**CAPSTONE PROPOSAL – JEFFREY REEVE**

**EXECUTIVE SUMMARY**

I would like to produce an original piece of data journalism for my capstone project. It will consist of 8 different data visualizations created using the Tableau Story feature that are woven into a data story. The focus will be “An Examination of the Cost of COVID 19 in the United States.” This capstone would cover January, 2020 to April 2021 time frame.

**MOTIVATION**

I have chosen this project because COVID is a once a century virus that has created an economic situation unlike anything we have ever seen. I am using data visualization to tell this story because I believe it is more powerful and communicative than simply using a written or tabular format. Much has been said and written about COVID in the last year, but the data will tell the most accurate story and presenting it visually, from various economic and financial perspectives, will have the biggest impact.

**DATA QUESTION**

The data question is, “What is the economic and financial cost of COVID-19 in the United States?”

**SCHEDULE THROUGH 4/30/21**

1. Get the data – 3/29/21
2. Clean and explore the data – 4/2/21
3. Create presentation of analysis – 4/23/21
4. Internal Demo - 4/26/21
5. Demo day - 4/30/21

**MINIMUM VIABLE PRODUCT**

The final product of this capstone will be a Tableau data visualization story. Visualizations will be as interactive as possible and include text dialogue boxes to summarize important information. Each visualization will build on the previous one to tell the story of cost of COVID in America from various perspectives. The data story will # of deaths, impact on unemployment, impact on GDP, impact on schools, cost of COVID hospitalizations, government spending, and a historical comparison of spending. The intended audience is anyone wanting to see what the real cost of COVID-19 is both economically and financially.

**DATA SOURCES**

Datasets will be pulled from multiple sources, including the Centers for Disease Control (CDC), the Bureau of Labor Statistics BEA group, *Nature*, Bellweather Education, McKinsey & Company, The Journal of the American Medical Association, Harvard University Economics Department, Healthcarefinancenew.com, pgpf.org, The Chicago Tribune, the St. Louis Federal Reserve Bank, and fas.org.

**KNOWN ISSUES AND CHALLENGES**

There are no major issues at this point. I believe I should have no problems getting the necessary datasets. The challenge of the project will be to produce the visualizations in the most impactful way possible using Tableau.