

EX Squared Solutions

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US Census Data Analysis

Overview

We want to better understand the demographics of the US population. Hence, we've used US Census data to analyze the population and generate insights that can help inform business decisions.

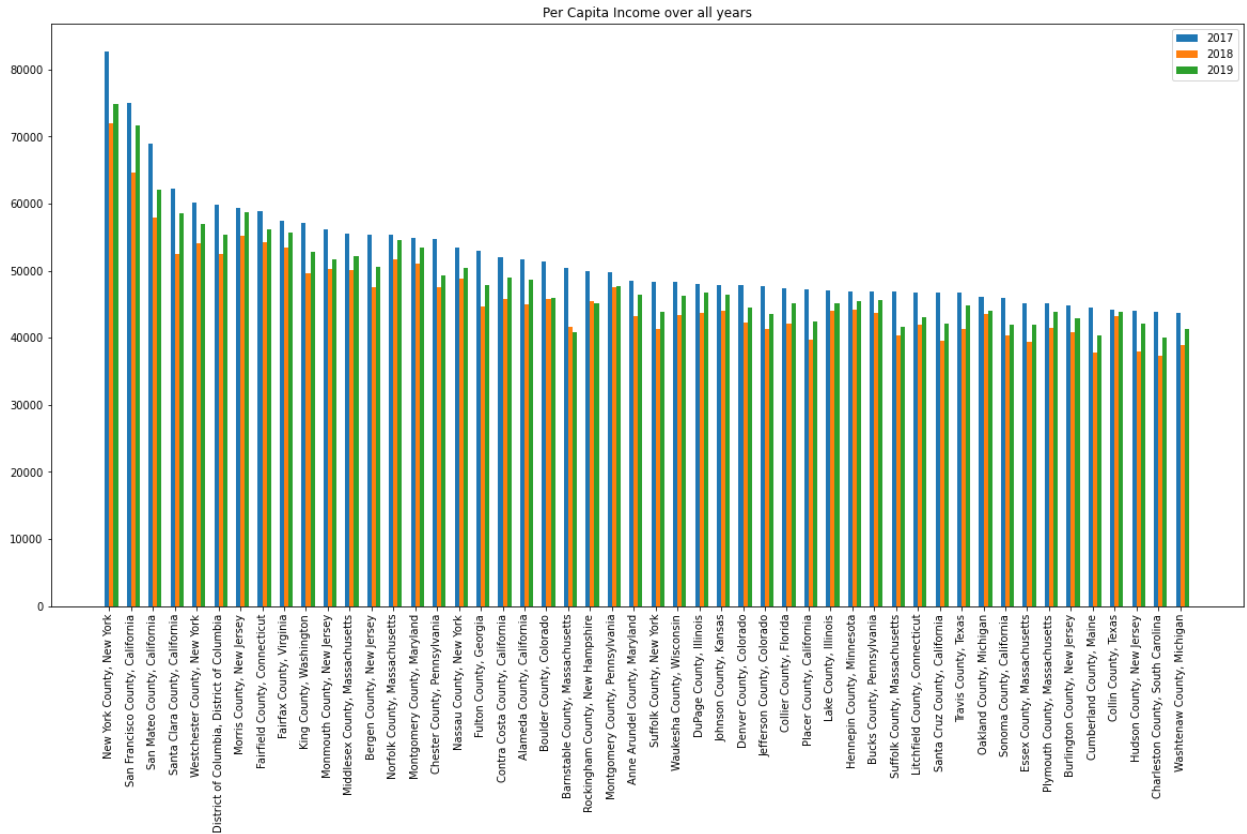
Variables used for the entire US Census Data Analysis

We've used Census Data API, to retrieve the data variables based on the codes:

1. **Total population (B01003_001E)**
2. **1 bedrooms | With cash rent : \$300 to \$499 (B25068_014E)**
3. **1 bedrooms | With cash rent : \$500 to \$749 (B25068_015E)**
4. **1 bedrooms | With cash rent : \$750 to \$999 (B25068_016E)**
5. **2 bedrooms | With cash rent : \$300 to \$499 (B25068_023E)**
6. **2 bedrooms | With cash rent : \$500 to \$749 (B25068_024E)**
7. **2 bedrooms | With cash rent : \$750 to \$999 (B25068_025E)**
8. **Per Capita Income(B19301_001E)**

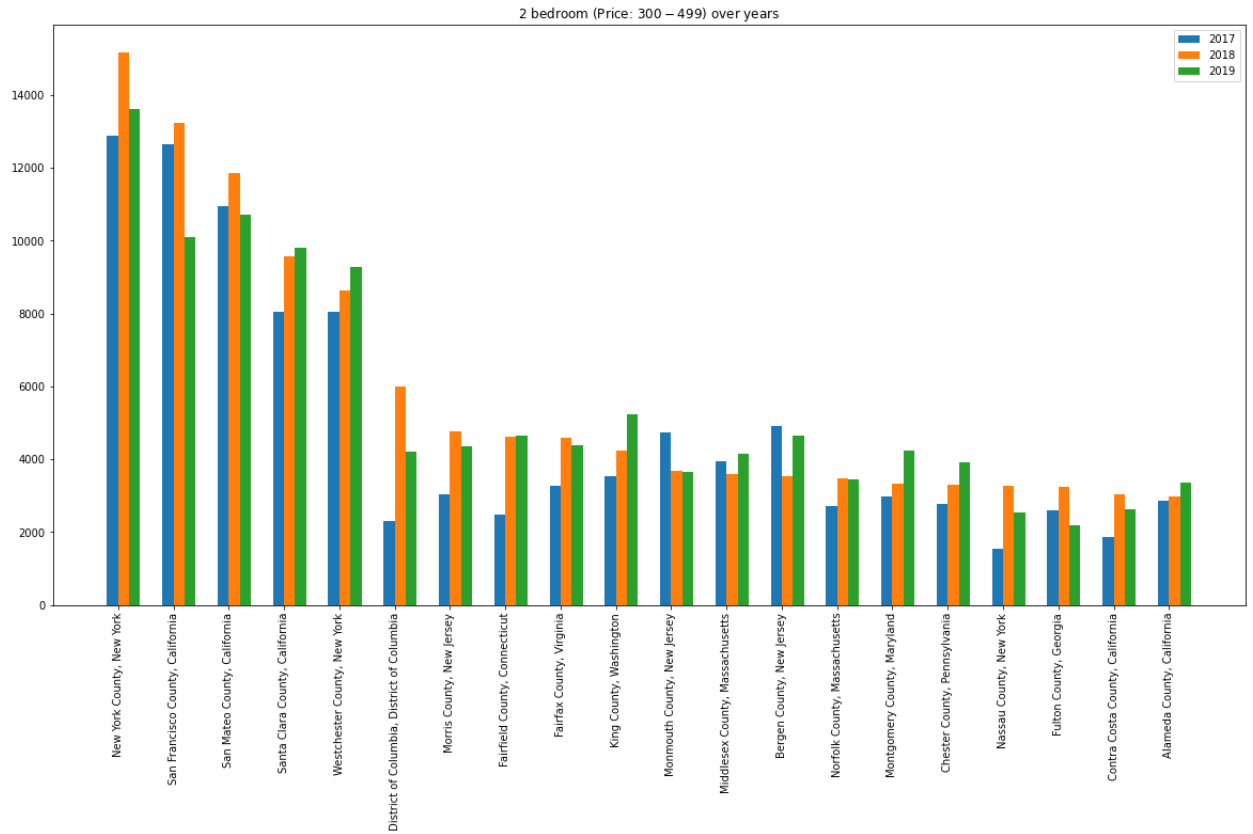
BASED ON THE INSIGHTS FOLLOWING DATA IS OBTAINED:

1. New York county of **state New York** found to be the county with the largest per Capita income achieving maximum in 2017 following a dip in 2018.

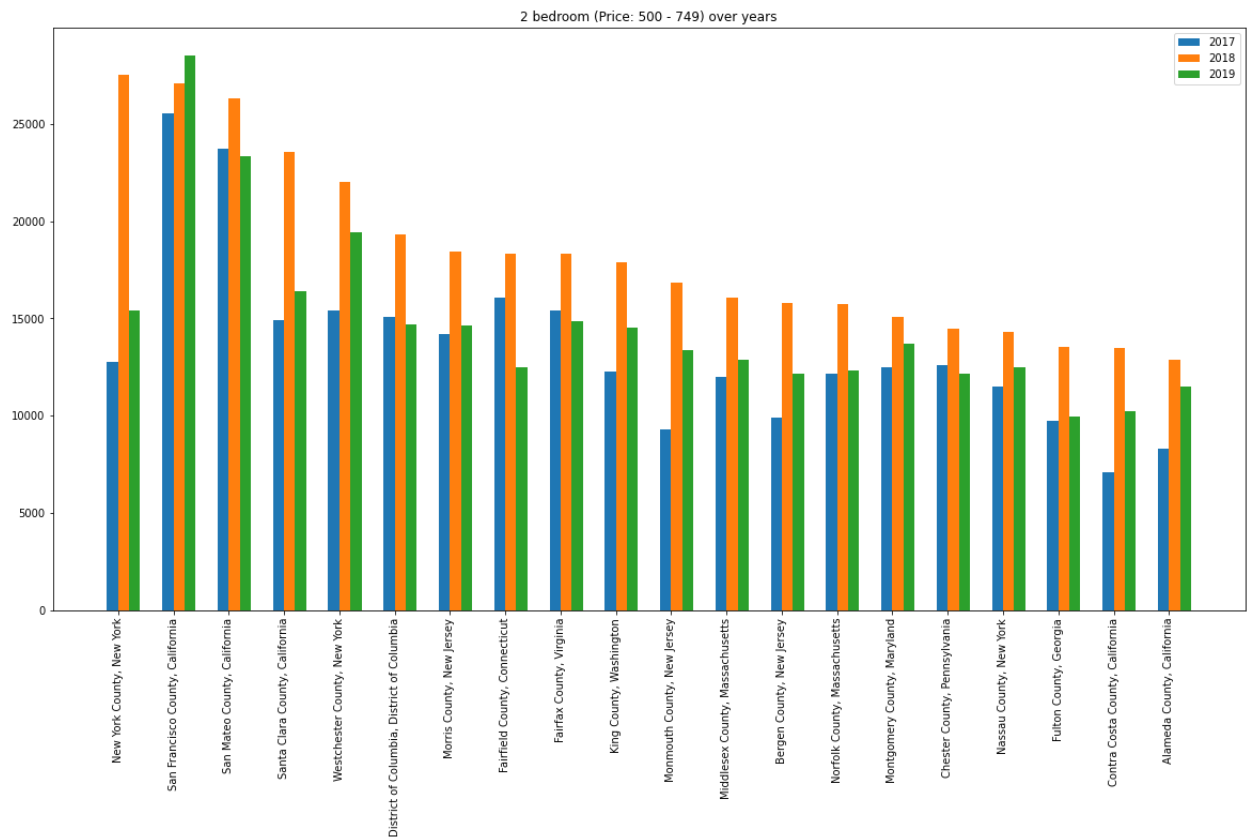


2.

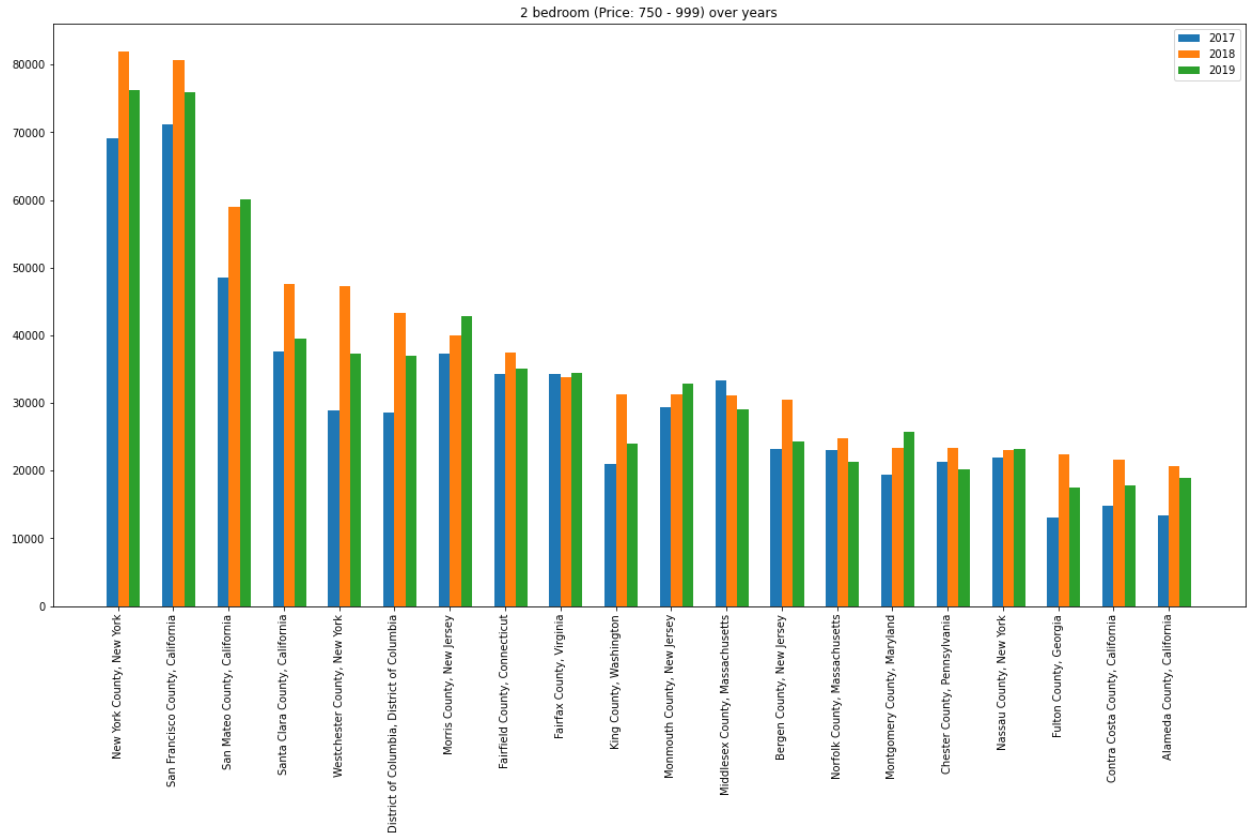
According to the data of the three years from 2017 to 2019 majority of the counties suffered a dip in 2018.



3.

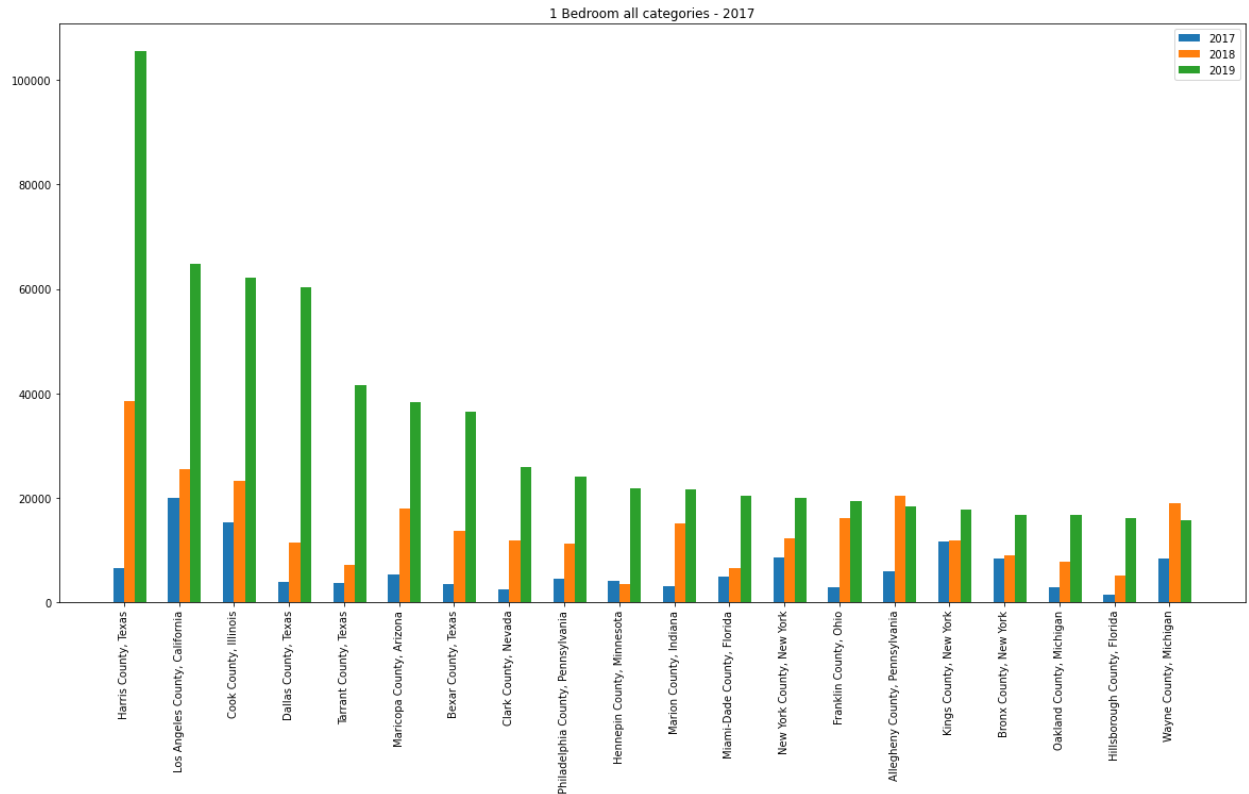


4.



5.

In the three selected categories of 2 Bedroom units a trend is found, in all the counties there is a rise of units in the year of 2018.



6. In 2017 , in more than 90% of the counties there was a rise in the number of units of the 1 bedroom with gross rent of \$750 - \$999.

Findings

1. Total Population of each county
2. 1 Bedroom and 2 Bedroom units structures in each county
3. Per Capita Income of the counties

Rise in the **2 bedroom** category in 2018 could be due the high per Capita income in 2017 which in turn cause dip in the **per Capita income**.

