<u>Audience Analysis</u>

Phase 1: Define Your Audience

Los Angeles Residents

The audience consists of Los Angeles Residents who are navigating the area. They will want insight into where the crime hotspots are located and at what times crime peaks. Along with this, residents will want to know who is most vulnerable and most affected by these crimes. Some of the key concerns we answer is: (1) Is the area safe for children? (2) What types of crime occur in different areas? (3) Where are severe crimes located? (4) What time do crimes peak? I will answer these questions using heatmaps, scatterplots, line charts, and other visualizations. In the end, residents can leverage my dashboard to know how to protect themselves and their loved ones.

Phase 2: Narrow Your Audience

Instead of targeting all Los Angeles residents, I am focusing on new or incoming residents of LA who want to better understand the crime patterns of areas in the city that long-term residents may not be as interested in. This narrowed-down group is the most relevant for the dashboard because they require specific information, such as which neighborhoods experience higher rates of certain crimes, and what sex or age group is at the highest risk for these crimes. They seek answers to these crucial questions to make data-driven decisions about where to live, daily activities, and transportation routes. My primary goal is to ensure their personal safety and peace of mind by choosing neighborhoods that align with their lifestyle and risk tolerance.

The most important data points for this audience are:

1. **Date OCC** - what day of the week or time of year crimes most frequently occur
2. **TIME OCC** - what time of the day do crimes most frequently occur
3. **AREA** - the Geographic Area a crime occurred in, numbers 1-21, to allow residents to compare areas in terms of crime density
4. **AREA NAME** - the specific name designation for the 21 Geographic Areas, giving more context to the location instead of just numbers
5. **Vict Sex** - to assess which sex is most affected by what crimes
6. **Crm Cd Desc** - To provide a clear textual definition of the crime
7. **Crim Cd 1** - To capture the most serious offense in an incident

8. **Status** - to show the case's stage, allowing the audience to see which crimes are solved or still under investigation

Phase 3: Identify the Action Your Audience Will Take

Action Statement:

With the insights gained from this dashboard, new LA residents will avoid areas with the most severe crimes during dates and times with the highest rate of crime.

Justification:

Newer residents of Los Angeles are going to lack knowledge on the crimes that happen in the area and will need information to ensure their safety. In analyzing the **DATE OCC, TIME OCC, AREA,** and **AREA NAME** the residents can determine where and when the most serious crimes tend to occur. My dashboard will also use **Crm Cd 1** and **Crim Cd Desc** which will highlight the specific crimes along with its severity. **Vict Sex** helps someone know if they are more likely to be the victim of a crime due to their sex while **Status** tells them about the crimes that are currently being investigated. By targeting these attributes, the newest residents of LA can be better informed of the crimes in their neighborhood.

Phase 4: Ensure Alignment Between Data Exploration Tasks and Audience Action

Short Reflection:

The problem statement focuses on analyzing temporal and geographical crime patterns in Los Angeles to inform the public for their safety. The data exploration tasks, which are, identifying crime hotspots, examining temporal patterns, analyzing crime severity by weapon type, and assessing risk by time of day and week, will generate critical insights into when and where violent crimes are most likely to occur. These insights directly support audience action of helping LA citizens make informed decisions about their safety by avoiding high risk areas during peak crime times. My dashboard will translate these findings into actionable insights that residents can use to adjust their routines and take appropriate precautions. This alignment ensures the audience can meaningfully reduce their exposure to violent crime through evidence-based awareness.