

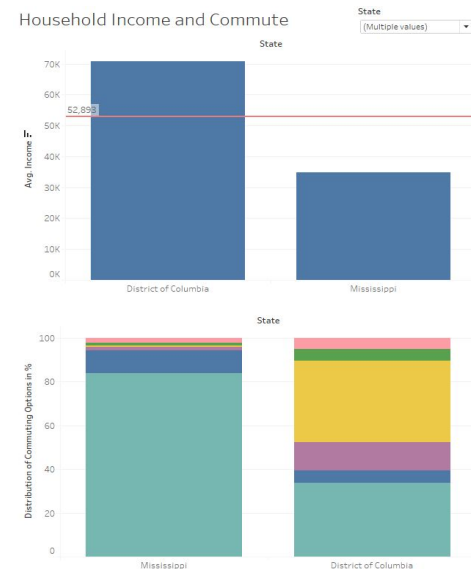
These insights were analyzed and generated with the public data “US Census Demographic Data 2015”. The data here were collected by the US Census Bureau. This data includes census data for all counties. Source: <https://www.kaggle.com/muonneutrino/us-census-demographic-data/data>

## Insight 1: Is there a relation between Household Income and how people commute?

Link to: [Tableau Dashboard Public](#)

**Summary:** From this Dashboard, we can drill down to each State and have a look at the data for the average household income per state or county and compare it to the distribution of commute options per state or county. For example, if we look at the data for “District of Columbia” and “Mississippi” (see on the right), we can see that the Avg. household Income for Mississippi is approximately half of “District of Columbia”. However, in Mississippi people commute more than 94% by driving/carpool, whereas combined lower than 34% in DoC.

**Design:** Stacked Bar Charts with different colors for the Commute options, no bright colors but distinguishable were chosen. A Median Line for the Household Income was added. By Hover or Selection of State(s), the corresponding filters will be applied.



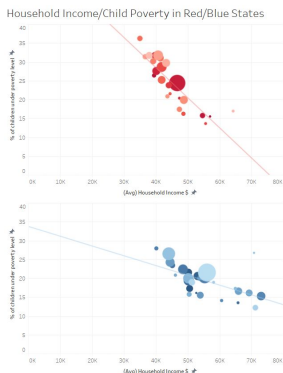
## Insight 2: Is there a difference between Red / Blue States and Household Income / Child Poverty?

Link to: [Tableau Dashboard Public](#)

**Summary:** Since the data is from 2015, I wanted to know if Red States vs. Blue States (see resources for explanation, 2012) have a difference in Household Income and % Child Poverty.

There is a difference between those states. Red states tend to have a lower Avg. Household Income and a higher % of children under poverty level. The trendline is strongly negative for both, however  $R^2$  is 0.77 for the Red States and 0.34 for the Blue States.

**Design:** Scatter Plots for both charts seem to be reasonable. The Color Palette matches the information (Red vs Blue States). The size of the circles is the corresponding size of the total population. No animation or action needed.



## Insight 3: What are the states with the highest amount of Unemployment in comparison to Employment rates?

Link to: [Tableau Dashboard Public](#)

**Summary:** Comparison of unemployment rates, employed rates and Other on state level. These are average % rates per state or county. North Dakota, Nebraska, Iowa, Kansas, Minnesota and Wyoming have an unemployment rate below 5% and an employment rate of approximately 50%.

**Design:** Stacked Horizontal Bars with Blue palette colors will guide through this visual chart.

# Ressources

Insight 1: N/A

Insight 2: [https://en.wikipedia.org/wiki/Red\\_states\\_and\\_blue\\_states](https://en.wikipedia.org/wiki/Red_states_and_blue_states)

Insight 3: N/A