



Canadian **IMMIGRATION**

The Squad: Meaghan Good, Taiwo Oyafajo, Olufunmilola Shafa, Syed-Aquib Shah, and Osamuede-Jennifer Uwaifo



AGENDA



1. Introduction
2. Methods
3. Iteration 1
4. Iteration 2 – Persona
5. Story
6. Challenges
7. Conclusion



INTRODUCTION



Key Story Themes:

Trends in Immigration and
Population Dynamics in Canada
Over the Past Decade

Key Story Questions:

Where are immigrants moving to
in Canada? Is there a correlation
between employment rates and
where immigrants are moving to?

Canada has become a mosaic of cultures, and we wanted to understand the geographical distribution of the immigration population and explore the potential correlation between employment rates and immigrant settlement patterns.

We have multiple reasons as to why we wanted to look into immigration. Everyone in the group knows someone or has/currently going through the immigration process in Canada.

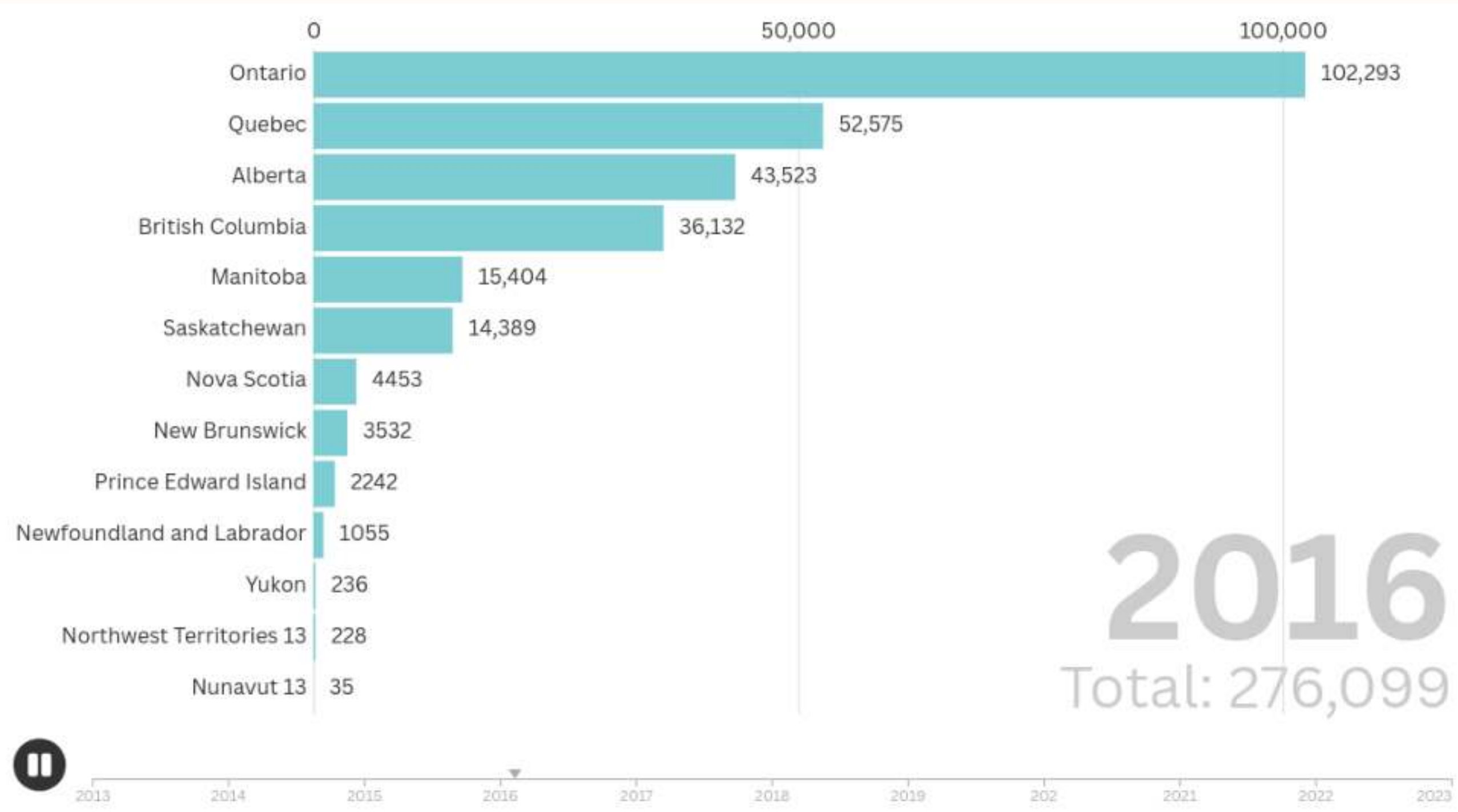
METHODS

When discussing how we wanted to tell the story of where immigrants are moving to and what the employment rates have looked like over the past decade, we considered different methods: infographic, scrolly-telly, video, or dashboard. We ultimately landed on creating a **scrolly-telly layout with interactive graphs** throughout.

In our first iteration, we utilized a bar chart race (created in Flourish) to see what the population distribution of immigration looked like over 10 years (2013 to 2023). In our second iteration, we created a persona to tell our story based on a family of three. In our last iteration, we used both Flourish and Canva to create scrollytelly data story.



ITERATION 1 – IMMIGRATION GROWTH PER PROVINCE AND TERRITORY



ITERATION 2 – PERSONA



Names: Lauren and Adam Cole

Demographics:

- Age: Lauren(35), Adam(37)
- Nationality: Nigerian
- Family Size: 3. The Cole's have a daughter(Princess/22 months old)

Education and Professional Backgrounds:

- Lauren: A tech-savvy Data Analyst with 4 years of experience. She holds a Bachelor's degree in Computer Science and is fluent in English and Yoruba (her native language).
- Adam: An accomplished Accountant with 7 years of expertise in Finance and Sales Analysis. He holds a Master's degree in Finance Analysis.

Motivation for wanting to migrate to Canada:

Desire for high quality of life and better job opportunities.

A dark, moody photograph of the Toronto skyline, featuring the CN Tower prominently on the left. The sky is filled with large, white clouds. The text is overlaid on this background.

OUR NEXT ADVENTURE

WHERE IS HOME GOING TO BE?

Let's Meet Lauren & Adam!

Hi, we are the Coles, a young, upper-middle-class family from Lagos, Nigeria. With our little daughter, Princess, we're navigating one of the biggest decisions of our lives—starting over in Canada.

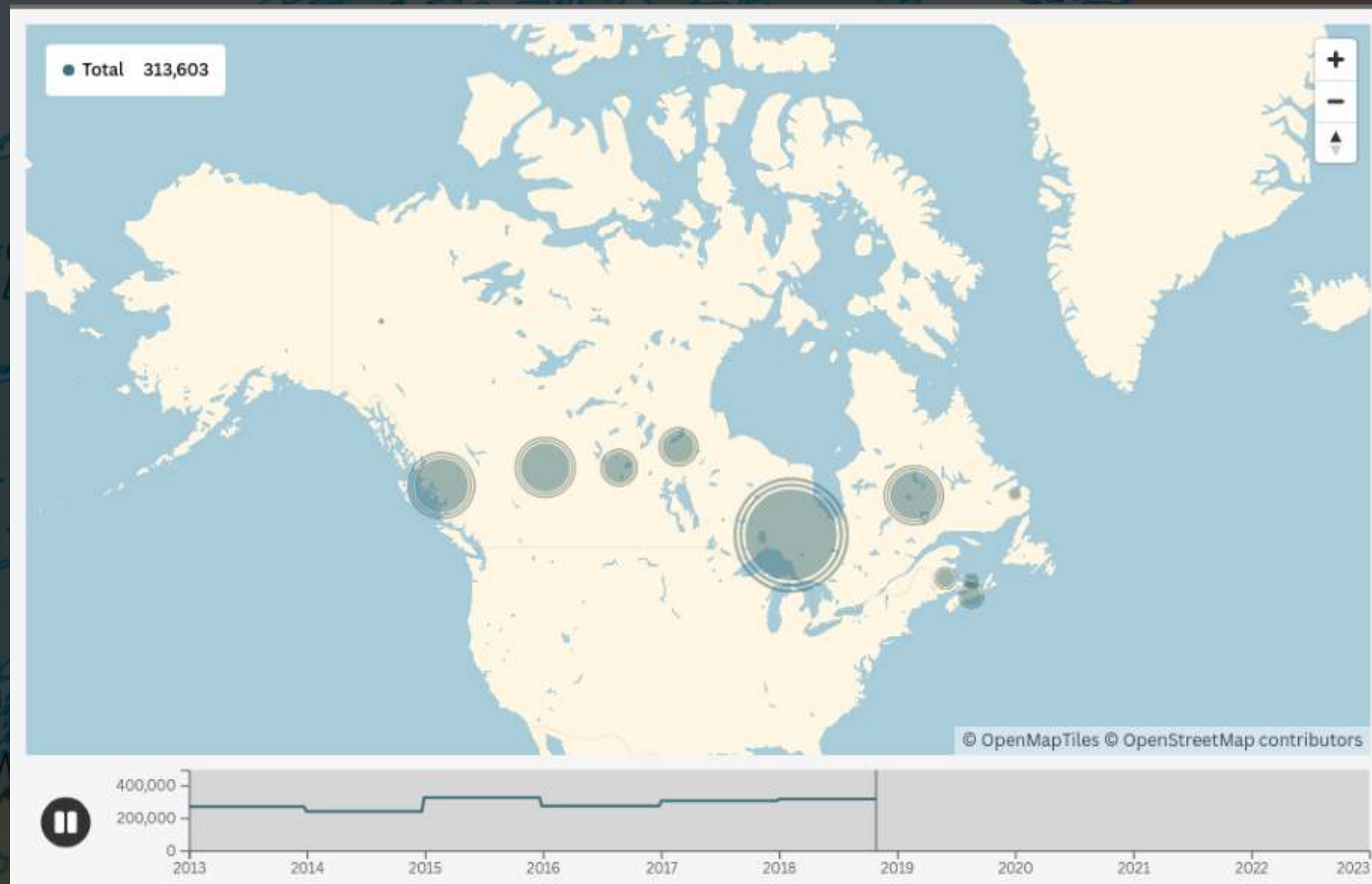
In January 2023, we applied for Canadian Permanent Residency through the Express Entry Program. By June, we were approved, filled with excitement and curiosity. But then came the most important question:

Where in Canada should we settle?"



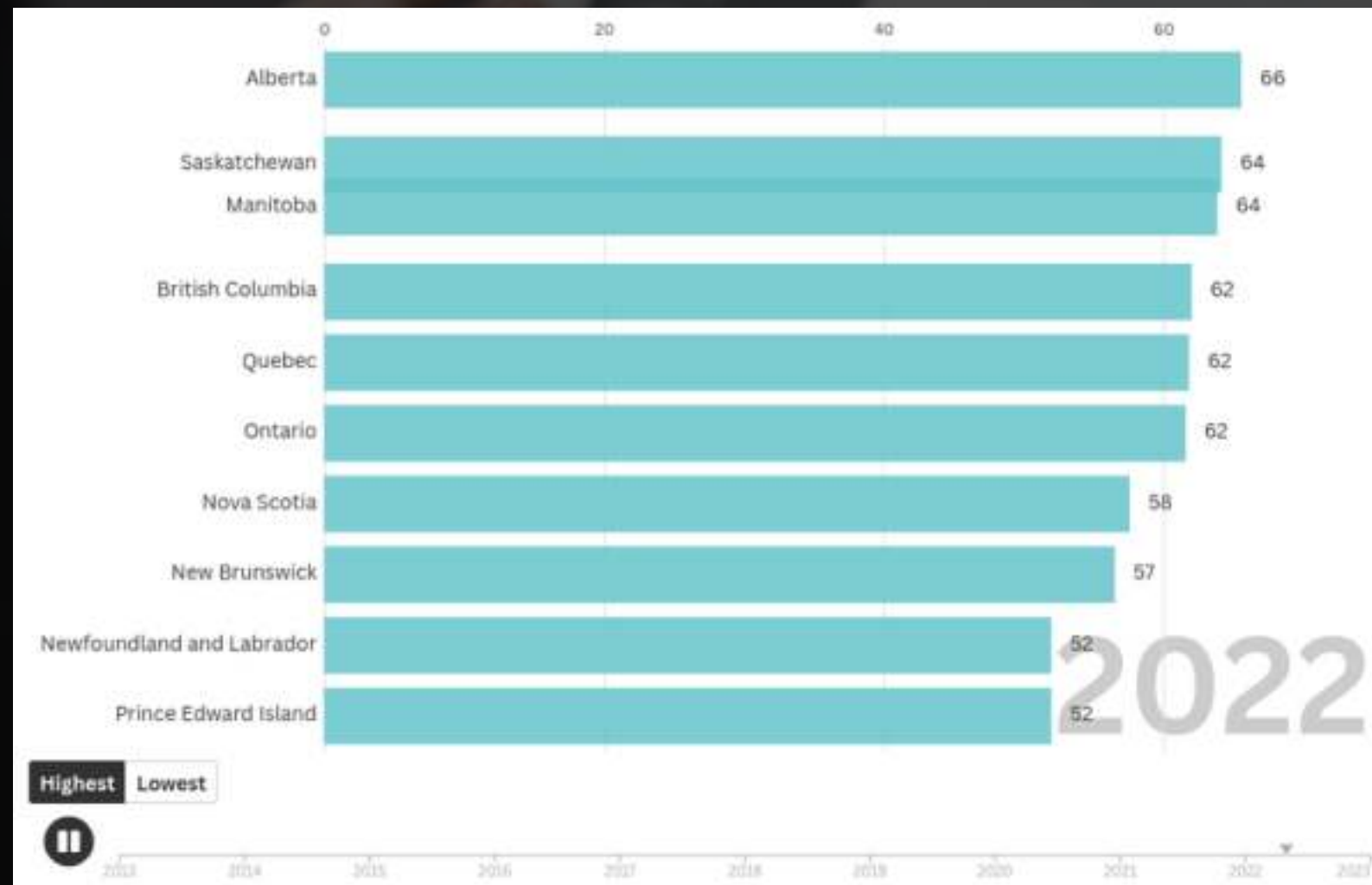
Lets Explore Canada

We wanted to see where most immigrants were moving to when they landed in Canada. In this 3D Map, we can see that most migrants move to Ontario, the second most popular province is Quebec.



Where are the Jobs?

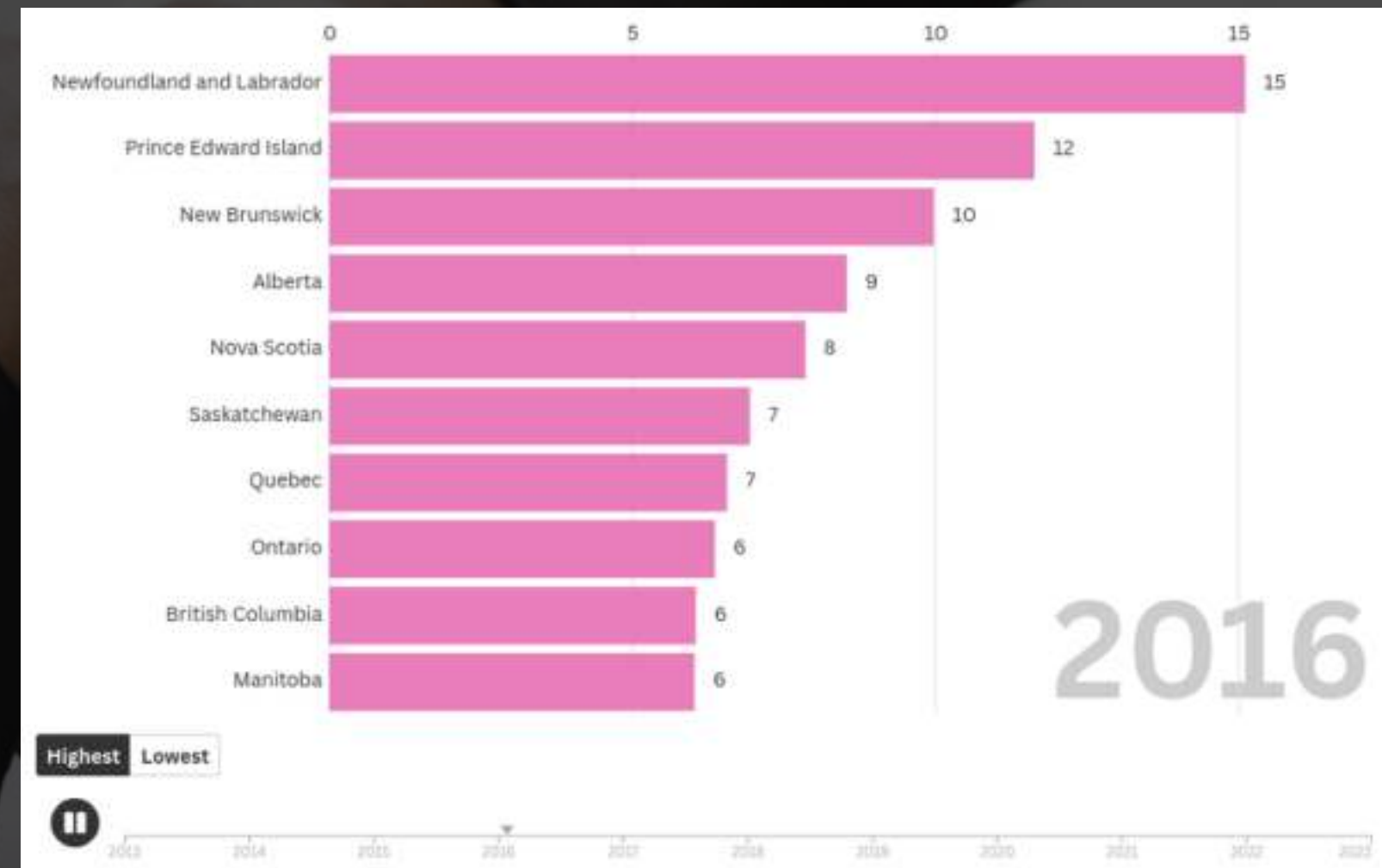
Employment Rates



Estimates in thousands, rounded to the nearest hundred.

Not only are we interested in where are immigrants moving to, but we are also curious about the employment rates in each province. With these two Bar Chart Races, we can determine which province has the highest employment rates and which has the least employment rate in each province.

Unemployment Rates



Estimates in thousands, rounded to the nearest hundred.

We're Moving to...

We have decided to move to Ontario! A choice that a majority of new immigrants also make. It has both high employment rates & modest unemployment, we have decided that it will be the best place for us to have a better life. We are very excited to start our new life and meet new friends!



PROJECT CHALLENGES

- Learning Curve: Learning new tools for Story telling (Flourish & Canva) for designing our interactive visuals
- Decision Choice: Going with Ontario or any other province (which one should we go with & why)?
- Data Source Decision: What's the best data source to use for our analysis (Stats Canada)?
- What's the best Storytelling Tool to use (decided to go with Scrollytelling?)



CONCLUSION

As we were going through the process of working on this assignment we realized that making the decision of choosing where to live is a difficult decision. The data we used from Stats Canada could help families or individuals who want to move to Canada but can only help up to a certain point. We initially thought Ontario would have the highest employment rate but were surprised to see the highest has been Alberta for almost a decade straight.

While utilizing Flourish and Canva, with the templates provided by Flourish we were about to create different interactive visualization that made us excited to create. All of our iterations helped create our final story.





Thank you
FOR YOUR ATTENTION

LINK TO THE PRESENTATION