

US Census Demographic Data - 2015

Problem statement

- We were approached by a client, who is an Ngo organization.
- They want to roll out a program to provide sexual reproductive health education and products to women in disadvantaged backgrounds.
- We were supposed to give them at least one suggestion of the State where that should happen, and preferably the exact county.
- We should also demonstrate the factors we considered before arriving at our answer.

Approach

- We considered factors such as , poverty levels, unemployment rates, ratio of women to men, ethnic distributions and median income per house hold.

LINK

Link to work :

<https://public.tableau.com/app/profile/teresia.muiruri4605/viz/USCensusDataAnalysis/Story1?publish=yes>

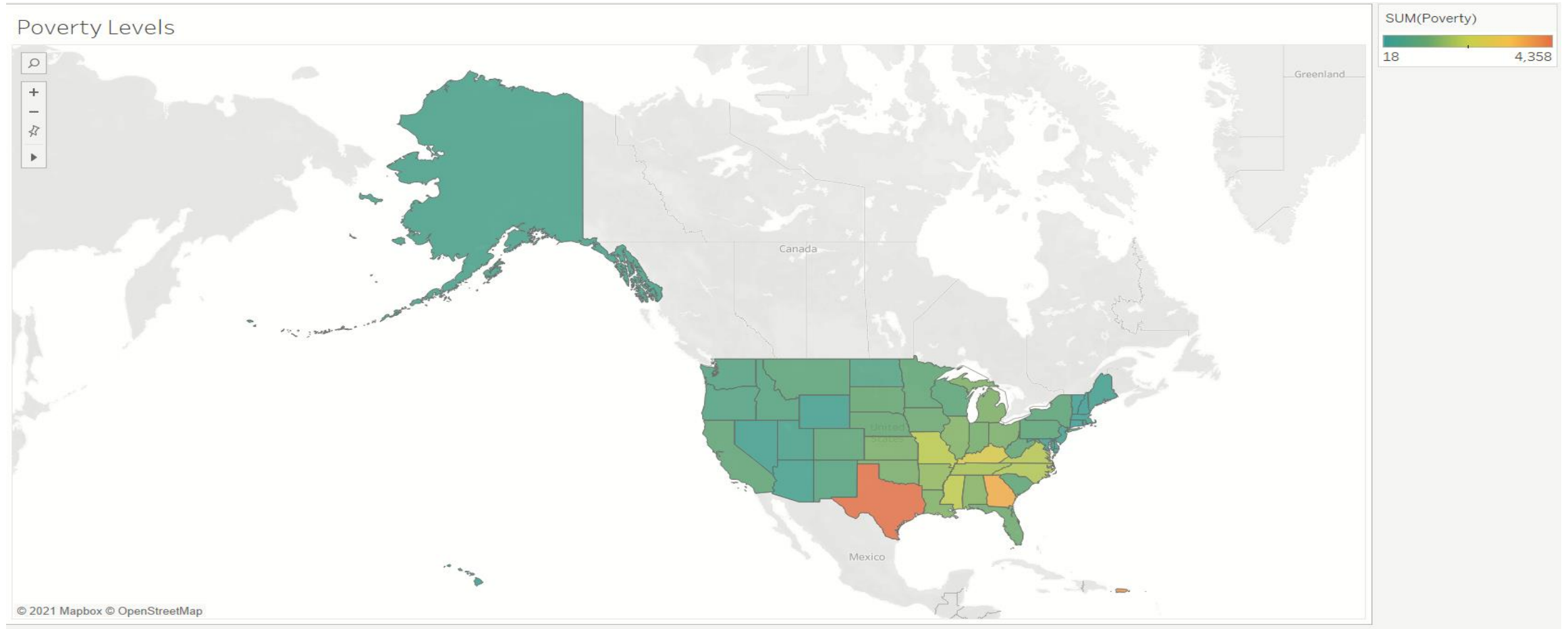
Questions Asked

- Which State has the highest percentage of the population below the poverty level?
- Which state has the highest unemployment levels?
- Which state has the highest percentage of women?
- Of the state with the highest number of women, how are the different ethnic origin distributed?
- In our identified state in the 4 questions above? Which of the counties have the lowest income?

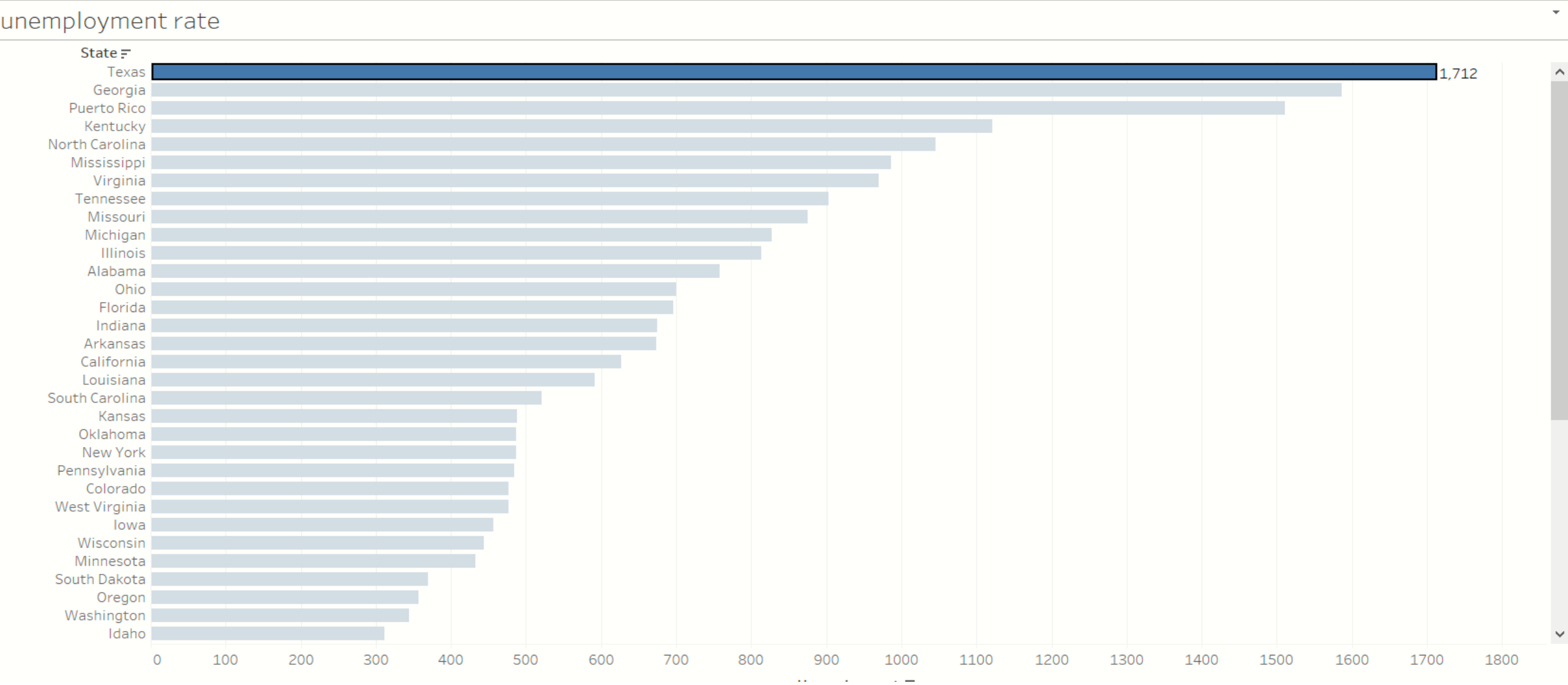
Findings- See visuals on next pages

- Which State has the highest percentage of the population below the poverty level?- ***Texas***
- Which state has the highest unemployment levels?- ***Texas***
- Which state has the highest percentage of women?- ***Texas***
- Of the state with the highest number of women, how are the different ethnic origin distributed?- ***The whites are the majority***
- In our identified state in the 4 questions above? Which of the counties have the lowest income?- ***Brooks has the lowest income***

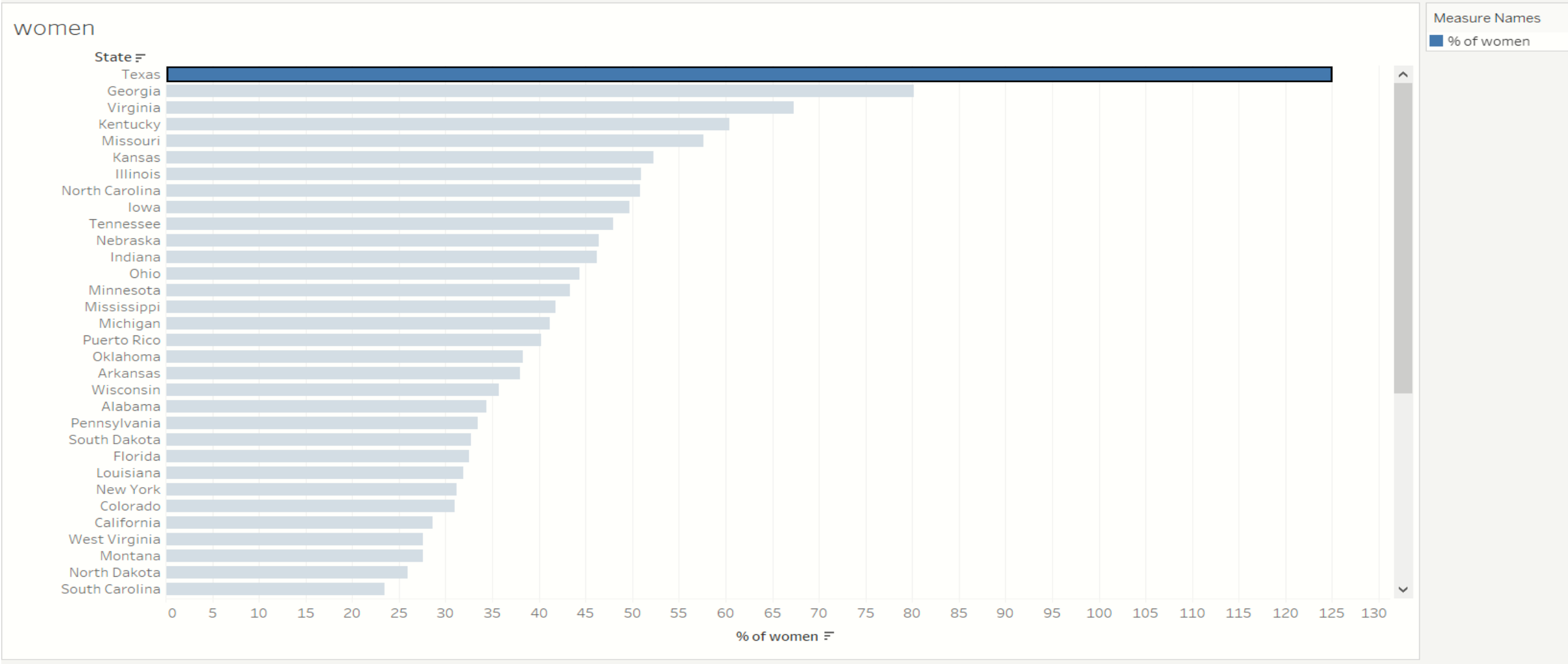
Which State has the highest percentage of the population below the poverty level?- *Texas*



Which state has the highest unemployment levels?- *Texas*

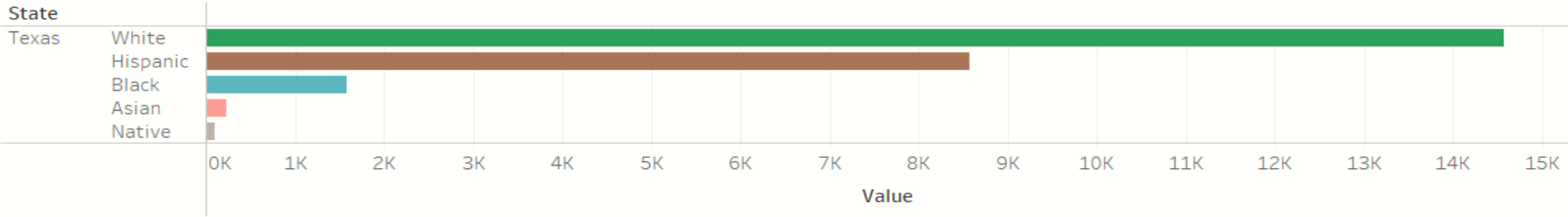


Which state has the highest percentage of women?- Texas (Created a calculation $[Women]/([Women]+[Men])$)



Of the state with the highest number of women, how are the different ethnic origin distributed?- *The whites are the majority*

texas drill down



- State
- ☐ New Jersey
 - ☐ New Mexico
 - ☐ New York
 - ☐ North Carolina
 - ☐ North Dakota
 - ☐ Ohio
 - ☐ Oklahoma
 - ☐ Oregon
 - ☐ Pennsylvania
 - ☐ Puerto Rico
 - ☐ Rhode Island
 - ☐ South Carolina
 - ☐ South Dakota
 - ☐ Tennessee
 - ☒ Texas
 - ☐ Utah
 - ☐ Vermont
 - ☐ Virginia
 - ☐ Washington
 - ☐ West Virginia
 - ☐ Wisconsin
 - ☐ Wyoming

Highlight State

Highlight State

- Measure Names
- ☒ White
 - ☒ Hispanic
 - ☒ Black
 - ☒ Asian
 - ☒ Native

In our identified state in the 4 questions above? Which of the counties have the lowest income?- Brooks has the lowest income

Lowest income in texas

The screenshot displays a data visualization interface. At the top, a dark header bar contains the title "View Data: Lowest income in texas" and standard window controls (minimize, maximize, close). Below the header, a checkbox labeled "Show aliases" is checked. The main area features a table with the following data:

County	State	Income
Brooks	Texas	22,741.00

At the bottom of the interface, there are two tabs: "Summary" and "Full Data". The "Full Data" tab is currently selected. In the bottom right corner, a status bar indicates "1 rows".

1 null

Recommendations

Our client should consider rolling out the program in Brooks, Texas, with products and services tailored to white women

Resources

N/A