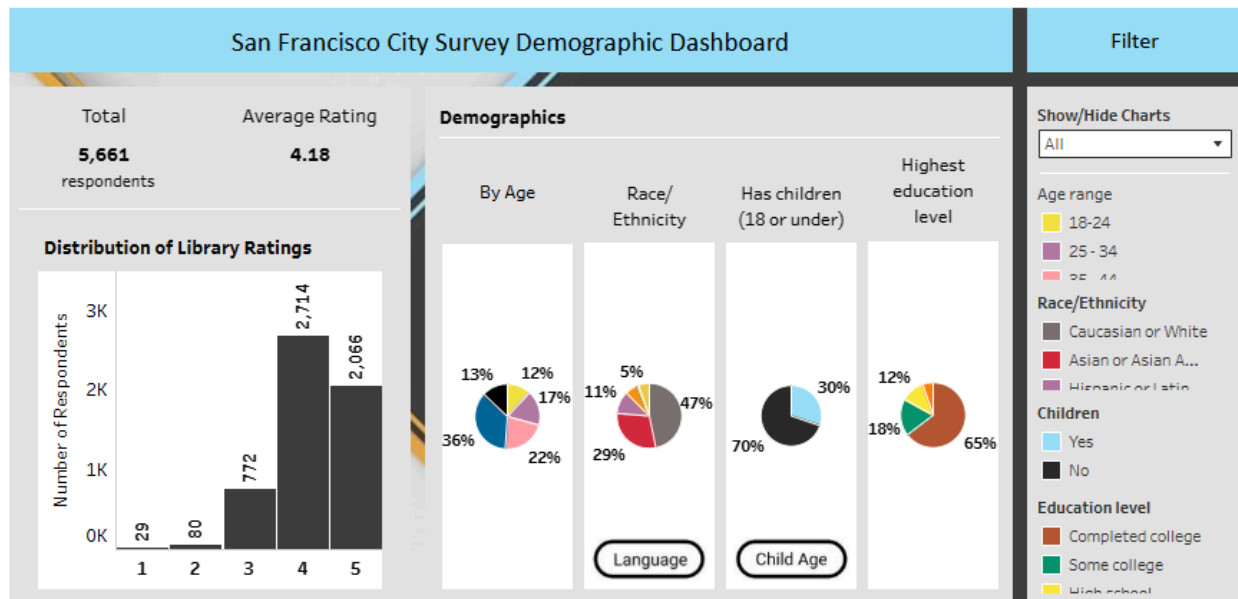


San Francisco City Survey Demographics Dashboard



About the Data

The data is from the San Francisco City Survey available on Data.gov (<https://lnkd.in/etpj8W9J>).

Survey respondents gave ratings from 1 to 5 to indicate their satisfaction with city services like the library system. Demographic data such as age, education, and language was collected.

Purpose of Dashboard

I built a Tableau dashboard to (figuratively) help the library marketing team understand their audience. The goal was to provide a clear, measurable picture of the audience to inform event planning at the library.

Outcomes

The analysis revealed a demographic profile of the library's audience:

- Over a third were middle-aged (45-64 years old).
- Some were parents - 30% of respondents have children.
- Most were college educated, with 65% of respondents having completed college.
- Most respondents identified as Caucasian or White followed closely by Asian/Asian American or Pacific Islander.

The marketing team now has a tool that can help inform them on event planning. The team decided to launch a new series of events tailored to 45-64 year olds about retirement. This project shows how business intelligence can impact marketing strategy!

Explore the dashboard on Tableau Public here: <https://lnkd.in/eZXR8T9>