

Census API – 2019 Annual Business Survey

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The background features a dark blue field with a pattern of thin white vertical lines and small squares in teal, orange, and pink. The squares are scattered across the frame, some appearing as solid colors and others as white outlines. The text is centered in the middle of the image.

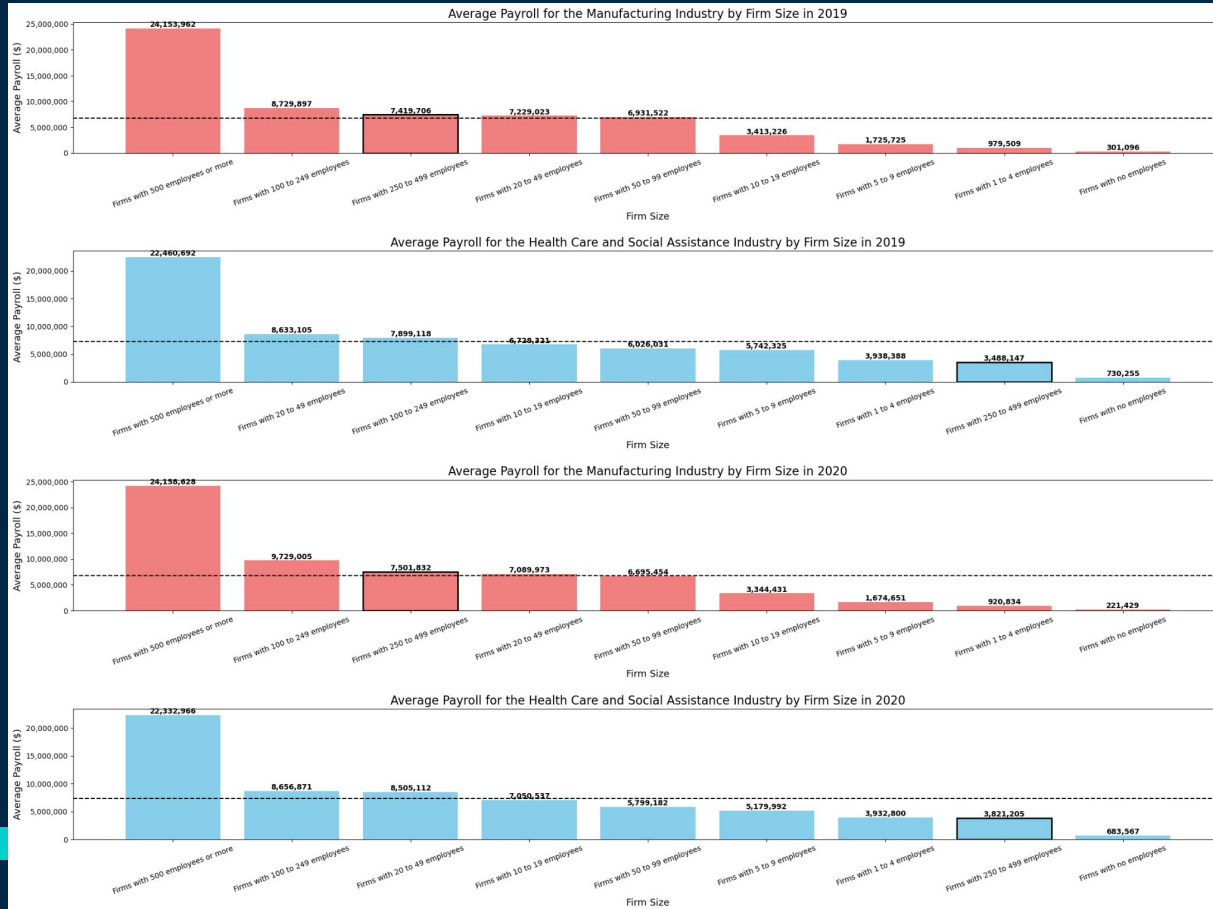
Company Summary

Initial Question:

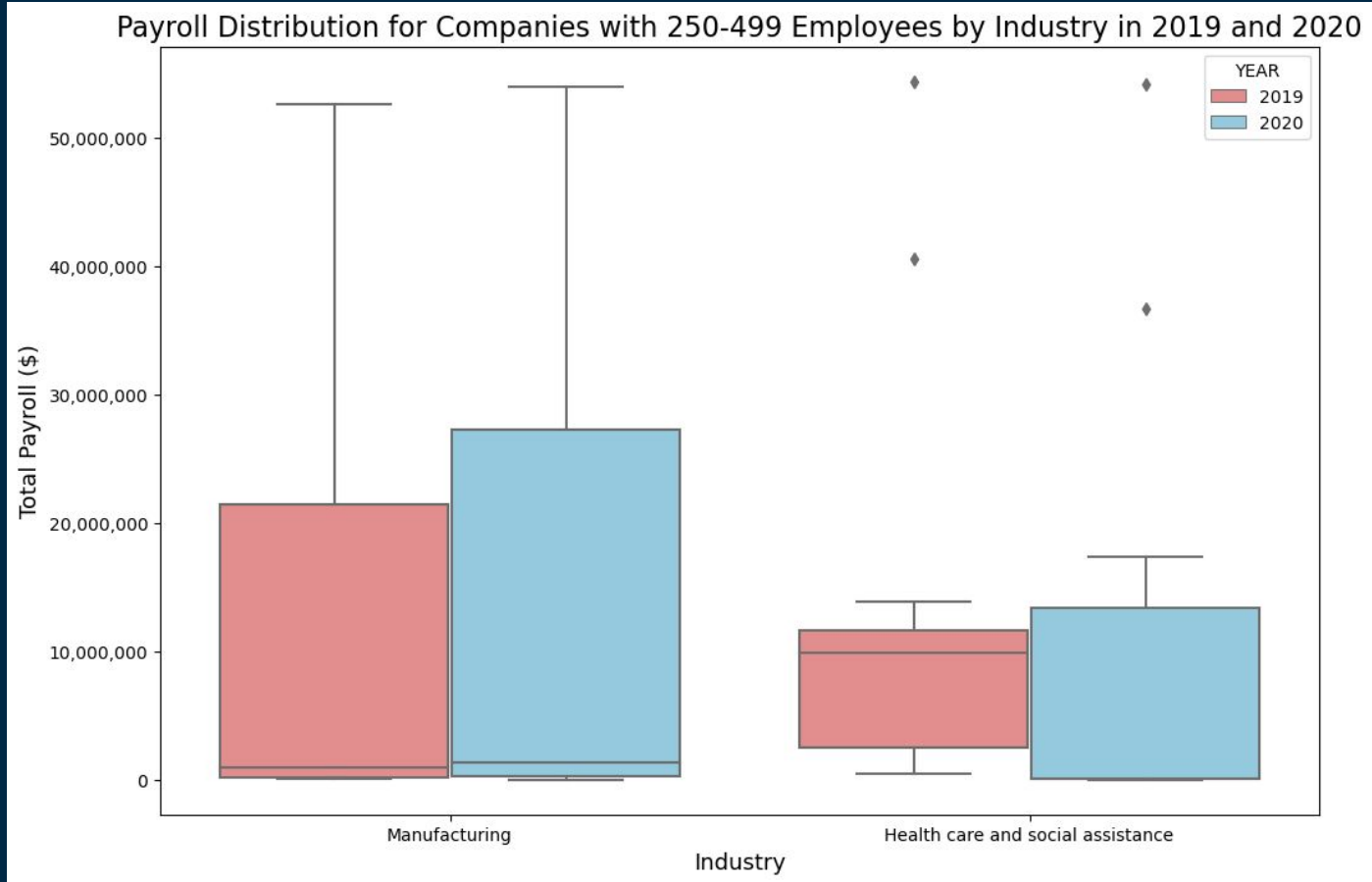
How have industries
changed as automation has
increased?



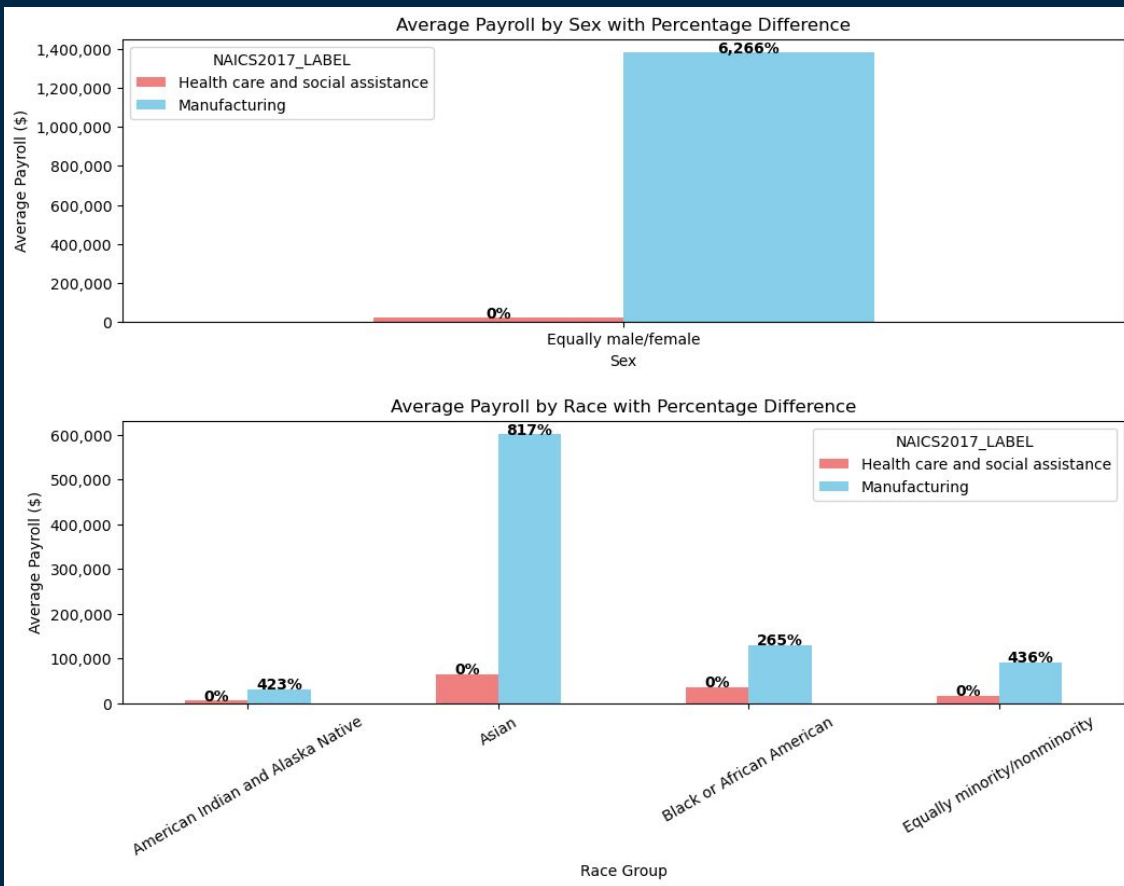
Average Payroll by Employee Size



Payroll Distribution



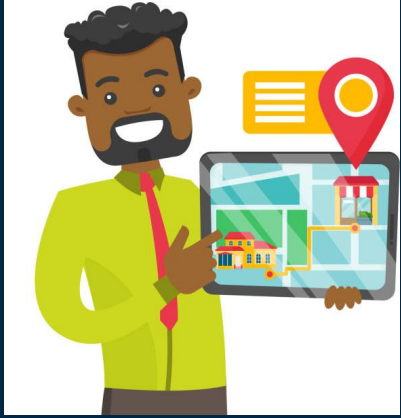
Percent Difference in Payroll





Characteristics of Businesses

Initial Questions:

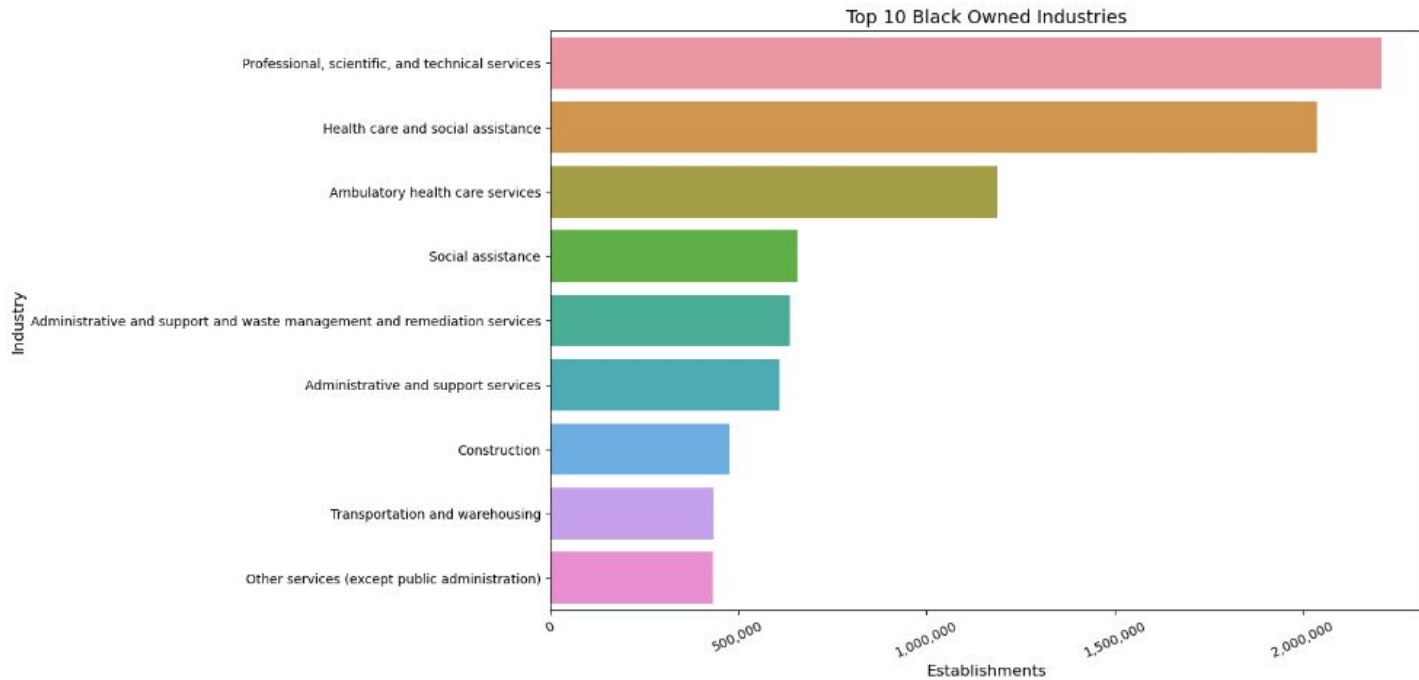


What industries have a higher number of black owners?

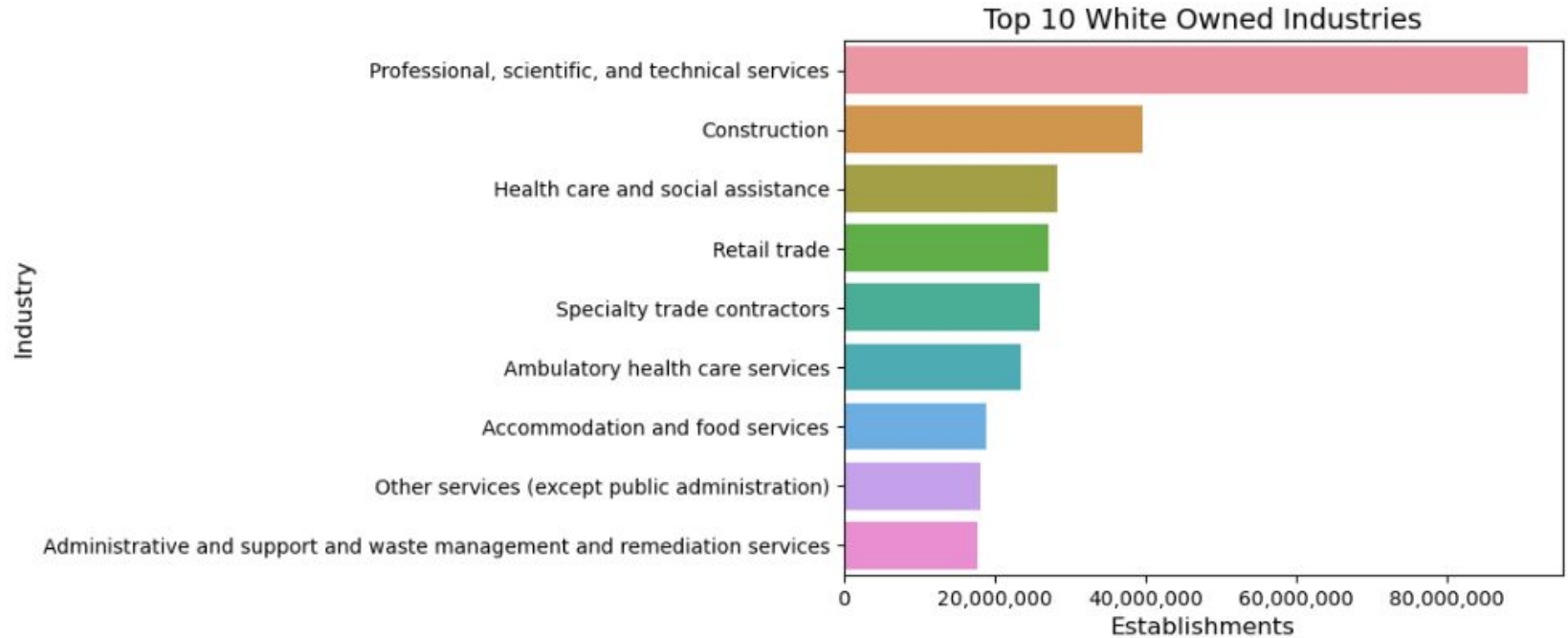
Are they different or similar to female black owners? Are there drastic differences between the two?

How different are they from white owners?

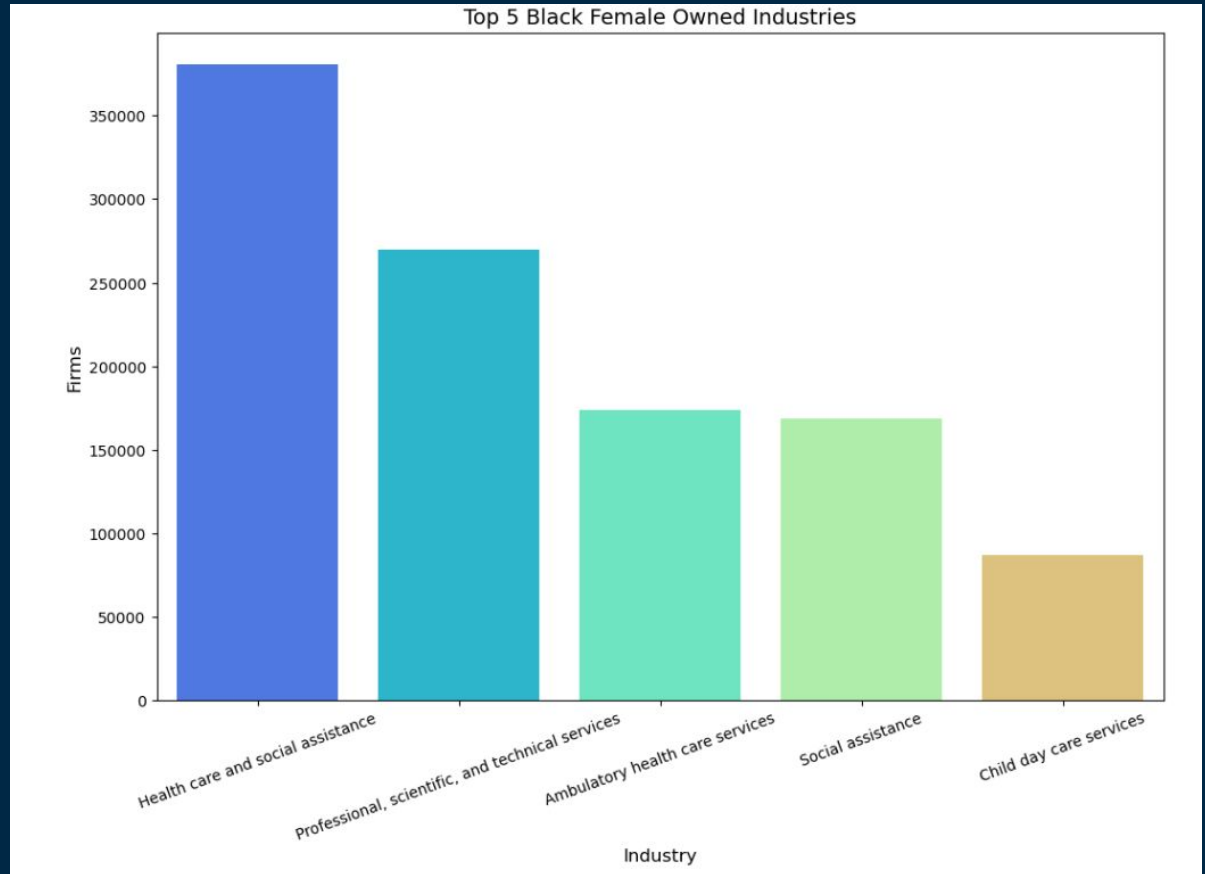
Black Owners



White Owners



Black Female Owners

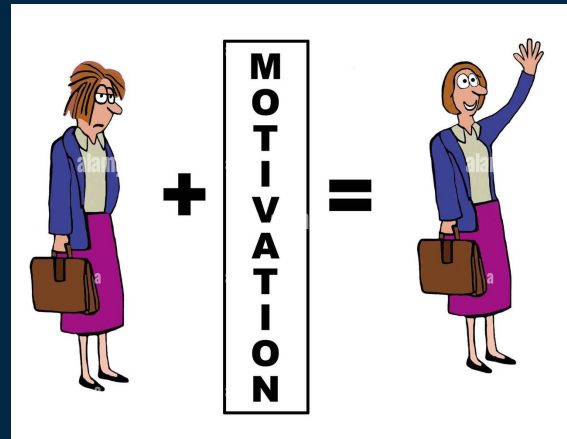




Characteristics of Business Owners

Initial Questions:

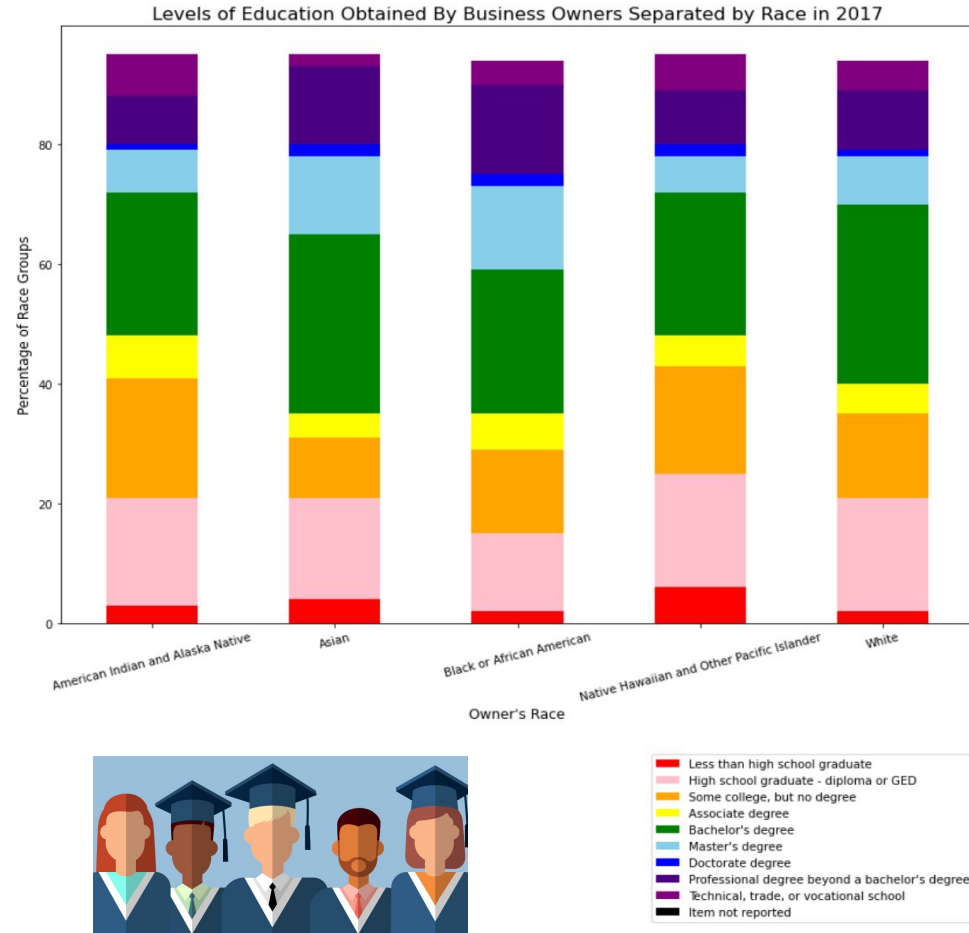
- What educational background do the business owners in America have and do they vary significantly by race?
- What motivates them to own their own business?



Highest Level of Education Obtained

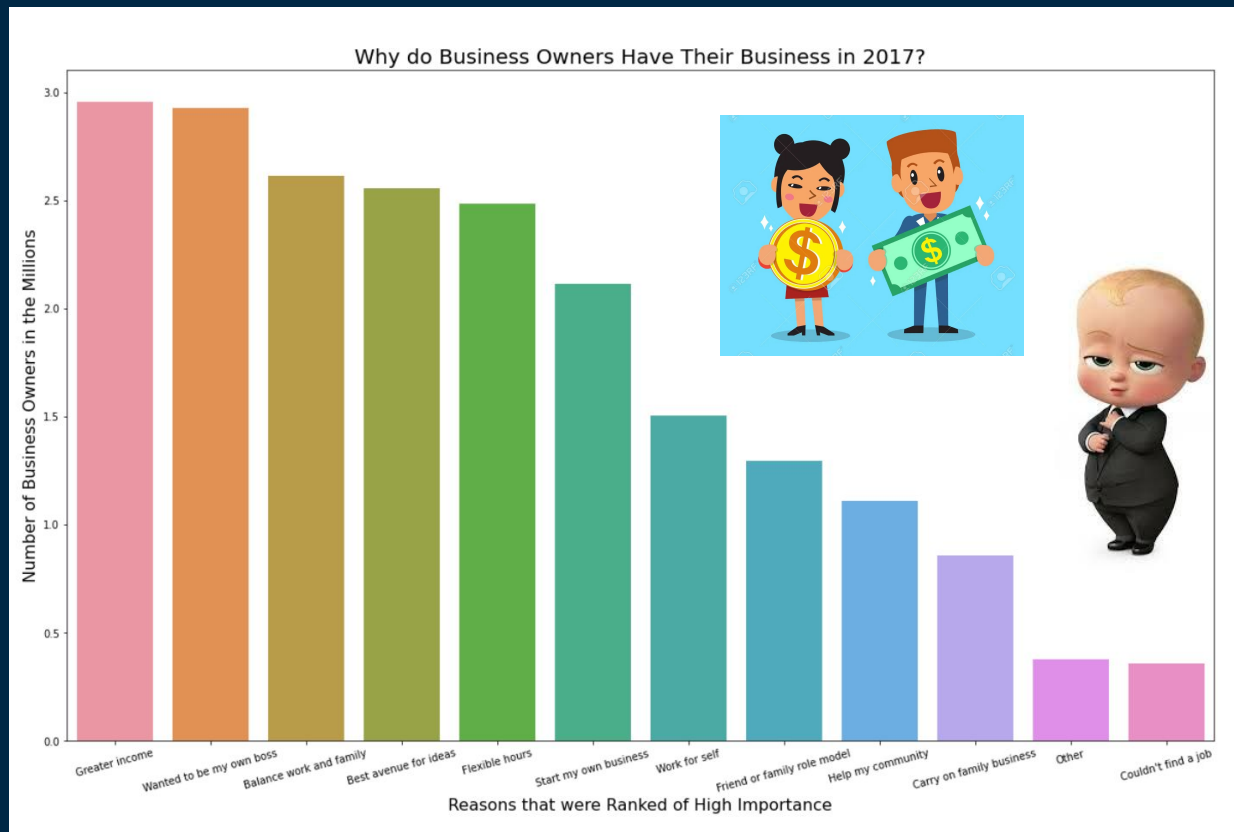
Data is presented in a percentage format due to the significantly high volume of the white race.

For easier comparison, the lower levels of education is ordered at the bottom and increases going up. But miscellaneous and ambiguous levels are placed at the top.

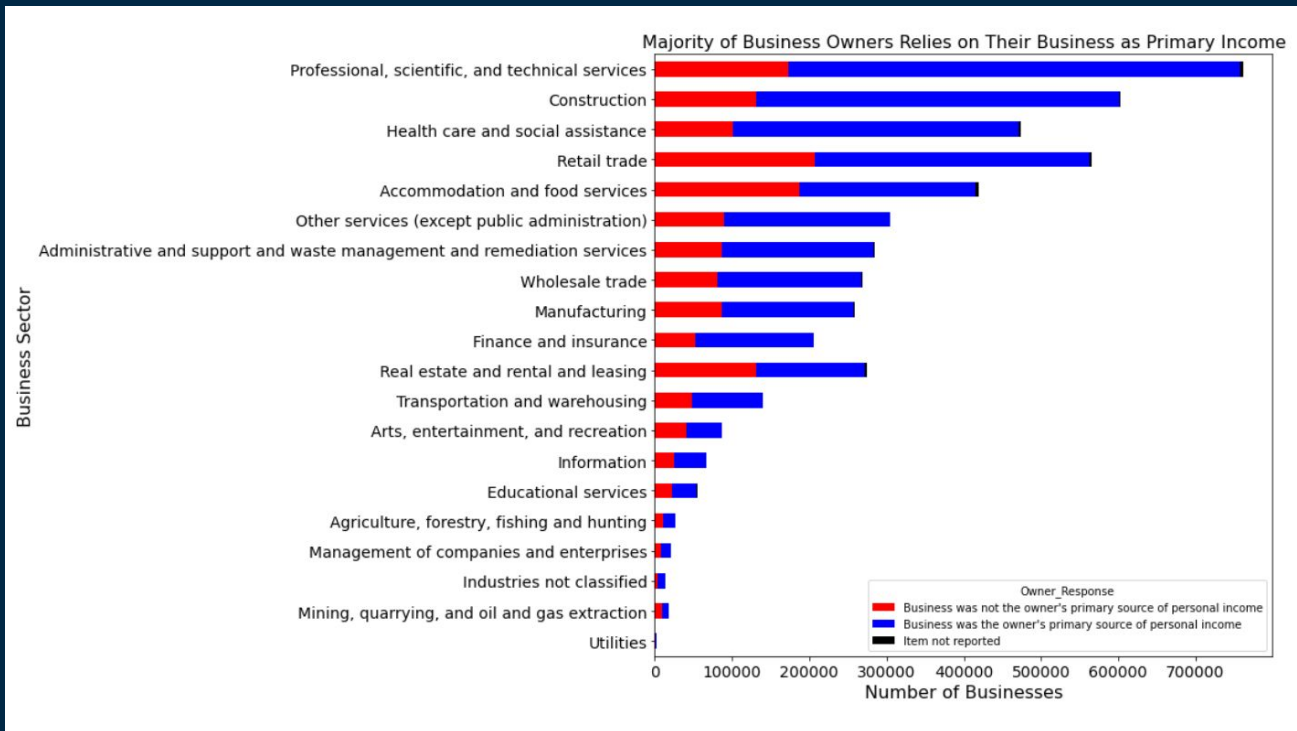


To get this visualization prepared, a new table had to be made to change data within 1 column of 36 rows to 3 columns of 9 rows. Only one column is plotted to avoid clustering on the graph.

We should take into consideration that a business owner can rank multiple values as 'Very important' when interpreting the data.



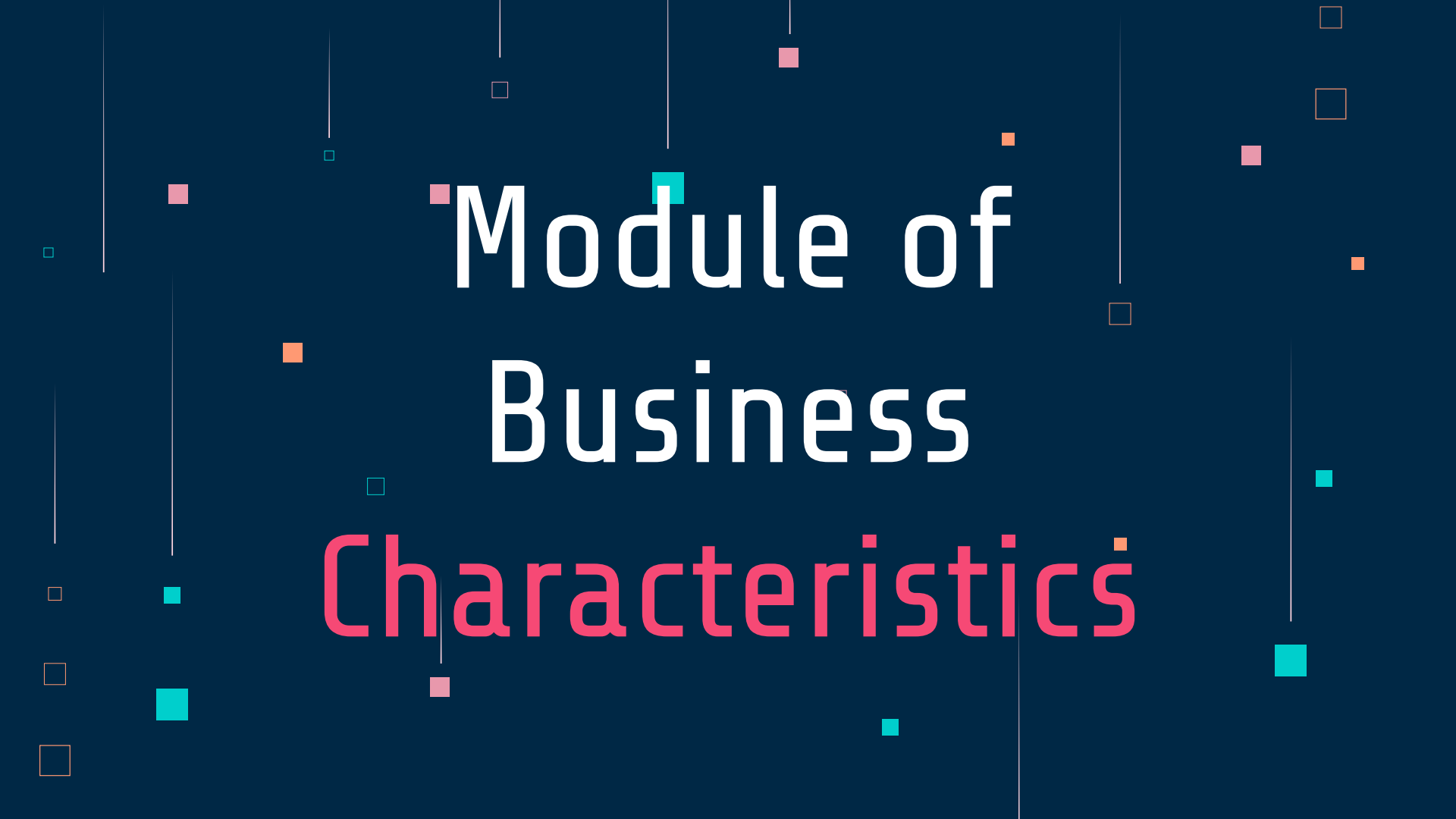
What Values Motivates Business Owners



This graph was made by aggregating the dataset by Owner's Response and Business Sectors. Since business owners who responded only had one of two options, comparison between the two responses are very clear.

This graph can also be used to see how many business owners fall under each business category.

Number of Owners that Rely on Their Business for Primary Income

The background is a dark blue gradient. It is decorated with various geometric elements: small squares in teal, orange, and pink, and thin white vertical lines of varying lengths. These elements are scattered across the slide, creating a modern, minimalist aesthetic.

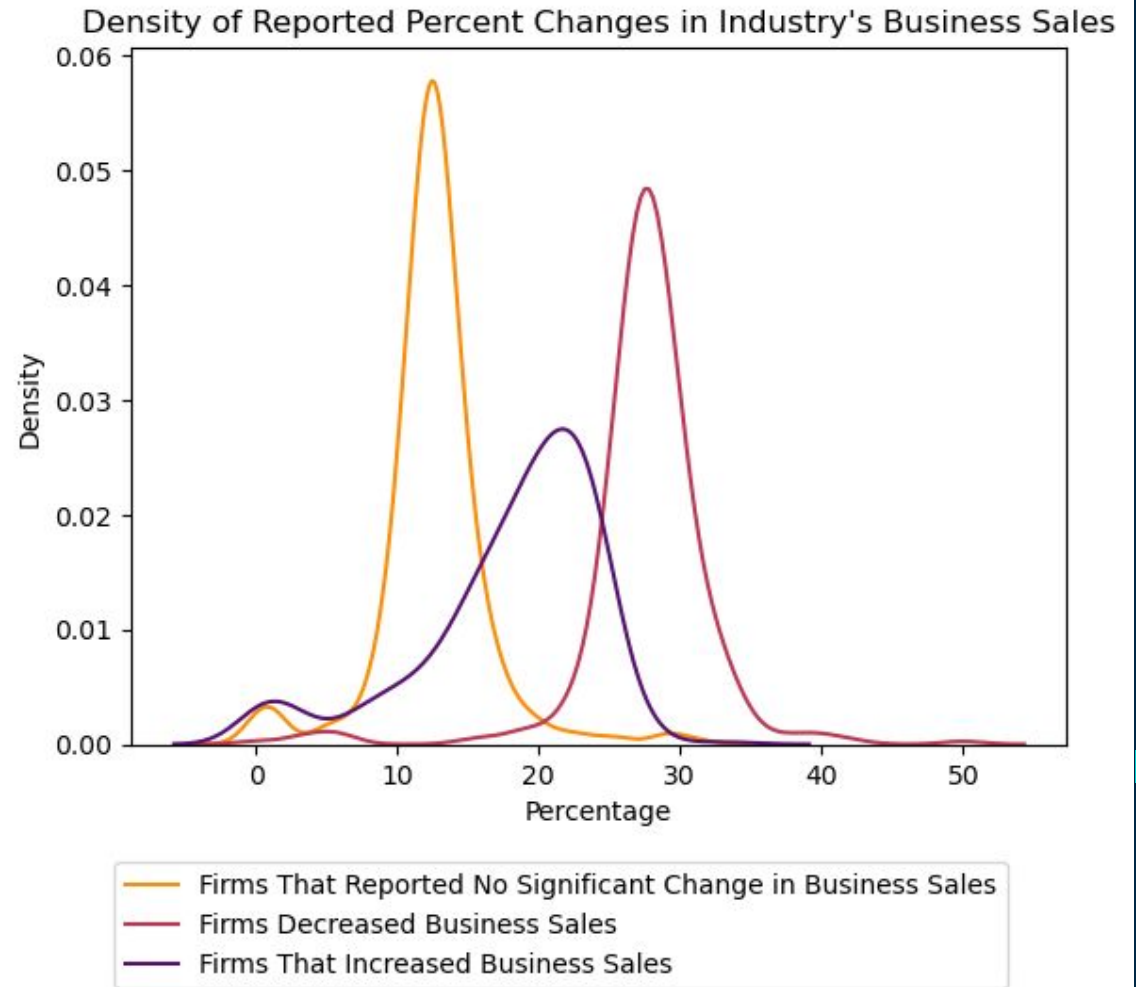
Module of Business Characteristics

Initial Question:

What was the effect of
COVID-19 pandemic on industry
business sales?

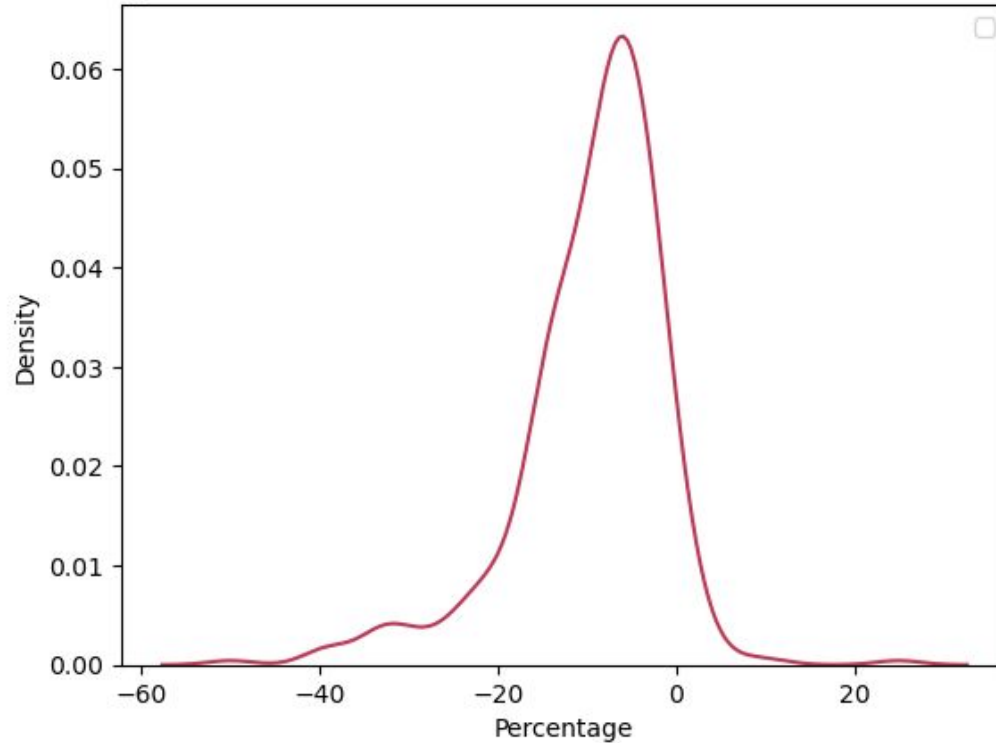


Percent Change

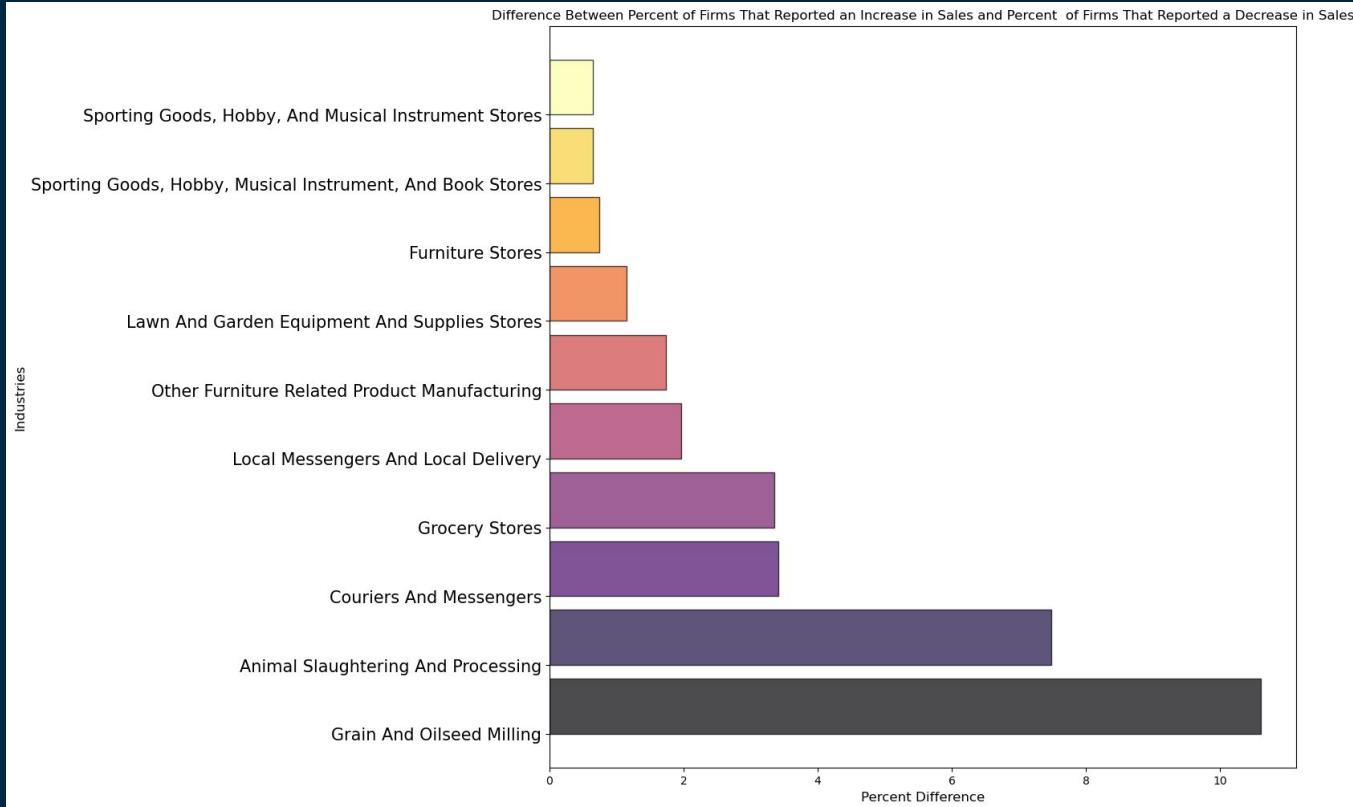


Percent Difference

Density of Industry's Percent Difference Between an Increase and Decrease in Business Sales



Greatest Positive Difference Between Percent Increase and Percent Decrease



Greatest Negative Difference Between Percent Increase and Percent Decrease

