### Introduction

Data set: Official government data from 2011 to 2023

Sourcing: The data comes from the official Stats NZ(*Home | Stats NZ*, n.d.) website

Theme: To explore the unemployment rate in New Zealand in recent years, its causes and solutions

### Visualizations Choice

Line charts and bar charts to show data on unemployment, revenue, and cost of living. The line chart clearly shows the trend of the data over time, while the bar chart compares the data differences between different years or categories. The readability and comprehension of the chart is improved by using different colors to indicate different data.

### Story Points

**Introduction:** Set data target customers and end goals.

**Set the hook:** Over the past few years, New Zealand has undergone an exciting economic transformation. From 2011 to 2019, while fiscal revenue rose steadily, the unemployment rate fell steadily. This two-pronged trend not only reflects the health of the New Zealand economy, but also hints at potential economic opportunities.Rising insight: Analyzes more granular data showing demographic preferences.

**Rising Insights:** It is critical to analyze changes in fine-grained data from year to year to help develop targeted strategies to promote inclusive economic growth.

**Aha moment:** Find out the causes and influencing factors of the cliff drop of the New Zealand economy in 2019.

**Solution and next steps:** Future planning and adjustment for New Zealand government and business.

### Audience And Purpose

**Target audience:** Policy makers and decision makers，General public，Economists and researchers

**Purpose:** Gain insight into the state and trends of the New Zealand economy, assess the effects of government policies, gain insight into social impacts, and inform future decision-making and planning.

### **Data Sourcing and Validity:**

The data comes from the official website of Stats NZ(*Home | Stats NZ*, n.d.). the government's official statistics agency, which provides a wide range of economic, social and demographic data and is one of the most authoritative and reliable data sources in New Zealand. Data types cover many types of data on the New Zealand economy, employment and population, including time series data, survey data and statistics. Stats NZ ensures the comprehensiveness and accuracy of data through a wide range of survey and data collection activities, and strictly monitors data quality, taking a variety of measures to ensure the accuracy and reliability of data. In the data processing and cleaning stage, I carried out detailed checks and cleaning of the data, including steps such as removing outliers, filling in missing data and data standardization, to ensure the quality and consistency of the data. I have used Stats NZ's data in compliance with its terms and conditions of use and to ensure that the data is used lawfully and referenced appropriately

### Additional:

### By detailing color contrast and readability, it shows the reader that the visual design focuses on the user experience, ensuring that the data chart clearly conveys information and is accurately understood by the audience.

### Conclusion

As we summarize our exploration of New Zealand's economic transformation from 2011 to 2019, it is clear that the intertwined trends of rising fiscal revenues and falling unemployment imply not only economic health, but also the potential for broader social progress. By understanding the subtle dynamics of demographic preferences and regional differences, policymakers and businesses can use these insights to address challenges, capitalize on opportunities, and steer countries toward a more resilient and inclusive future.

Reference：

*Home | Stats NZ*. (n.d.). <https://www.stats.govt.nz/>