Insight 1

Link:

US Census 4 Submission-Dashboard2 07132023 | Tableau Public

Summary/Insight:

With this dashboard and bar graph, you can visualize the states and numbers for those who have reported poverty and the Average Income per Capita on the 2015 Census. Puerto Rico has the highest percentage in poverty (49.37%) as well as the lowest Average Income per Capita ($17,920). Interesting to see the correlation for these two data points across the US.

Design:

The map and bar chart for this visual allows a comparison between a categorical (State) variable and numerical (Poverty Count and Average Income per Capita) variables. I've added a State/County hierarchy on the bar chart to easily see the income ranges by county. I chose the dark to light colors on the map because I think it is a very good representation of values from highest to lowest.

The higher values in darker colors portrays a value that is more dense (higher) than the lighter colors (lower). This can also draw attention quickly toward the darker colors in a comparison map.

The color shades are not needed in the Average Income Bar Chart since the size of the bars shows the comparison from largest to smallest values. Colors on the Bar Chart with one dataset could be a distraction but would be useful if the chart displayed more than one variable.

Resources:

US Census Demographic Data | Kaggle

Insight 2

Link:

US Census 4 Submission-Treemap 07132023 | Tableau Public

Summary/Insight:

Treemaps are a way to show the relationship with large data sets in a hierarchy. The rectangles represent the data groups in size with the larger rectangles showing larger groups than the smaller ones. This is an easy way to communicate the proportion size of different values sets within the data.

The treemap has information regarding the number of people who reported as Employed or Unemployed on the 2015 Census. It is interesting to see the number for those who are Employed and also reported poverty. The States can be selected individually or in multiples to view the poverty counts individually or by groups.

Design:

I used the color palette from dark to light shades of blue to accommodate those who might have an issue with the Red/Green color set. I think the dark to light shades of blue communicate the higher and lower numbers on the map and graph very well.

Resources: N/A

Insight 3

Link:
US Census 4 Submission-Pie Chart 07132023 | Tableau Public

Summary/Insight:
The pie chart shows the racial percentage breakdown by state. It is interesting to see the numbers as they correlate to the different areas of the country. White has the highest percentage of the population at 75.43% and Pacific has the lowest number at 0.08%. Using the calculated average of the race percentages gives the total statewide average which is used in the chart.

Design:
I added a white border on the pie chart sections to give clearer lines between each data point in case someone has an issue viewing the different colors. It is best to use a pie chart when there are a small number of categories (6 in this case) and the total of the percentages adds up to 100%.

This will make it easier to give a view of the relative proportions in the chart. If there are too many categories, the slices could become so small that it would be difficult to correctly read the data.

Resources: N/A