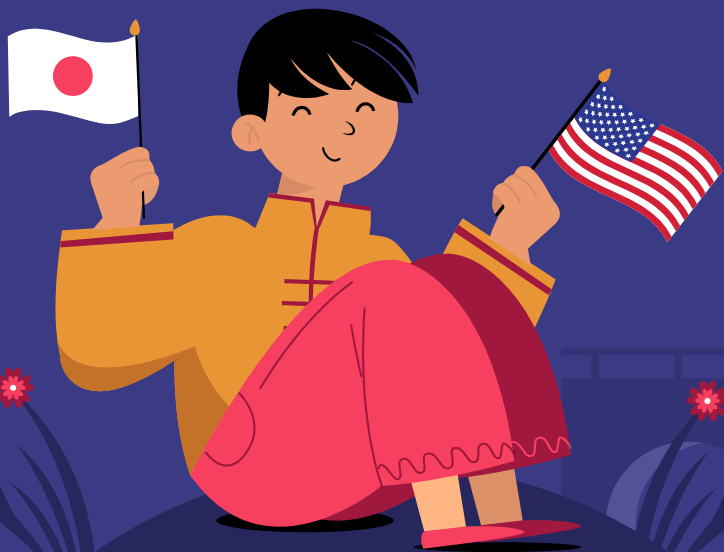


CONNECTING ASIAN SUPERMARKETS TO ASIAN-AMERICANS

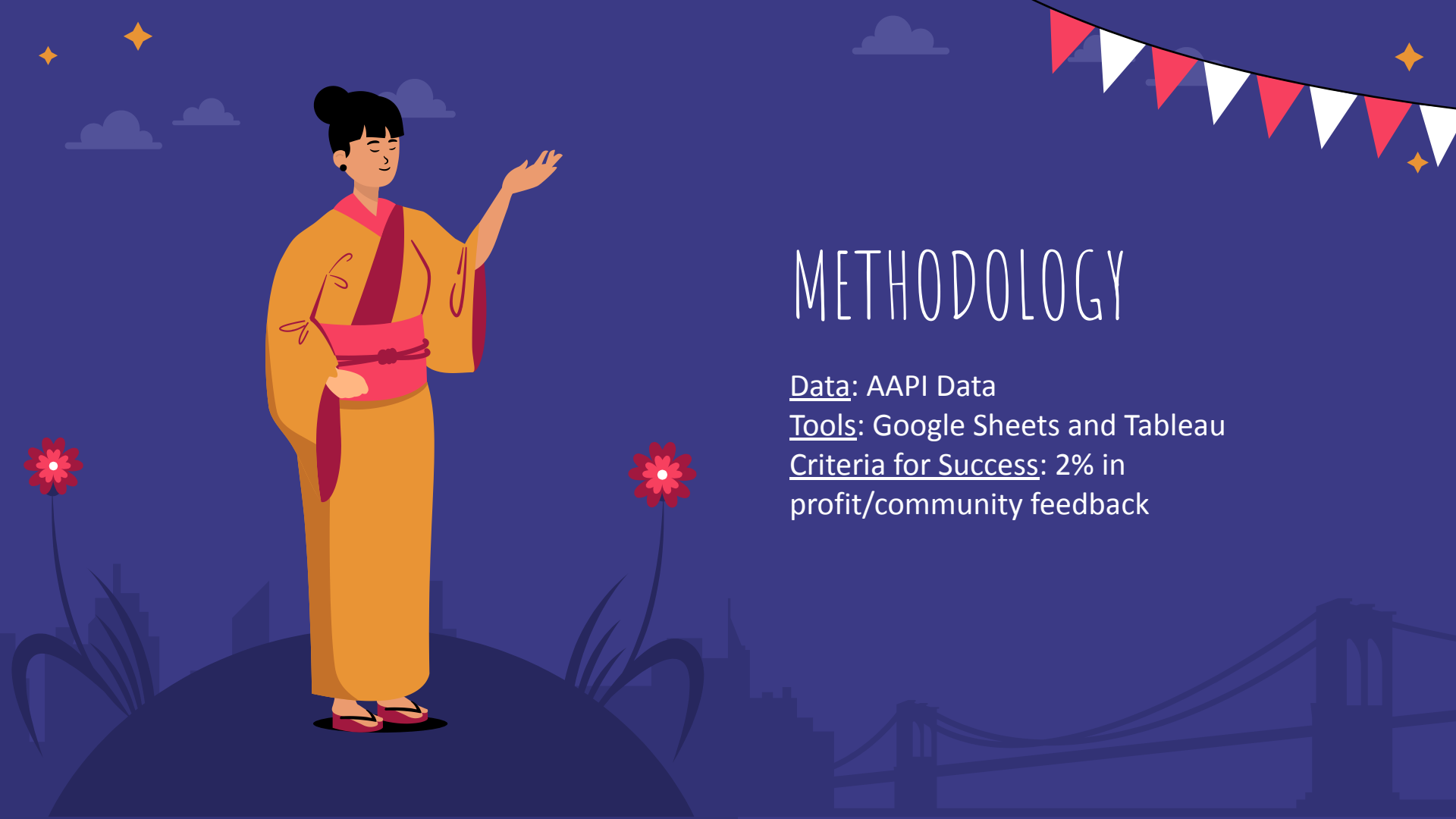
By Amelia Lui



INTRODUCTION

- Asian supermarkets offer **practicality** and **emotional comfort**
- Issue: Much **smaller**, but strong, customer base
- Objective: Link Asian supermarkets to their primary customers, Asian diasporans
- Solution: map out Asian demographics by county





METHODOLOGY

Data: AAPI Data

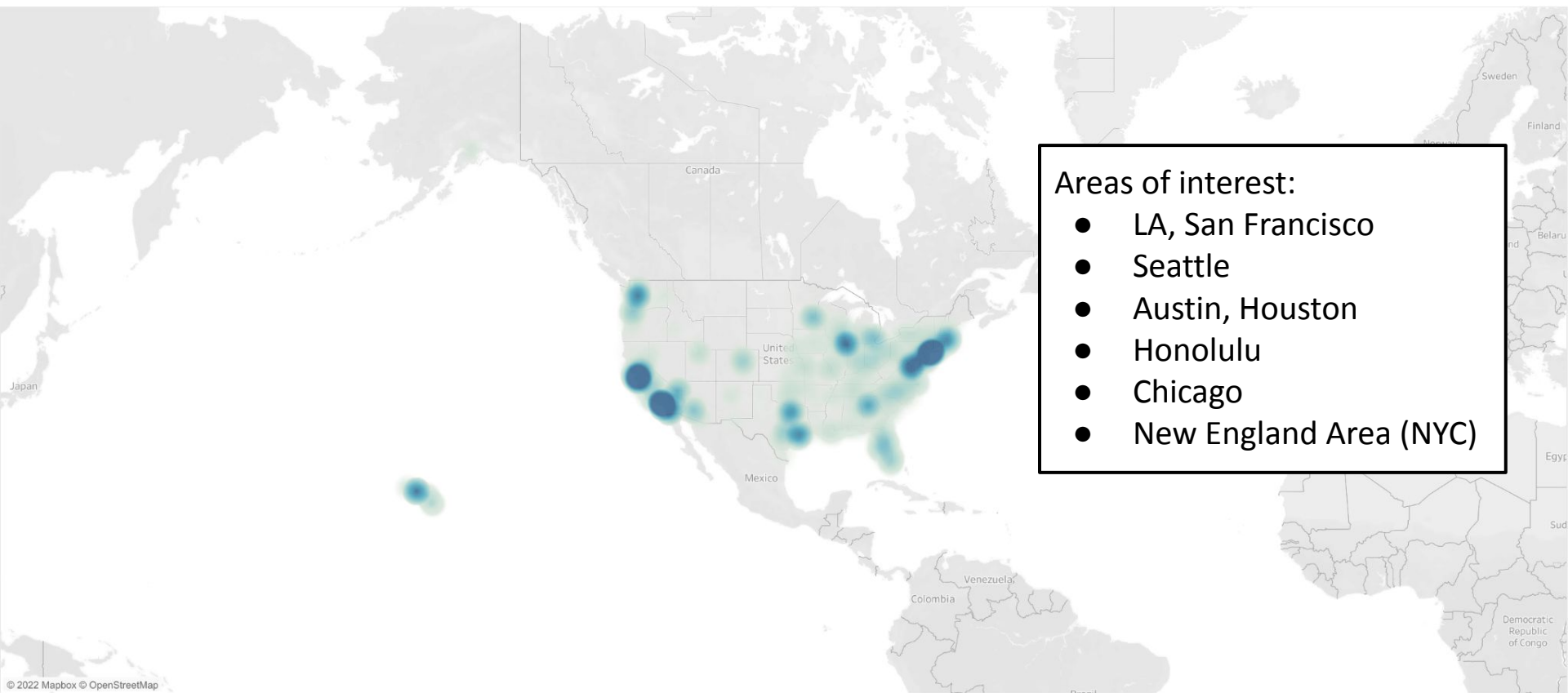
Tools: Google Sheets and Tableau

Criteria for Success: 2% in
profit/community feedback

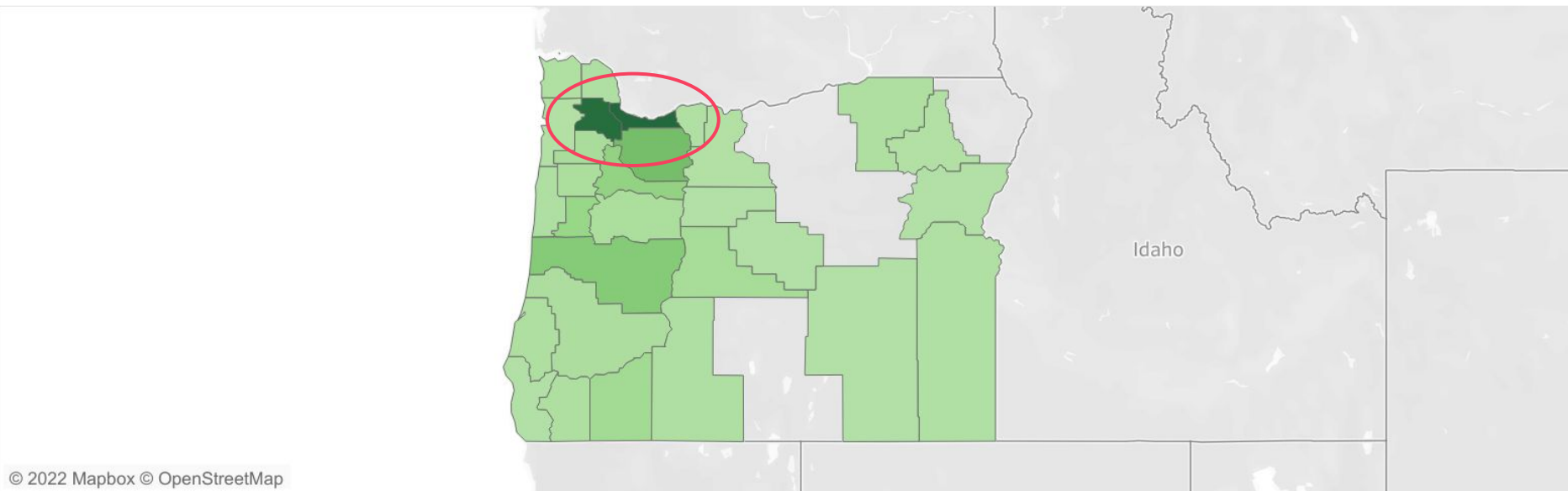


RESULTS

Asian-American Population Density by Counties



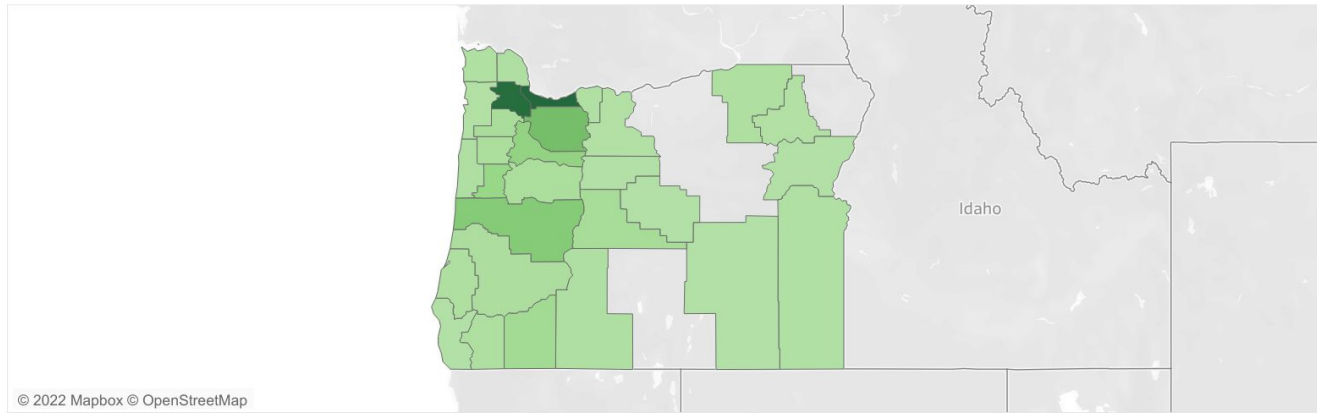
Asian-American Population in Oregon by County



Asian-American Population



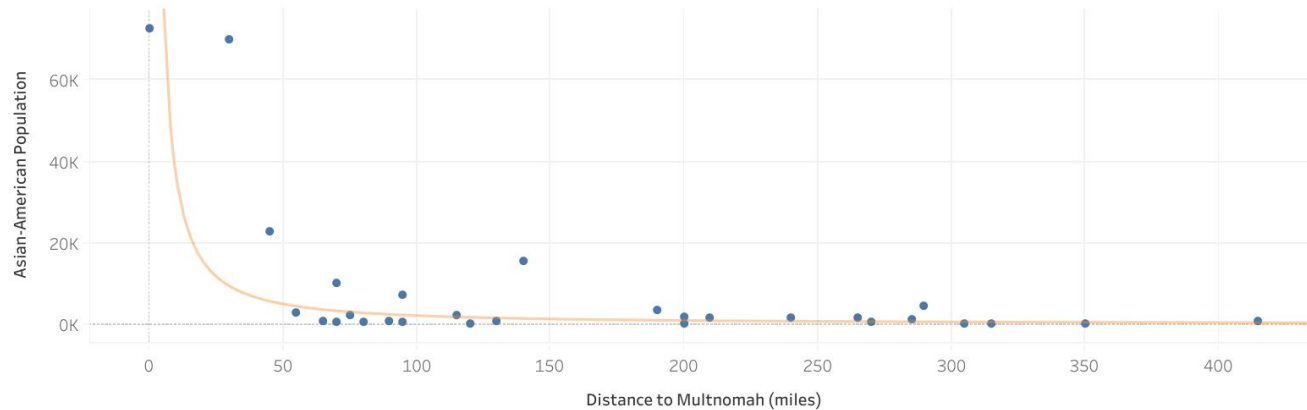
Asian-American Population in Oregon by County



Asian-American Population

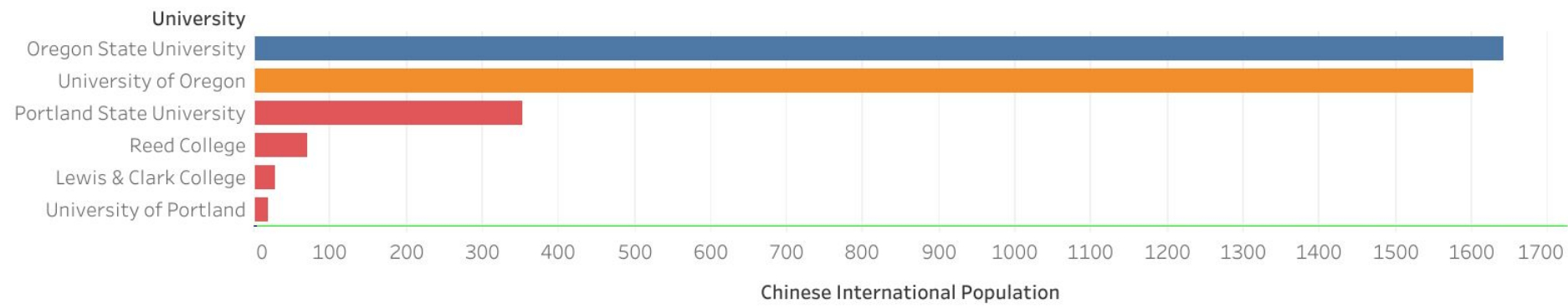


Asian-American Population by Distance Away From Multnomah County

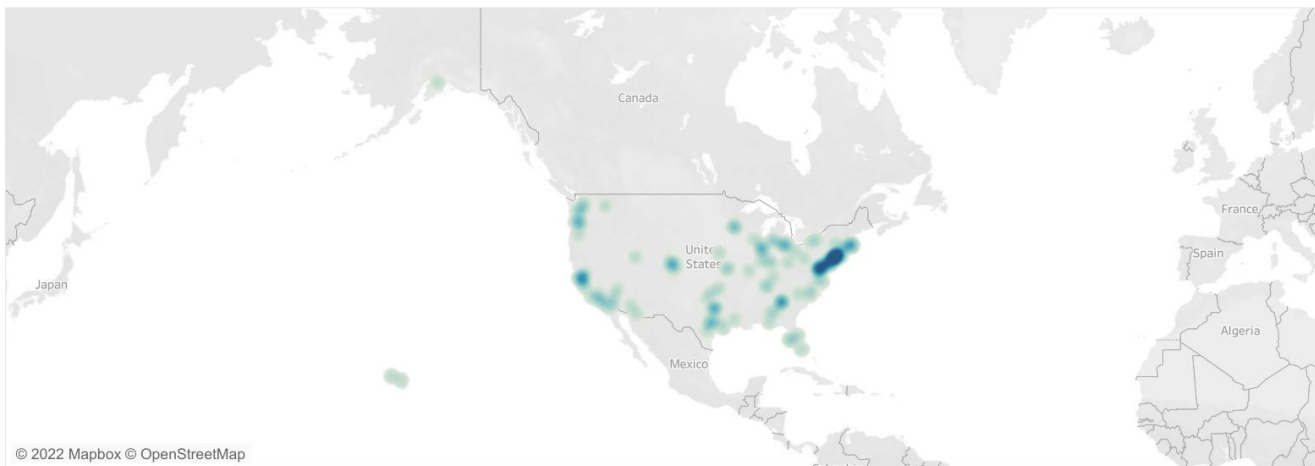




Oregon Universities by Chinese International Students



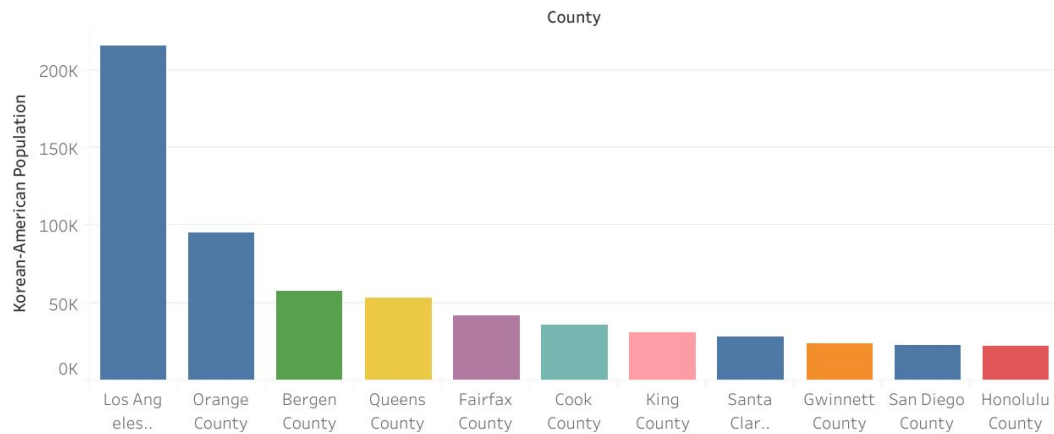
Korean-Americans by County



State

- California
- Georgia
- Hawaii
- Illinois
- New Jersey
- New York
- Virginia
- Washington

Counties Ranked by Korean-American Population (with more than 20,000)





CONCLUSION