US Census Demographic Data Analysis

Links

- **Best Transportation Across States**: [Link to Tableau Public Visualization](#)

- **Most Income State**: [Link to Tableau Public Visualization](#)

- **Construction and Poverty**: [Link to Tableau Public Visualization](#)

- **Income and Poverty Across America**: [Link to Tableau Public Visualization](#)

- **Population MAP**: [Link to Tableau Public Visualization](#)

- **Poverty and Income Dashboard:** [Link to Tableau Public Visualization](#)

- **Transportation and Construction Dashboard**: [Link to Tableau Public Visualization](#)

2. Summary of Insights

Dashboard 1: Poverty and Income Insights

- **Highest Poverty States**:
  This bar chart highlights the states with the highest poverty levels. Texas and Puerto Rico lead with significant poverty counts, followed by Georgia and Kentucky.

- **Most Income States**:
  The chart shows Texas as having the highest income, followed by Virginia and Georgia. These states display strong economic activity relative to others.

- **Income and Poverty Across America**:
  A scatter plot that visually conveys the relationship between average income and poverty levels across states. There's a noticeable inverse trend: states with higher average income tend to have lower poverty rates.

Main Story:
There is a clear correlation between high poverty and low income. While states like Texas lead in income, they also show higher poverty counts, indicating economic disparity within large populations.

Dashboard 2: Transportation and Industry Insights

- **Best Transportation Across States**:
  This bar chart displays the average commute times across states. States like North Dakota and Vermont show better transportation efficiency with shorter commute times, while Puerto Rico and New York report longer average commutes.

- **Construction and Poverty**:
  A word cloud that visualizes the relationship between the construction sector and poverty across states. States with high poverty are often highlighted, suggesting that construction-related employment could influence economic well-being.

Main Story:
Transportation efficiency varies widely across states, with longer commute times correlating to economic and infrastructure challenges. Additionally, the construction industry has varying associations with poverty, suggesting a potential area for economic improvement.

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3. Design Choice Description

- **Bar Charts** (Highest Poverty States, Most Income States, Best Transportation Across States):
  - **Why chosen**: Bar charts are ideal for comparing categorical data (states) against numerical values (poverty, income, commute times). They make it easy to identify extremes and rank data clearly.
  - **Color Palette**: A consistent blue palette was used for clarity, avoiding unnecessary distractions.

- **Scatter Plot** (Income and Poverty Across America):
  - **Why chosen**: The scatter plot effectively visualizes the correlation between income and poverty, revealing trends and outliers.
  - **Color Palette**: Different colors for each state help distinguish the data points.

- **Word Cloud** (Construction and Poverty):
  - **Why chosen**: A word cloud creatively visualizes the construction-related insights, drawing attention to states based on word size (frequency/importance).