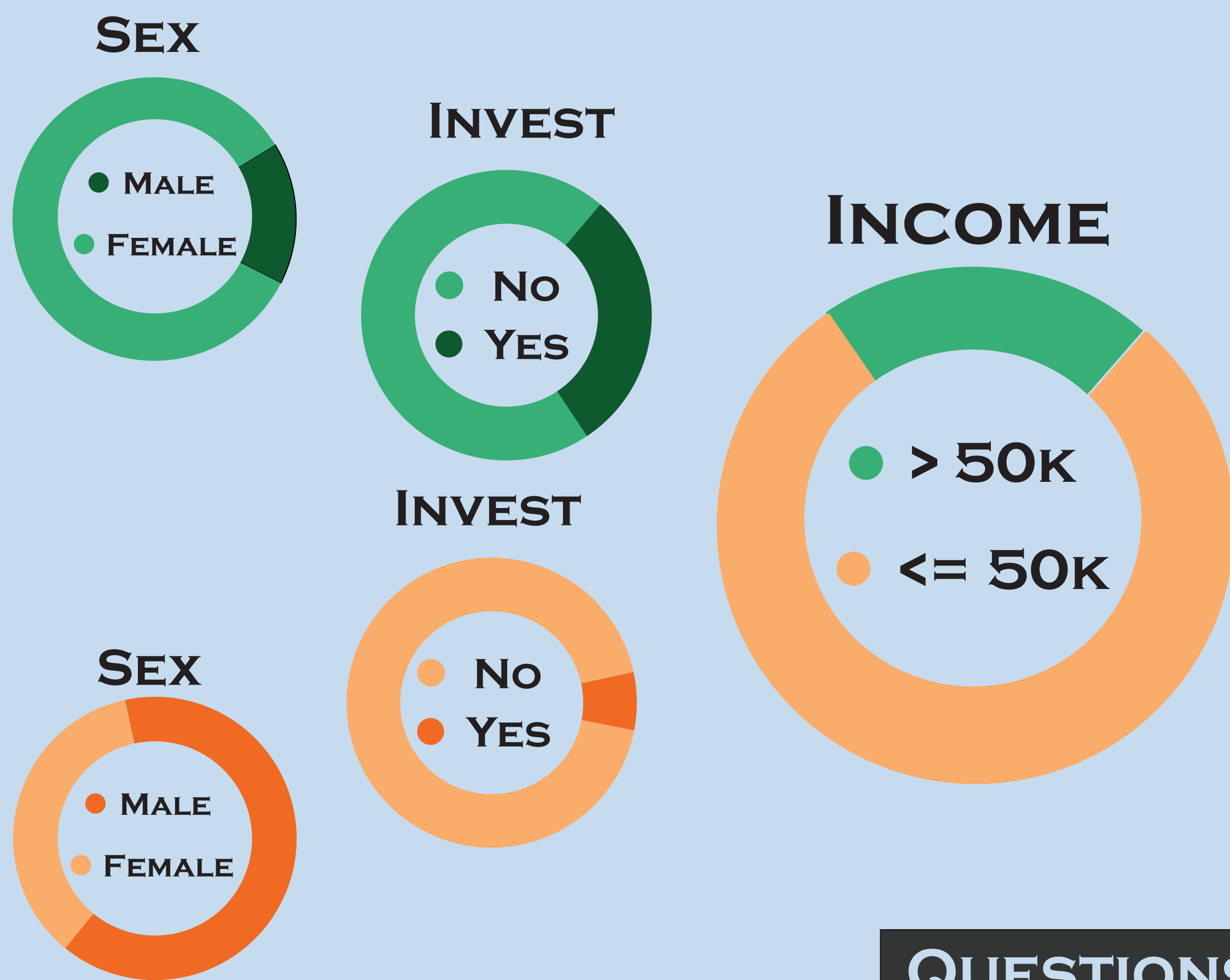


ADULT CENSUS INCOME

Who can earn more than 50,000\$ per year

In 2015, about 121 million adult U.S. residents were part of the middle class. What kinds of people have a better income? I would like to answer the question using the following visualization.



DATASET

The initial Kaggle dataset has 32561 rows and 15 columns. After data cleaning and data selection. I got 3658 rows and 14 columns in my final dataset.

FACTORS

To answer the main question. I applied "Decision Tree" and "Association Rule" to find important factors. There are 5 strong factors (education, marital status, sex, investment, relationship) that may effect adult income and one weakly related factor(Native country) . I chose three of them for the further analysis.

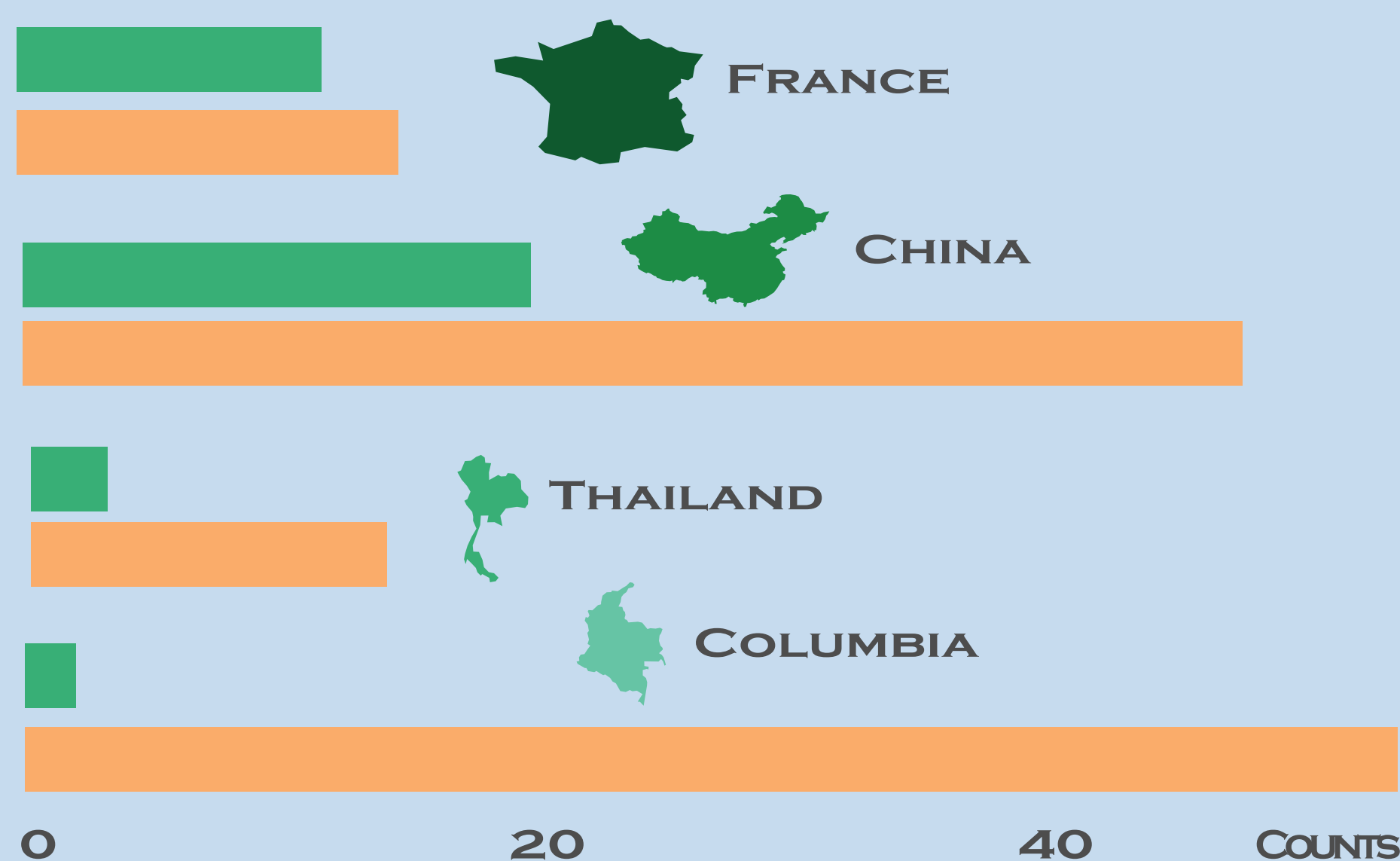
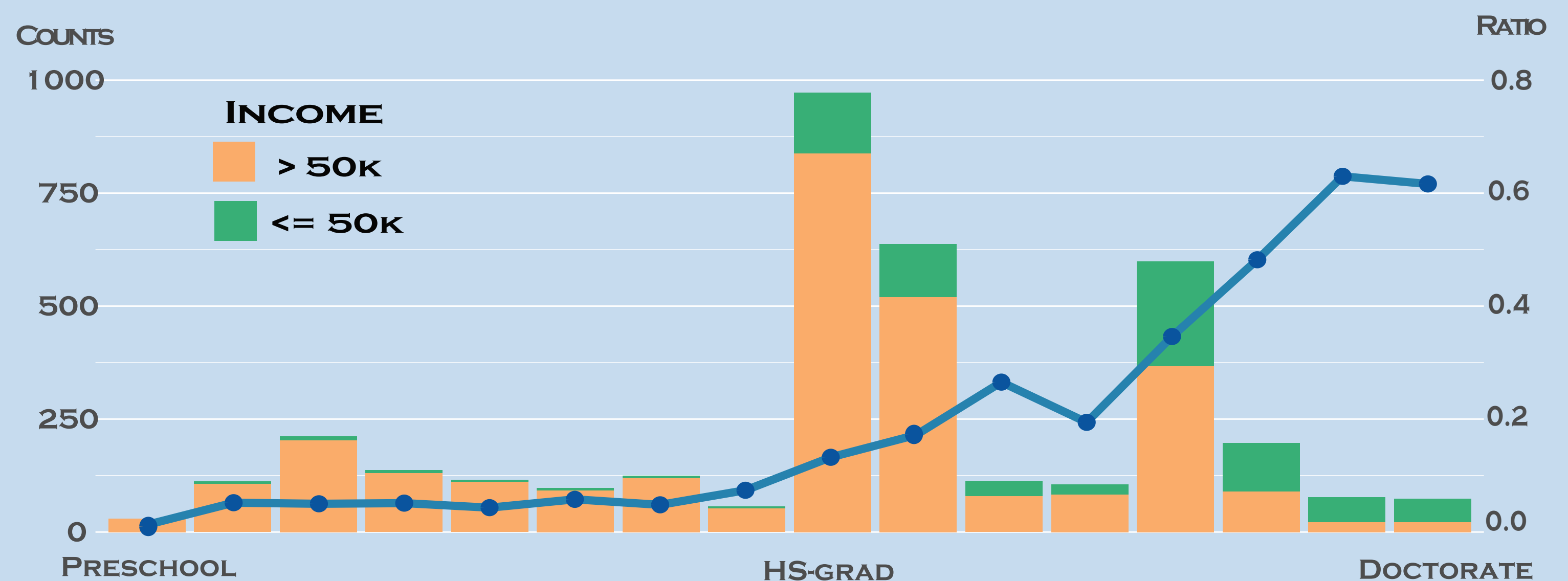
Is native country an important factor?
Higher education means better income?
How does invest behavior affect people's income?

QUESTIONS

"Education" has 16 levels (preschool to Doctorate).

A large amount of people are from High School Graduate to Bachelors.

The percentage of higher income people increases as the education level increase.



- Calculate the percentage of higher income people for each country
- Divide countries into four groups based on high income percentage
- Select 1 sample country from each group

Different countries do have different high income percentages.

AUDIENCE

1. People who want to earn more
2. Organizations (such as Census Bureau)
3. Students who are planning their career

Surprisingly, more than half of the people who lost some money in their investment are higher income people.

