

US CENSUS DATA PROJECT

Links:

Worksheet 1 (Map)

<https://public.tableau.com/app/profile/brionna.purifoy/viz/USCensusDataProjectMAP/Sheet1?publish=yes>

Insight- New Jersey has the highest median income (70,471), Connecticut has the second highest at 69,228 and the lowest is Puerto Rico with a median income of 16,852

Worksheet 2 (Bubble chart)

<https://public.tableau.com/app/profile/brionna.purifoy/viz/USCensusDataProjectbubblechart/Sheet2?publish=yes>

Insight- Connecticut has the lowest median poverty rate (9.49) Rhode island with the second lowest at 9.9 and Puerto Rico with the highest at 50.2 and Mississippi with the second highest at 24.7

Worksheet 3 (Pie chart)

<https://public.tableau.com/app/profile/brionna.purifoy/viz/USCensusDataProjectpiechart/Sheet3?publish=yes>

Insight- Connecticut has a race ratio of 76.96 white, 10.89 hispanic, 6.40 black, 0.11% Asian, Puerto Rico is 99.05% Hispanic, .67 white. 0.05 black

Dashboard

https://public.tableau.com/app/profile/brionna.purifoy/viz/USCensusDataProject_17224389466770/Dashboard1?publish=yes

Story

<https://public.tableau.com/app/profile/brionna.purifoy/viz/USCensusDataProjectstory/Story1?publish=yes>

Summary:

The visualizations I chose to use were a map showing median income per state. A bubble chart showing median poverty rate per state, and a pie chart showing the ratio of races per state. While comparing visualizations, I noticed in the map that Alaska and the coastal northeastern states have the highest median incomes, while the bubble chart shows that the states with the higher poverty rate tend to be the states with the lower median incomes, and the pie chart shows the more diverse states having lower median incomes and higher poverty rates when you compare the data amongst all three visualizations.

Design:

I personally tried to keep the visualizations as clear and simple as possible, made the colors color blind friendly, and tried to ensure that the visualizations labels to help understand the data. I used the map for median income because I thought that would be the best representation so you can also define by regions when seeing the map. I used the bubble chart because I thought it would be the best way to highlight the largest median poverty rates vs the smallest and used the pie chart to show the diversity of each state separately.

Resources: N/A