*Write up*

*While reviewing the data I noticed that as the cost of childcare was increasing*

*through the years as was the household income. I found this interesting as it seemed like*

*no matter the pay increase of the household members, childcare was following right*

*behind this. This seemed like an inescapable bill for the father, mother or both. With this*

*I’ve also noticed that the male’s employment rates stayed steady while new female*

*employees were joining the workforce. This could be due to economic circumstances*

*causing increased bills such as the childcare. I’m assuming that the employee may have*

*better production in the office if they’re provided with childcare through their employer. I*

*also assume that the increase in childcare increase with salary for each individual state. I*

*still need to clarify the connection between the childcare and workplace production. Also, I*

*need to clearly get the message across in the dashboard.*

*The initial target audience will be a company’s executives with potential employee*

*audience. They would be familiar with this type of data. However, they may not understand*

*the abbreviations used for the column data. Instead of using the column name for the*

*labels, I changed this to match the meaning. I also chose the general public for one*

*medium. The visuals I created while exploring the data are simple and would be easy to*

*comprehend for both audiences. For my role to the employer audience, I will be a peer to*

*the employees and my role to the general public will be a researcher. To make myself*

*credible I will research the topic thoroughly and make my presentations as professional*

*and as confident as possible. A bias that the audience may have for resistance is that*

*having childcare at work will be distracting for employees or possibly the type of workplace*

*environment may not be safe for children. Also, the audience may consider insurance risks*

*for having on-site childcare.*

*The call to action will be a recommendation for a change. Create on-site childcare*

*facilities or childcare subsidiaries for families to lessen the burden on families and possibly*

*increase workplace performance. The workplace performance would be an assumption*

*based on if the lower cost childcare could allow the parents to have more money for*

*vacations or to pay bills which could lead to happiness and in-turn a higher workplace*

*performance. I needed an additional data source to support the happiness and workplace*

*performance assumption. However, by the end I’d like the executives walking away with the consideration for assisting in childcare to boost workplace performance. Also, for any*

*employees that may be present and the general public, I’d like them to walk away*

*considering the cost of outside childcare to the benefits of having on-site or subsidized*

*childcare.*

*The 3 mediums I used were PowerPoints, dashboard and a blog. For the PowerPoint, I included graphics of the raising rates alongside pay. Additionally, I included graphics showing happiness has a positive correlation on workplace performance. The PowerPoint seems the best option thus far as I can provide additional details and talking points on each slide. For the dashboard, I included details such as the cost of childcare vs gross income. The dashboard can also be used as a supplement to the PowerPoint for other business to view if having child care would make sense for them. However, it should be updated by each employer to show the cost and benefits to make sure it’s affordable. The blog was like the PowerPoint presentation but based on US values.*

*Regarding the ethical considerations, I’ve only made small changes to the*

*data in the cleaning stage. I’ve filled in the missing values for the numerical columns with*

*the median. There appear to be no legal or regulatory guidelines for the data as this does*

*not contain personal information. A risk to consider for the changes I made to the data is*

*that using the median of the childcare prices could have caused some states, specifically*

*with lower incomes, appear to have higher costs for childcare. I assumed that the data*

*covered all 50 states. I also assumed that the data was normally distributed and had*

*homoscedasticity. All filtered data is clearly labeled in either the title of the visual or on the*

*axis label. Except for the cases where I took the mean for each year. The data was sourced for credibility. This comes from the US Department of labor and was sourced ethically*

*through market surveys. To mitigate the ethical concerns for the data cleaning, in the future*

*I can separate the data by state prior to filling in the null values.*

*For the data visualizations, I chose to use the US nationwide for the blog, Texas for*

*the power point and US for the dashboard but capable of being changed to each state. For*

*the PowerPoint. Having the data be state specific was beneficial for presenting to an*

*employer within that state. The US nationwide works well for the broad group of viewers you may receive when writing a blog. While designing the visuals I was keeping Gestalt’s*

*principles in mind as well as colorblind individuals. All the chosen colors are from a*

*colorblind palette. I used a general Times New Roman font, so the labels are easy to read.*

*These are also kept small, so they are visible but do not distract from the visual. The*

*appropriate amount of white space was left in the visual so that it didn’t appear clumped*

*together. If I were to do this project again, I may choose something more related to the type of work I want to do or something more interesting in general. I would also fill in missing*

*values differently in the future. If I could break them up in groups prior to filling them in I feel like the results would be more accurate. I will also stay clear from pie charts in the future.*

*They help to an extent but aren’t necessarily needed. I really enjoyed building the*

*dashboard since I haven’t done one of these before. However, I may not want to use it in the future to tell this kind of story as I found it was hard to make it relate to it since I couldn’t*

*provide additional written details on it.*