

## **Audience and Use Cases**

The primary audience for the SBA data includes hospital business analysts, financial institutions, and researchers who need insights into loan distributions and approval trends. The cases consisted of identifying trends in loan approvals and amounts over time, analyzing loan distribution by industry, geography, and business type. It also assesses borrower characteristics and risk factors, and it provides insights for decision-making in lending policies.

## **Dashboard Type and Layout**

The dashboard is structured as an analytical dashboard with multiple visualizations to allow users to explore SBA loan data. There's a top level summary showing total loan amounts, the number of loans, and the average loan size. There is a line chart showing approvals over time, a bar chart displaying loan amounts across different industries, a map visualization that highlights loan distribution by region. There's also a slicer filter that enables users to drill down based on criteria such as loan status, year or industry.

## **Connection Between Visualizations, Filters, and Use Cases**

Each visualization is designed to support specific use cases: loan approvals over time, which is the line chart; industry-based loan distribution, which is the bar chart; geographical loan distribution, which is the map visualization and the filter. The line chart helps analysts understand the seasonality and trends in loan issuance. The bar chart allows policymakers to assess which sectors receive the most funding. The map visualization helps stakeholders identify regional disparities in loan approvals. The filters allow users to focus on a specific type of control.