

# **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 to work :

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

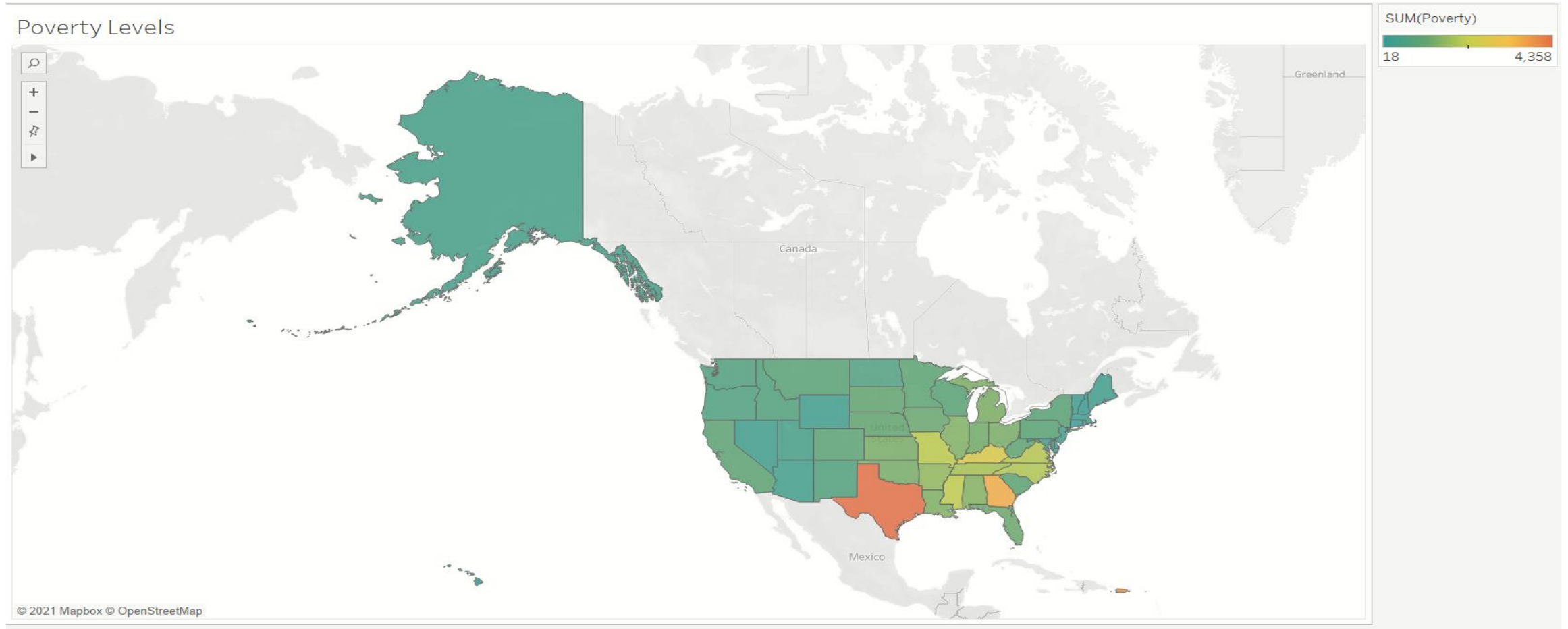
# Questions Asked

- 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?

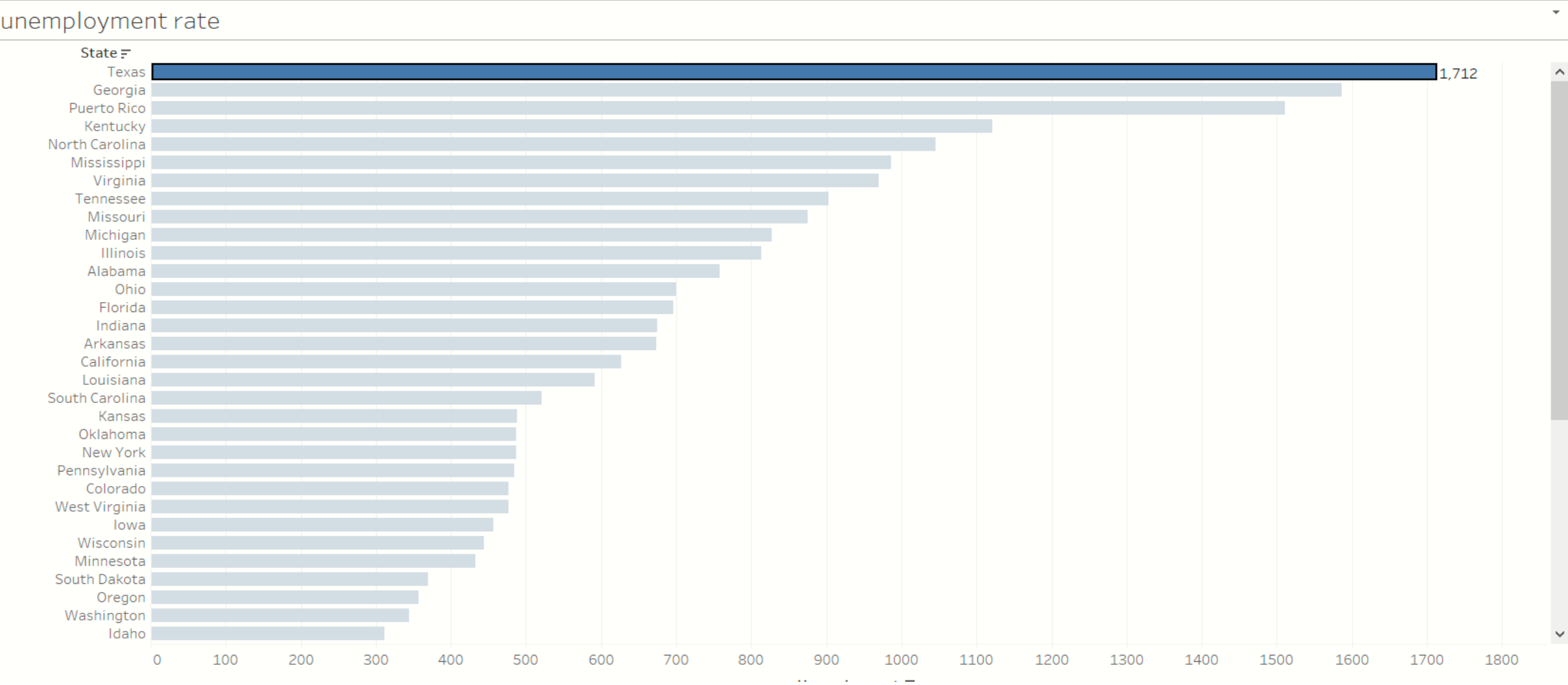
## Findings- See visuals on next pages

- 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***

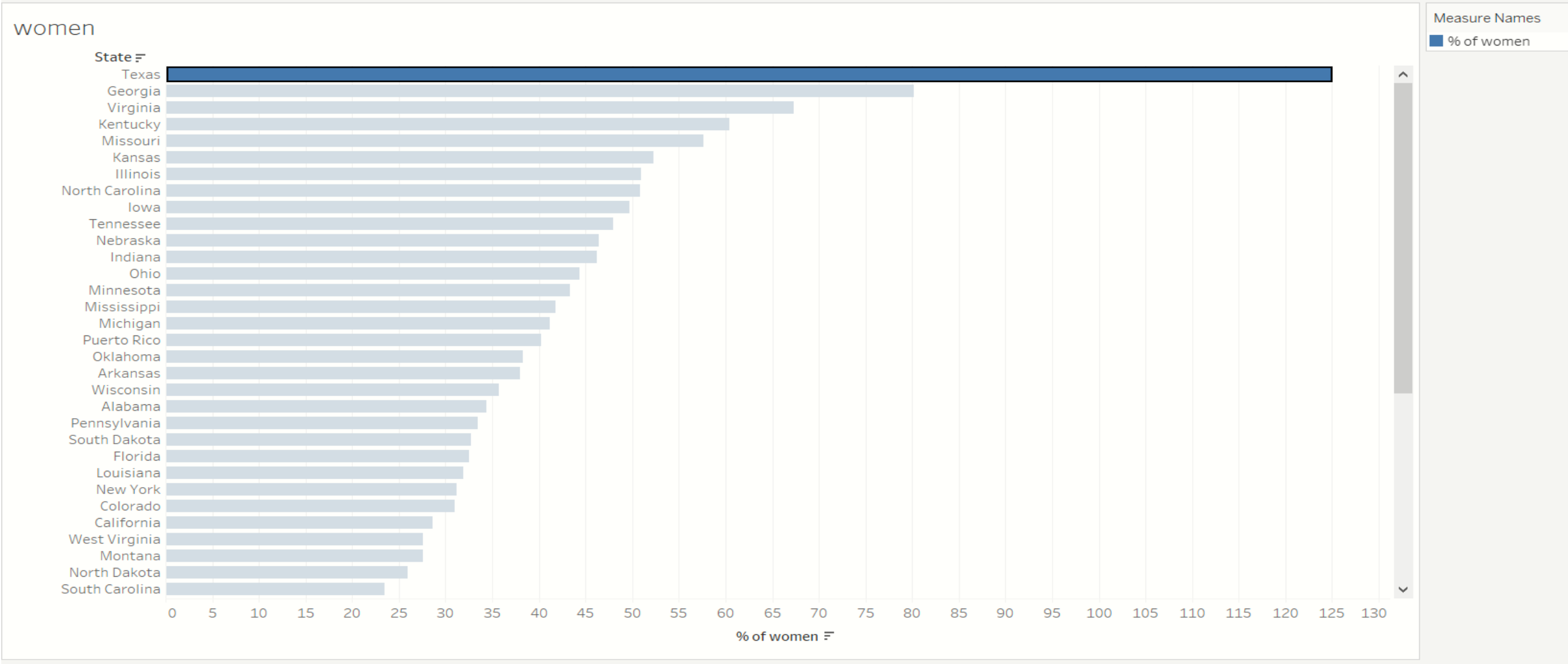
Which State has the highest percentage of the population below the poverty level?- *Texas*



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



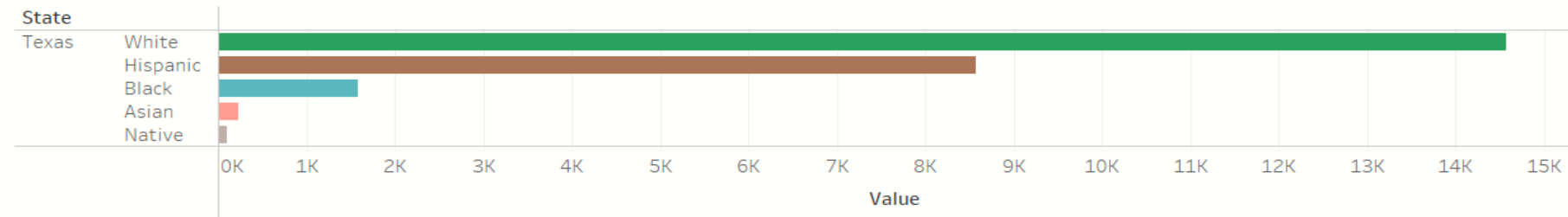
Which state has the highest percentage of women?- *Texas ( Created a calculation  $[Women]/([Women]+[Men])$*





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***