a very important visualisation as it shows the employment and unemployment rates at the US. California has the highest employment rate with a total population of 38,421,464. Texas has the highest unemployment rate with a total population of 26,538,614. This is not a good picture as Texas has the second highest population at the US.

**Design:** Filter has been applied to individually look at the total population state-wise.

**Resources:** N/A

**Insight 3:**

**Question:** Which state has the highest poverty rate as a % of total population?

**Link:** <https://public.tableau.com/profile/kashish.g.rohra#!/vizhome/Project-DataVisualisation/3Povertyasaoftotalpopulation?publish=yes>

**Summary:** This visual tells us the poverty rates at all the states in the US. Texas for an instance has the highest poverty rate of about 7%. This is fairly understandable as the unemployment rates at the state are the highest (look at the dashboard). District of Columbia has the lowest rate of poverty.

**Design:** Colour has been used to make the dashboard look simple yet interesting and also help differentiate among different states. Calculated field was applied to find out the % of poverty in every state. This makes it easier for the viewer to understand and makes comparisons.

**Resources:** N/A

**Insight 4:**

**Question:** Which of the states have the highest mean commute?

**Link:** <https://public.tableau.com/profile/kashish.g.rohra#!/vizhome/Project-DataVisualisation/4MeanCommute?publish=yes>

**Summary:** The visualization depicts that the highest mean commute is in the state of Texas while the lowest is in the district of Columbia. All these results match with the 2 visualizations above and a relationship has been discovered between unemployment rate, mean commute and the poverty rate.

**Design:** I used a tree-map to make it a little different yet interesting as my main purpose was just to understand which state has the highest commute. Colour has been used to differentiate between states.

**Resources:** N/A