DFND - Project 4 -Tableau Data Dashboard/Story

I created a Story in Tableau, so you do not have to click on every link.
https://public.tableau.com/profile/kel1390#!/vizhome/DFND-Project4_0/Story1?publish=yes

<u>Insight 1</u> – First, I decided to look into child poverty in the US as these children are our future. While I know there is poverty in the US, I never looked at child poverty directly. For ease of use, I decided to just observe the continental states as opposed to including Hawaii, Alaska, and Puerto Rico.

First, I want to see how child poverty showed across each state and then drill down into counties per state.

Looking at the states, I observed that the majority of states with higher poverty rates were primarily in the southeastern states, while the states with the lowest child poverty are in the Northeastern and midwestern states. I wonder if climate makes a difference in poverty rates, though Texas would prove a big outlier on that thought.

Design for Insight 1 & 2: I used maps with dynamic colors to see at a glance the difference in child poverty at the state level and county level. That way, the viewer has a greater appreciation on how going deeper can show different observations than you would make at first observation.

Link to Insight 1: https://public.tableau.com/profile/kel1390#!/vizhome/DFND-Project4_0/AvgChildPovertyPerState?publish=yes

<u>Insight 2</u> - Next, I chose to drill down, since many times what you see is not the entire picture. This is definitely an eye opener. While the southeastern states do have higher poverty rates, it is not in every county in those states. If fact, some of those counties actually have very low child poverty rates. Viewing the differences in this map, the two counties with the highest child poverty are Mellette County in South Dakota (72.30), and Greene County in Alabama (67.00).

Finding the highest county with child poverty in South Dakota was completely unexpected. The state of South Dakota was on the lower end of the child poverty spectrum, so why is this county different?   What circumstances are changing the dynamics in Mellette county? Curiosity got the best of me, so I did a quick Google search to scan the Wikipedia articles on the counties in North and South Dakota. The obvious thing the all had in common was Indian Reservations located in the counties or a high percent of Native Americans. Let us deep even deeper.

Link to Insight 2: https://public.tableau.com/profile/kel1390#!/vizhome/DFND-Project4_0/AvgChildPovertyPerCty?publish=yes

<u>Insight 3</u> – Based on the previous insight, I started looking into Mellette county and observing the race distribution among the population to see if my observation was correct. Native Americans account for just over half the population in Mellette county compared to 13.68 percent for the entire state of South Dakota. This may account for the child poverty rate affecting the county.

Design for Insight 1: I decided bar charts would make it easier to see the difference between the different races in Mellette County vs all the counties in the state of South Dakota.

Link to Insight 3: https://public.tableau.com/profile/kel1390#!/vizhome/DFND-Project4_0/DshbdRace?publish=yes

<u>Insight 4</u> – I decided to look further into one more finding, as income does affect whether children are brought up in poverty. When you look at the distribution of counties in the state, you can see that Mellette County has the 2nd lowest amount of income and highest child poverty rate.

While we could see that Native Americans seem to be the driving variable in child poverty for this area, we also need to consider that it could be influenced by their culture and living off the land that is driving the higher child poverty rate. Native Americans may consider this a way of life and not see it as living in poverty, while others would consider it as extreme poverty. Without more research about this area and the cultures, we can only make educated guesses on the reasons Mellette County has the highest child poverty in the United States.

Design for Insight 1: I picked a scatter plot with color, so I could have all the counties showing and still have others understand what I am trying to portray.

Link to Insight 4: https://public.tableau.com/profile/kel1390#!/vizhome/DFND-Project4_0/SDPovToIncome?publish=yes

<u>Resources:</u>
Mellette County, SD Wiki: https://en.wikipedia.org/wiki/Mellette_County,_South_Dakota
Corson County, SD Wiki: https://en.wikipedia.org/wiki/Corson_County,_South_Dakota
Rolette County, ND Wiki: https://en.wikipedia.org/wiki/Rolette_County,_North_Dakota