**US Census 2015 Story**

Link to the story: <https://public.tableau.com/app/profile/rolas/viz/Projektas_Census/USCensus2015Story>

Resources: Udacity US Census Demographic Data file

1. Insight no.1

* Summary – My 1st insight is that Alaska is the state with the shortest on average commute time. Also driving is by far the most popular mean of transportation with around 80% of commuters using cars in each state. Except for District of Columbia where transit has a slight edge.
* Design – For this story point I have chosen an interactive map with ranked states. I feel this is an appropriate visualization where user can see where the actual state is located. To accompany the map, I also included an interactive treemap with commute types to visualise the magnitude of the differences. I feel this is the most appropriate way of communicating this idea.

2. Insight no.2

* Summary – My 2nd insight is that District of Columbia is top state by income per capita.
* Design – For the purpose bar chart with filtered parameter is the best and easiest way to visualise top N measure values.

3. Insight no.3

* Summary – The 3rd insight reveals Puerto Rico being the worst performing state with regards to unemployment rate and poverty. Considering information from 2nd story point we can see that it also has the lowest income per capita. And one leads to another
* Design – Design choice for this story point was for variety purpose. Also, the viz chosen can very clearly reveal 2 measures in form of size and colour. Also, very suitable for larger number of dimensions where we have a clear front runner.