

## **Infographic**

The infographic is designed for the general public to make it accessible to a broad audience. I used a simple template with clean lines and neutral colors to ensure the information was easy to digest. Each graph is clearly labeled and accompanied by brief explanations, allowing individuals from any background to understand the presented data quickly. I avoided complex visualizations to prevent the infographic from feeling overwhelming, focusing on simplicity to keep the message clear. The design emphasizes how childcare costs are widespread to make the audience realize the financial burdens many families face. The straightforward visual elements and balanced spacing between graphs help guide the viewer's attention without cluttering the presentation, ensuring the takeaway is impactful and memorable.

## **PowerPoint**

The PowerPoint presentation is designed for policymakers and decision-makers, intended to be used in a formal, professional setting. The presentation guides the audience through a narrative on the rising costs of childcare and its regional impacts. While maintaining a professional tone, the slides include some brighter, playful colors to subtly reference the subject matter without appearing too casual. Key slides feature bold headers and ample spacing to avoid overwhelming the audience with information. Including a photo of a young girl on the title slide humanizes the content, reminding the audience that the discussion isn't just about data but about the lives of children and families affected by these rising costs. The design choices balance professionalism with empathy, keeping the focus on the people behind the numbers.

## **Tableau Dashboard**

The Tableau dashboard presents data interactively, with an audience of analysts and decision-makers in mind. It offers a dynamic view of childcare costs and employment trends, allowing users to explore various metrics such as labor force participation, unemployment, and income levels across different regions. The color palette is purposefully minimal, with subtle contrasts to ensure clarity, making the data accessible to interpret without overwhelming the viewer. Each chart is spaced evenly to avoid clutter, and filters are included for users to drill down into specific data points as needed. The visual choices focus on clarity and interactivity, ensuring the dashboard is functional and engaging. By allowing users to explore and manipulate the data, the dashboard serves as a tool for more informed decision-making, enabling users to draw more profound insights into how childcare costs affect various demographics.

## **Improvements**

To further improve the project, I plan to polish the graphs in all the visual mediums to ensure they are clear, visually appealing, and accurately represent the data. I will also review the analysis to ensure that the insights are thoroughly thought out and supported by accurate data interpretation. I intend to add more interactive features to the Tableau dashboard, such as additional filters, legends, and hover-over details, to enhance user engagement and allow for deeper data exploration. These improvements will ensure that the final visuals are informative but also intuitive and impactful for the intended audience.