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Business Analytics

Step-By-Step Instructions for Comparing Baltimore and Harlem Incarceration Rates, Income, and Job Growth

1). Go to Opportunity Atlas, download data on Incarceration Rates and Income (All genders, all races, low parent income).

2). Go to Opportunity Atlas, download data on Job Growth from 2004-2013

3). Identify two cities to analyze: Baltimore and Harlem/Surrounding NYC area

4). After data has been downloaded, open in Excel, convert to .xlsx

5). Create sheet titled “Incarceration + Income Scatter.” This is to initially map incarceration rates and income across the U.S., for individuals whose parent income were in the bottom 25%.

6). For columns A through C, filter tract and name Alphabetically so data is in order

7). For columns G through I, filter tract and name Alphabetically so data is in order

8). Take column C and column I data and paste separately in a different column (columns O and S).

9). Highlight columns O and S, the find insert on the Excel tab, then find “scatter plot”

10). Click graph, press plus sign, add Axis titles, add graph title

11). Just for fun, I also included mean, median, mode, and range data for incarceration rate data and individual income data. For mean use =Average, for median, use =Median, for mode, use = Mode, for min, use =Min, for max, use =Max. Format cells to percentage or currency.

12). I also added a section to test the VLOOKUP function. I grabbed the Baltimore tract ID (24005403801), and found the incarceration rate + income for that specific tract id using VLOOKUP 🡪 =VLOOKUP(24005403801,A:D, 3, FALSE) and =VLOOKUP(24005403801,G:J, 3, FALSE).

13). Highlight columns A through C, press crtl + shift + down to highlight ALL of the data, create pivot table in new sheet (Pivot Incarceration + Income). Then, highlight columns G through I, press crtl + shift + down to highlight ALL of the data, create pivot table in new sheet (Pivot Incarceration + Income).

14). In new pivot tables, format cells to percentages and currency, respectively.

15). Create new sheet (Baltimore MD pivot), copy over pivot tables, and include tract. Find tract numbers for Baltimore, and filter by Baltimore tract numbers for Incarceration rate and Individual Income.

16). Highlight pivot table data, insert chart or pivotchart, label axis and title

17). Create new sheet (Hometown pivot), copy over pivot tables, and include tract. Find tract numbers for Harlem, and filter by Harlem tract numbers for Incarceration rate and Individual Income.

18). Highlight pivot table data, insert chart or pivotchart, label axis and title

19). Create pivot table for Job growth data, open new sheet (JobGrowthPivot). Filter pivot tables by Baltimore and Harlem tract numbers.

20). Highlight pivot table data, insert chart or pivotchart, label axis and title

21). Make comparisons