



Client Dashboard

Stats Club

Calvin Chu, Edward Cristobal, Ayesha Darekar
and Olivia Zhang



What's the typical client profile for a specific question category? Does it match with external data?

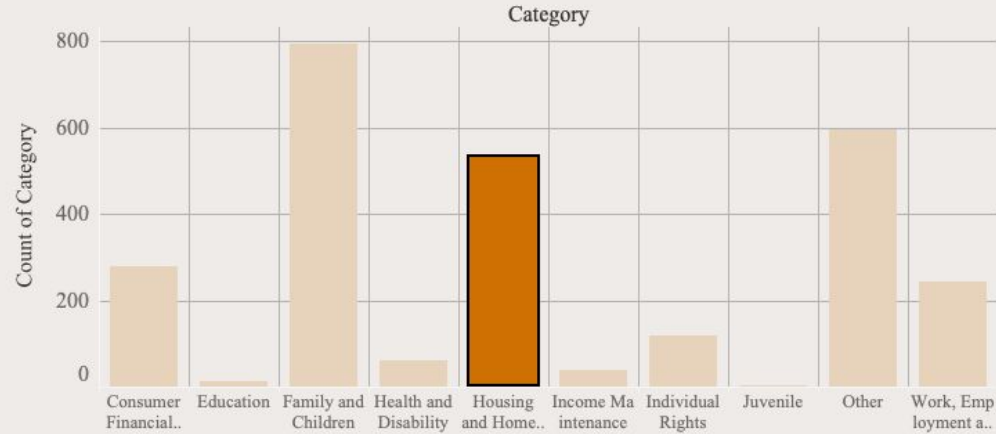
- Knowing a typical client profile can:
 - inform marketing efforts
 - increase efficiency for the ABA
 - allow the ABA to track changes over time
- Our solution: interactive client dashboard in Tableau
- Data used:
 - merged clients.csv and questions.csv
 - data prep/cleaning with Python and R



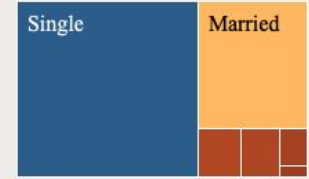
- Client dashboard overview
- Housing & Homelessness typical client profile: in financial need, single, female, young
- CA clients submitted 16 questions
- Consider increasing website accessibility and awareness in CA

Client Dashboard

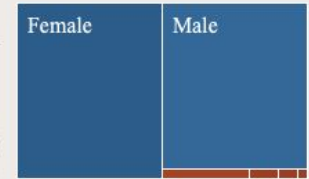
Category Frequencies



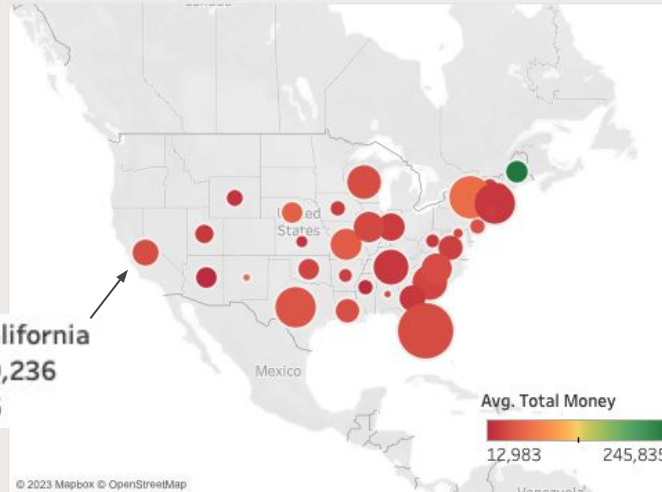
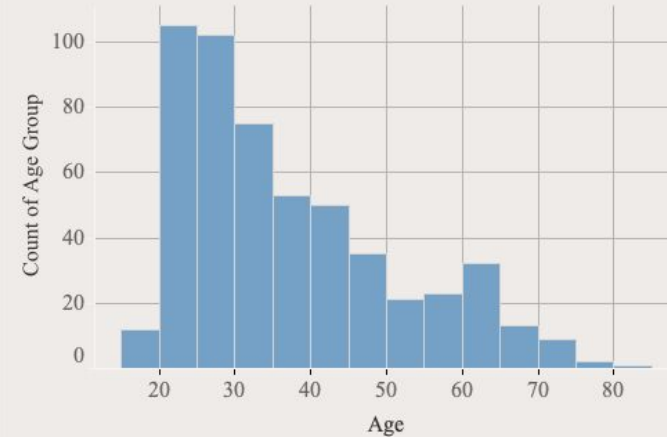
Marital Status



Gender



Age Distribution



State Name: **California**
 Avg. Total Money: **39,236**
 Count of Category: **16**

Avg. Total Money
 12,983 245,835