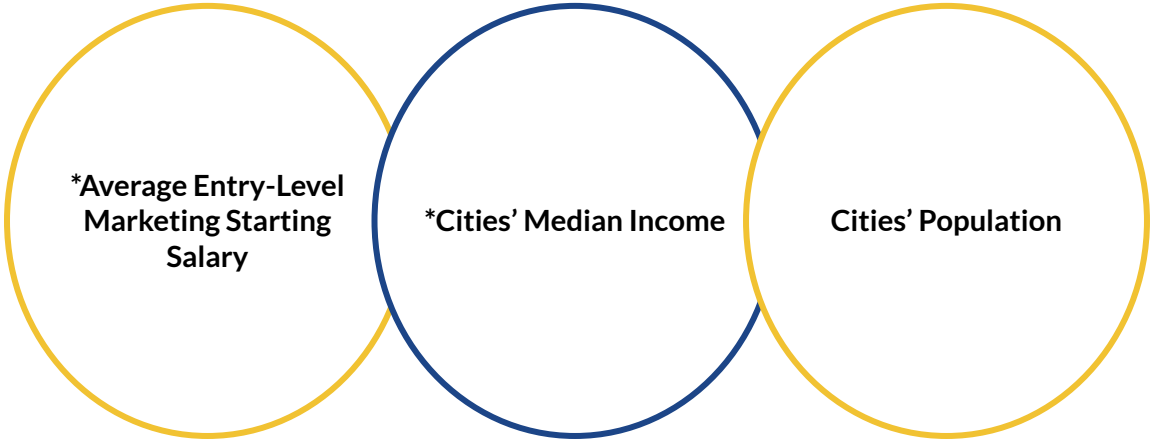
FINAL PROJECT

Interactive Data | Maddy Tomkos

Overview

What is the *best* city to live in for entry level marketing professionals?

***Quality of life**



Development Process

Average Entry-Level Marketing Starting Salary – salary.com

- Derived from HR-reported data sources
- 'Great' User Satisfaction Rating of 88% (231 user reviews from 3 recognized software review sites)

Cities' Median Income – gobankingrates.com

- Data collected from consumers through registration for newsletters/forms, conducts their own research, and third-party service providers

Cities' Population – United States Census Bureau

Let's

INTERACT WITH THE DATA

Final Github repo **here**

Applying Course Concepts

Gestalt Principles

- Proximity – circles closer together are more related than those farther
- Similarity – size and color

Bubble Plot

- Multi-dimensional chart – income, salary, population, quotient
- Effective chart type for audience

Reflection

Limitations

- Categorize regions *(East, West, Midwest, South)* by color
- Filters – restricted use for Dash users

Alternative Approaches

- Quadrant chart
- Additional components – weather, job openings, housing costs

Next Steps

- Practice and further develop skills
- Utilize skills in internship and career

That's all,

THANK YOU!