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The city of Lafayette is rich in culture, creating a complex and diverse canvas of study. The issue of concern involves the equitable balance of resources and opportunity. In order to provide a viable solution to access to resources, population data must be explored to identify where the imbalances are. **The purpose** of this research is to apply data visualization techniques to understand census data for Lafayette. This work extends beyond basic visual representations of census data and will utilize visualization layouts that provide insights into the socioeconomic indicators that exist in the data. This research **aims** to address the following research questions: What are the socioeconomic indicators of growth and development that characterize Lafayette? What is the broader impact on the Veteran population in the state and in the city of Lafayette? Are there other unexplored indicators that could provide insight into stakeholders? In this study, 2018 and 2019 census data for Lafayette will be analyzed for unexplored trends. Ultimately, **the goal** is to inform stakeholders of all levels (community, local, state) of how they can more efficiently improve their talent pipeline and workforce. Tableau, d3, Javascript, and Python will be used to visually represent the data in the form of a data dashboard. This dashboard will help identify issues related to poverty and inequitable distribution of resources. **The implications** of this work will inform future workforce and development decisions based on census data.