

4. Share

In the Share phase, the focus was on presenting the findings through an interactive Tableau dashboard in a vertical, story-like format. This format allowed stakeholders to seamlessly navigate through the different parts of the analysis, providing a cohesive understanding of the insights derived.

1 FORMAT AND TOOLS:

1.1 Tools Used: Tableau Public for dashboards and visualizations.

1.2 OUTPUT:

A vertical interactive dashboard structured as a narrative, guiding stakeholders through the key insights step by step.

2 PRESENTATION STRUCTURE:

2.1 INTRODUCTION:

- The dashboard began with a brief overview of the research question: examining the decline in birth rates across Europe over the past two decades and the socioeconomic and demographic factors influencing this trend.
- Provided context on the importance of addressing declining birth rates for policymakers and regional development.

2.2 KEY INSIGHTS AND VISUAL HIGHLIGHTS:

The dashboard was structured into the following sequential sections:

2.2.1 Trends Over Time:

- Presented a time-series visualization of birth rate trends from 2000 to 2024.
- Differentiated by regions with interactive filters for stakeholders to explore individual country data.
- Annotated key milestones, such as economic crises, that influenced the trends.

2.2.2 Weather Influence by Region:

- Classified countries into cooler and warmer regions, providing insights on how regional weather patterns might influence birth rates.

2.2.3 Socioeconomic Factors:

- Highlighted scatter plots showing correlations between birth rates and GDP per capita, unemployment rates, and average salaries.
- Included heatmaps showcasing countries with the highest and lowest birth rates over time, emphasizing economic disparities.

2.2.4 Demographic Influences:

- Used stacked bar charts to illustrate relationships between women's higher education levels, average marriage age, and birth rates.
- Allowed for regional and country-level filtering to identify localized trends.

2.2.5 Health and Urbanization:

- Featured bubble maps illustrating the impact of urban and rural populations on birth rates.
- Presented bubble charts linking health expenditures and infant mortality rates with birth rates.

2.3 INTERACTIVITY AND USER EXPERIENCE:

- The vertical story-like dashboard structure was designed to be intuitive, guiding stakeholders through the narrative step by step.

- Tooltips and hover features provided additional information, such as country flags and specific data points.
- Filters and drill-down options enabled stakeholders to customize their exploration by region, year, and variable.

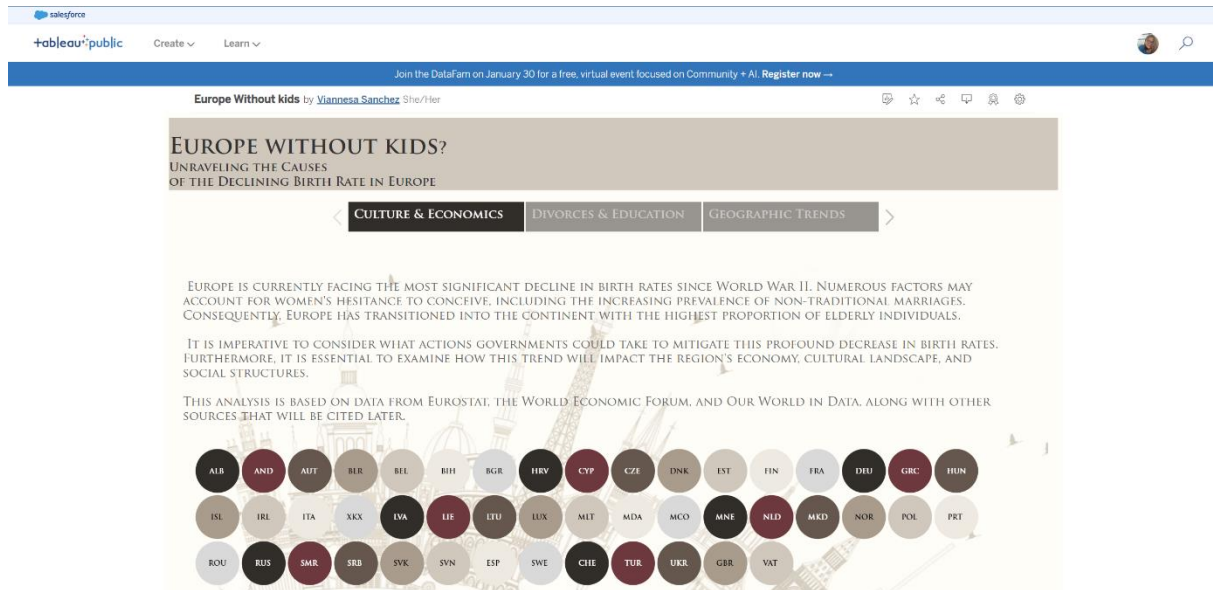
3 ACCESSIBILITY:

- The Tableau dashboard was made publicly accessible via Tableau Public, ensuring ease of use for all stakeholders.
- The narrative structure and interactivity provided stakeholders with actionable insights in an engaging and intuitive format.

3.1 TABLEAU PUBLIC DASHBOARD

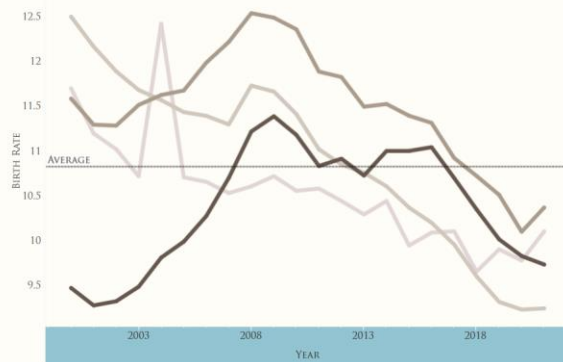
https://public.tableau.com/views/EuropeWithoutkids/EuropeBirthsDrop?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

3.2 SCREENSHOTS FROM DASHBOARD



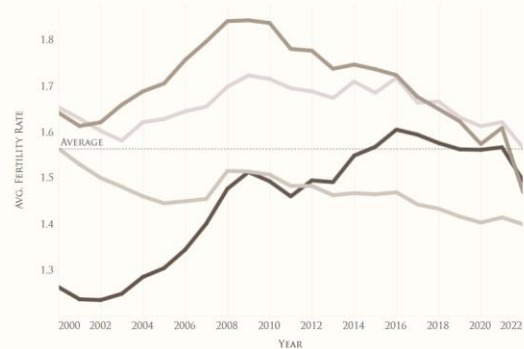
Birth Rate Trend by Region

Live births per 1,000 individuals, categorized by geographic region.



Fertility Rate Trend since 2000

The total number of children born to a woman throughout her reproductive life.



Northern Europe has established itself as a leader in trends related to birth rates and fertility rates, underscoring its significant influence in this demographic transformation.



REGIONS
EASTERN EUROPE NORTHERN EUROPE SOUTHERN EUROPE WESTERN EUROPE



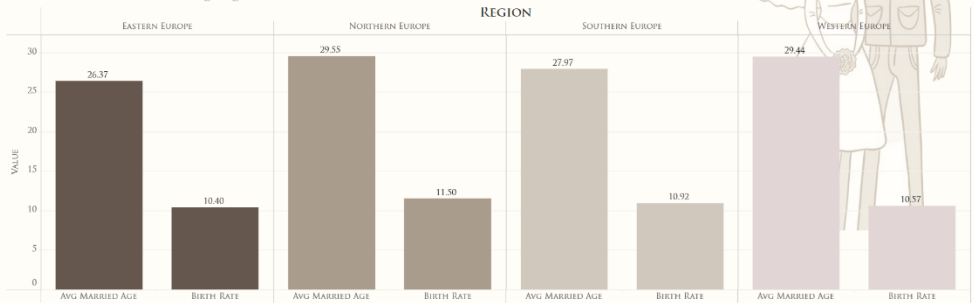
EUROPE WITHOUT KIDS?
UNRAVELING THE CAUSES
OF THE DECLINING BIRTH RATE IN EUROPE

< CULTURE & ECONOMICS DIVORCES & EDUCATION GEOGRAPHIC TRENDS >

THESE CHALLENGES NOT ONLY AFFECT THE INDIVIDUALS INVOLVED BUT CAN ALSO HAVE PROFOUND IMPLICATIONS FOR FAMILIES AND CHILDREN. ADDITIONALLY, THE PREVALENCE OF DIVORCE MAY INFLUENCE SOCIETAL BIRTH RATES. AS COUPLES WHO SEPARATE OFTEN HAVE FEWER CHILDREN OR DECIDE TO POSTPONE STARTING A FAMILY. THUS, UNDERSTANDING THE REASONS FOR DIVORCE IS ESSENTIAL TO GRASPING ITS BROADER EFFECTS ON SOCIETY



Birth Rate vs Woman Marriage Age



Avg. Infant Mortality
(under 5 years per year)

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