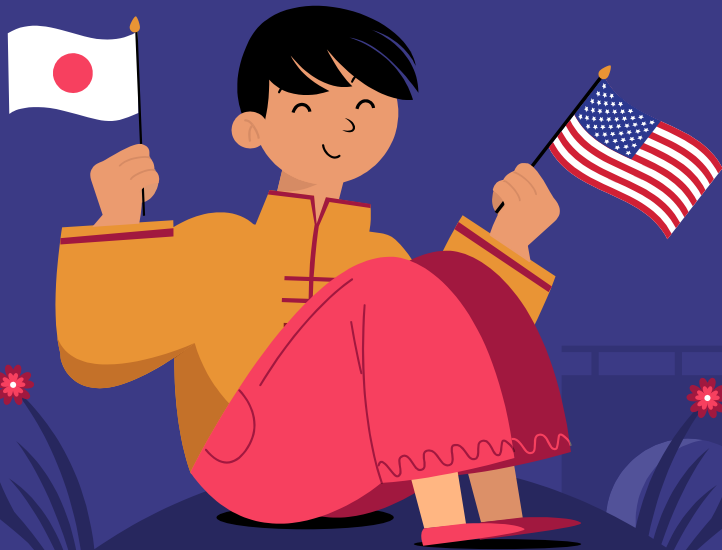


CONNECTING ASIAN SUPERMARKETS TO ASIAN-AMERICANS

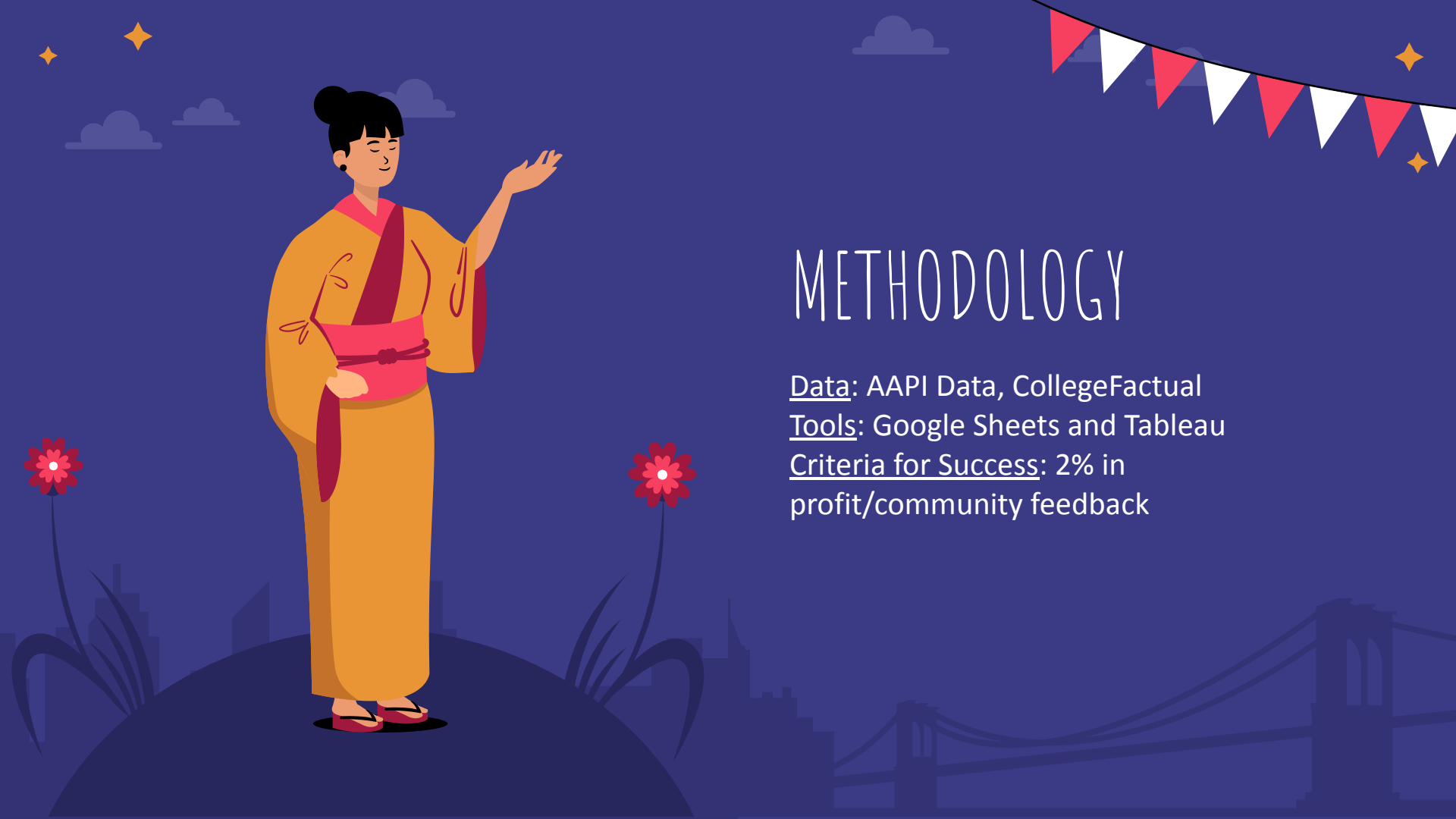
By Amelia Lui



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, CollegeFactual

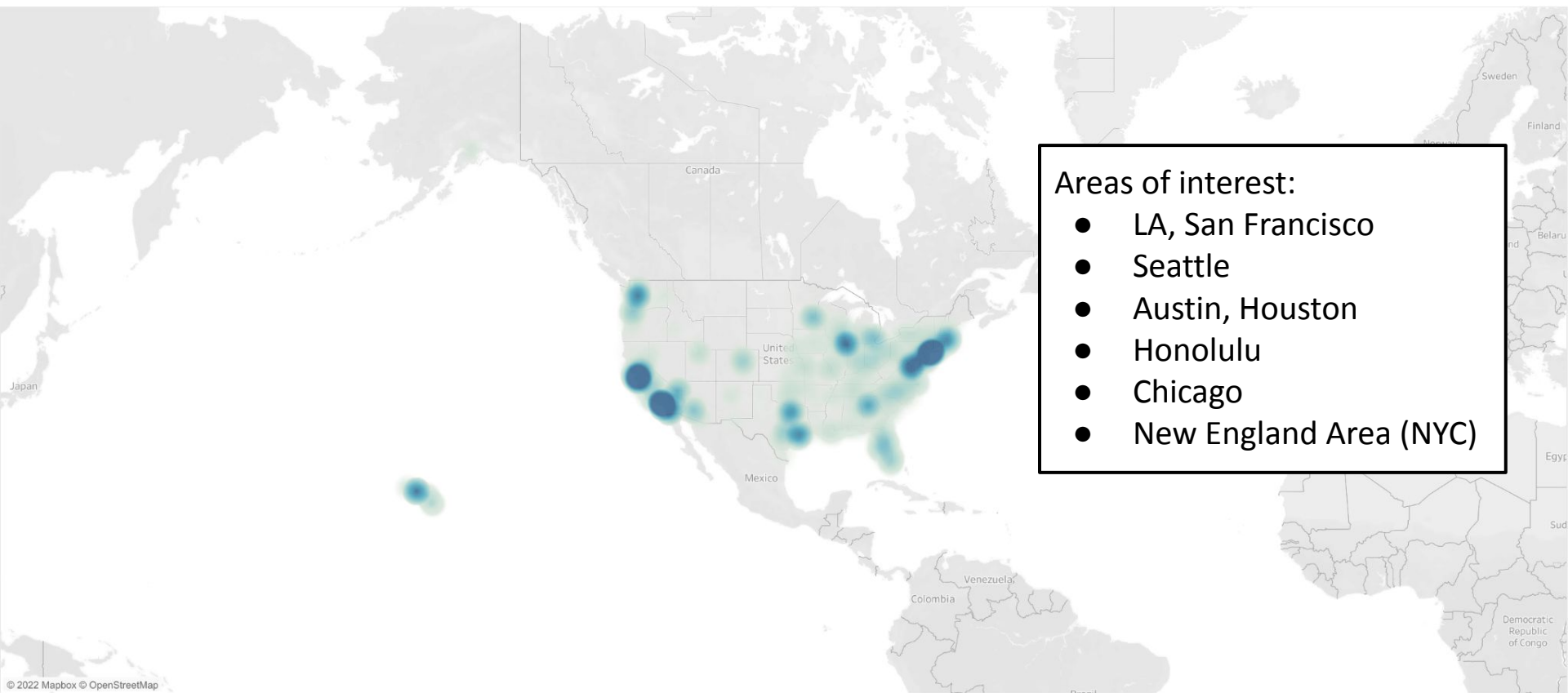
Tools: Google Sheets and Tableau

Criteria for Success: 2% in
profit/community feedback

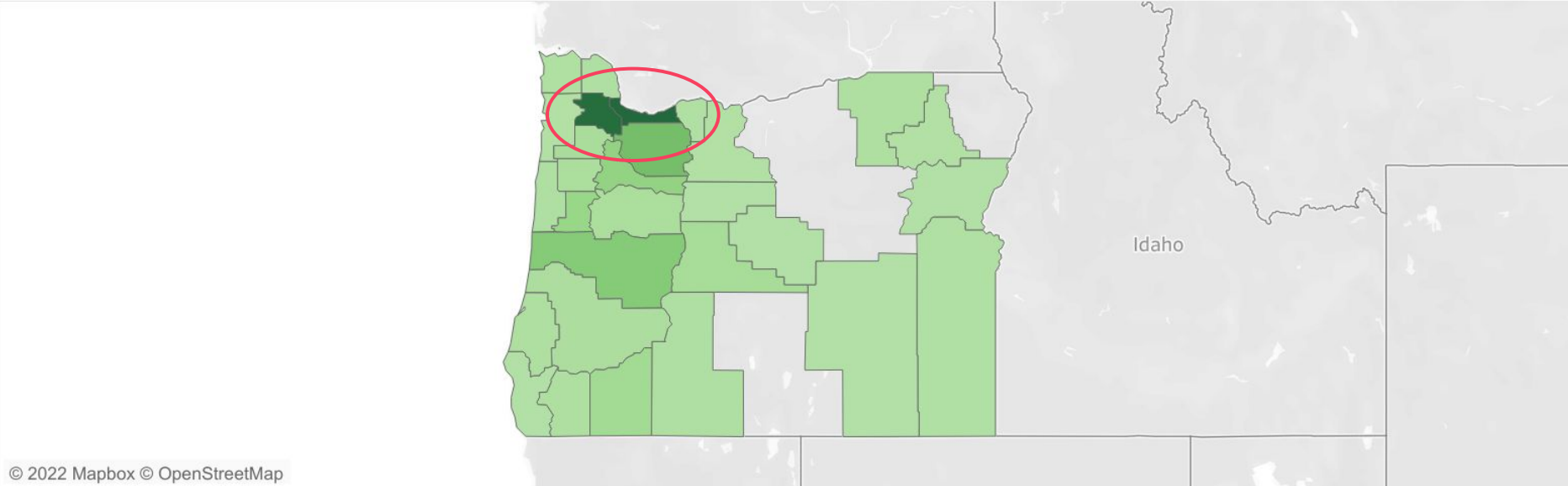


RESULTS

Asian-American Population Density by Counties



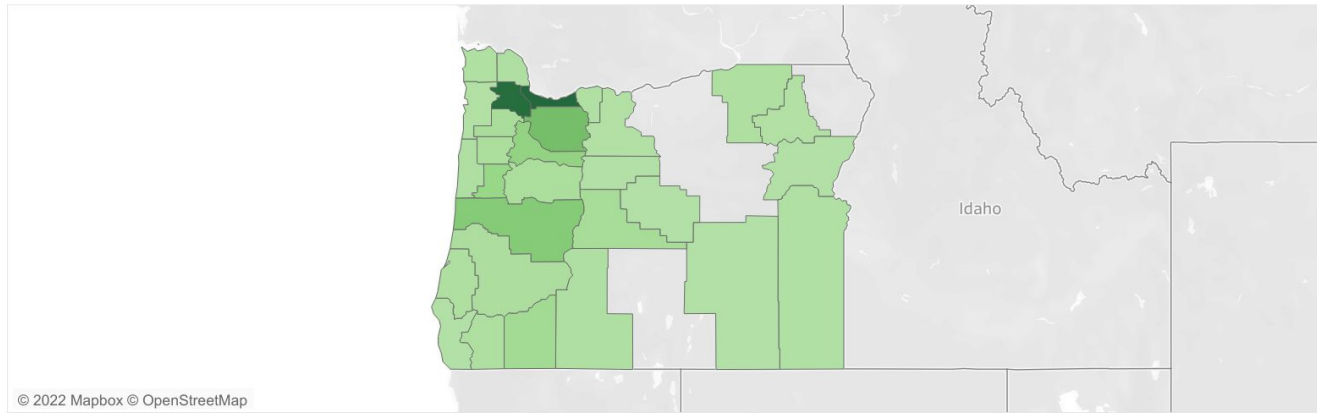
Asian-American Population in Oregon by County



Asian-American Population



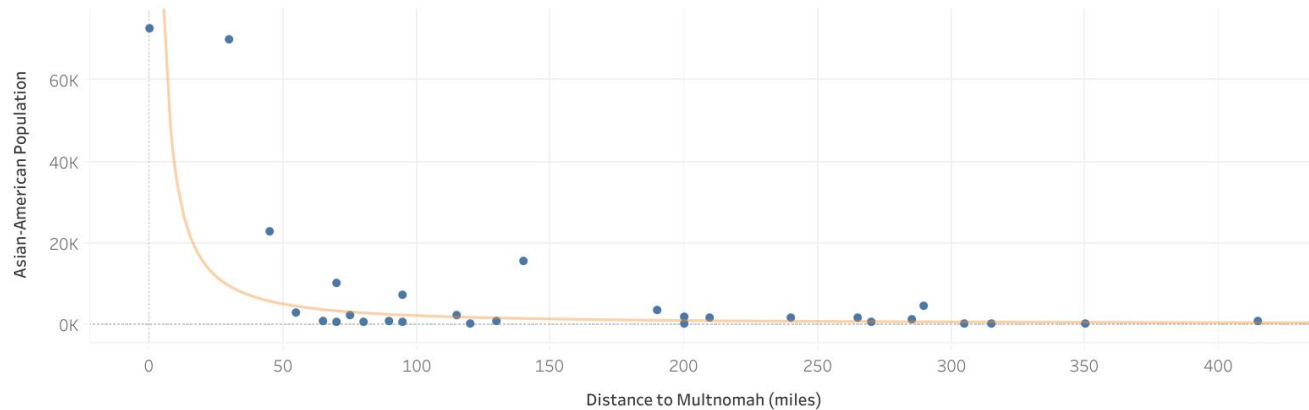
Asian-American Population in Oregon by County



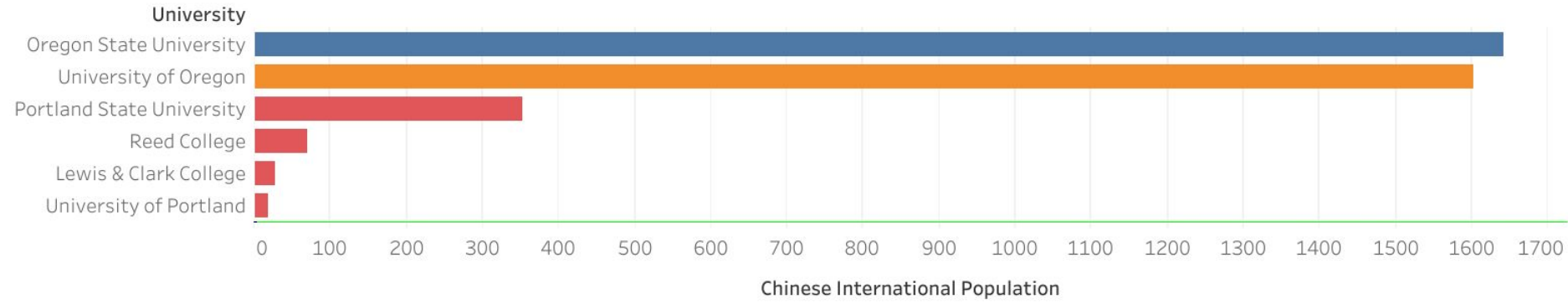
Asian-American Population



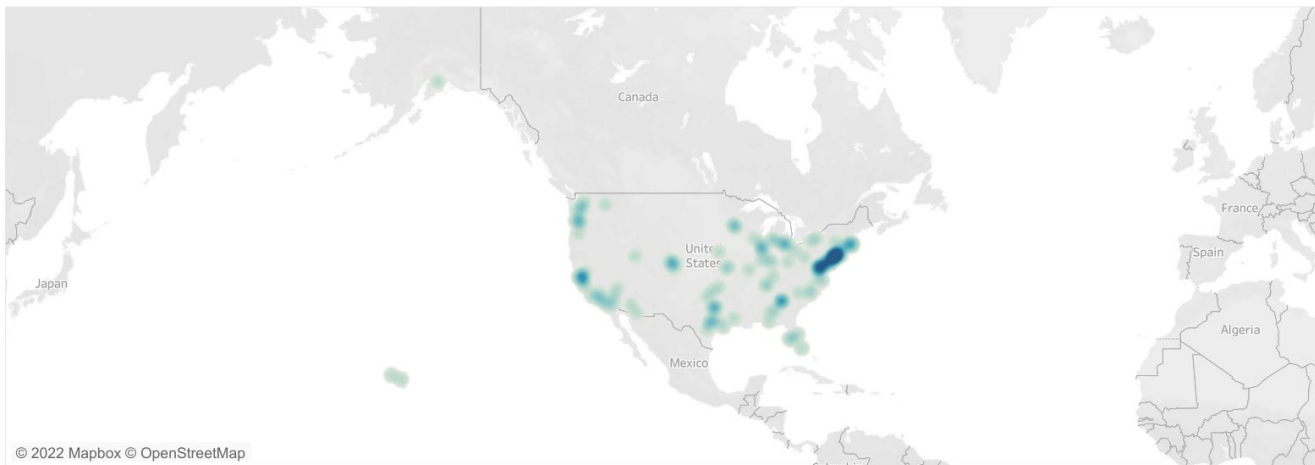
Asian-American Population by Distance Away From Multnomah County



Oregon Universities by Chinese International Students



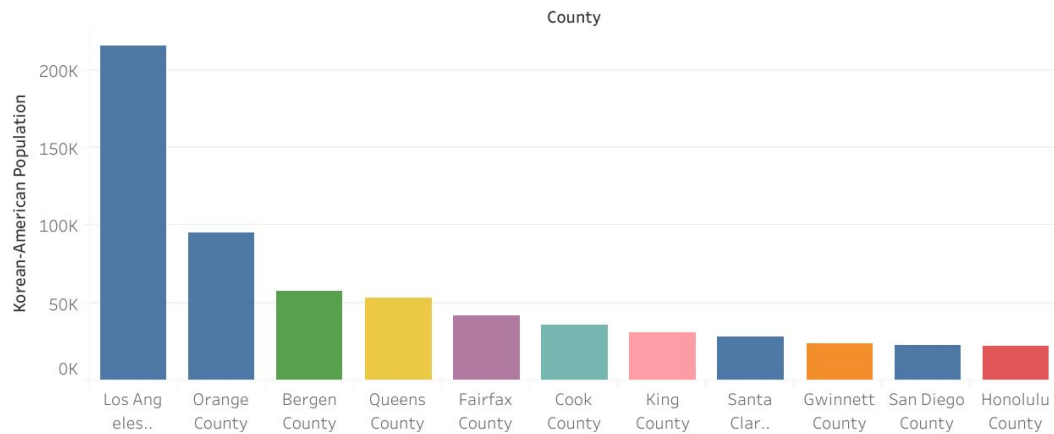
Korean-Americans by County



State

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

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





CONCLUSION

The background is a dark blue night sky. It features several white, fluffy clouds of different sizes. Three yellow four-pointed stars are scattered across the sky. A string of triangular bunting flags, alternating between red and white, hangs diagonally from the top right corner. In the bottom left and bottom right corners, there are stylized dark blue bushes with red flowers that have white centers.

THANKS!

CREDITS: This presentation template was created by **Slidesgo**,
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