**Final Draft**

## Summary of Analysis

The analysis of the data provided many interesting insights and created additional questions that could be explored. With the limited time available I focused on data and analysis that would help illustrate the message I was trying to convey, which I bring up in the ethical considerations portion of this milestone paper.

The summary of the analysis really comes down to at least a single simple trend, which is the increase over time in childcare costs across all age ranges of children.

## Direction of Story and Message

The message and direction of the story has largely remained the same from the initial plan, that is to tell the story of unaffordable childcare in the Unites States. Unaffordable childcare and how to help families pay for it can be a divisive topic since everyone does not have the same struggles, nor does everyone have children. With this being the case, the message should not be confrontational and overzealous, instead, a more data driven and factual message should be delivered. I tried to present the message in this manner using specific design styles and choices.

The message would be to sign an online petition to add an item to the ballot for more state funding to subsidize the cost of childcare for working families.

## Target Audience

The target audience remains the same at this point, the general public across the country. Though this petition may be specific to state funding it could apply to all states.

## Mediums and Overview

The mediums in the most recent Milestones have changed from what was originally planned. The three mediums planned originally were a PowerPoint presentation, a Blog Post, and a map style Infographic.

The biggest change was moving away from the use of an infographic that would have included a map. The move away from this style was primarily caused by access issues to ArcGIS software which was needed for the way I wanted to display the data.

**Design Decisions**

For the design of the mediums themselves, I tried to use a uniformed theme across all three. Using a unified theme across all three helps keep a cohesive message and story, readers and viewers can tie the mediums together and better understand the story or message.

I used mostly blue tones and hues in the design of the medium and the actual data driven visualization provided in the mediums. This played into the unified theming of all mediums for cohesion and made for a polished look.

I also tried to stay away from over-the-top visualizations and wording, I wanted to take a much more subtle and calm approach to conveying the message and issue at hand.

**Ethical Considerations**

During the cleanup and exploratory data analysis portion of the project, the data was modified from its original format. Some null values were dropped, column titles were changed, and when creating visualizations, some data may have been grouped by various features for analysis.

Assumptions made working with data include the assumption that the raw data was collected in a non-bias manner and should be free of any errors that would impact the analysis.

Another ethical consideration that has really stuck out to me is the fact that a lot of the provided data is essentially omitted to frame a story or message. With more time for analysis and a deep dive into the data, the data may refute the message trying to be made. This seems that it could and would be an ethical consideration of all analysis and messages being sold to people.

**Lessons Learned**

Many lessons have been learned throughout the process of completing this term project, from start to finish. One of the biggest lessons I learned is to remain flexible, you never know what issues you may run into. I really wanted to spend some time using the census data with ArcGIS but due to time and application access I was unable to take that route.

Another lesson learned is how data and data analysis can be used to really illustrate a story or message of your choice. This becomes a much larger ethical dilemma than I originally understood. By trying to only get your specific message across you may inadvertently, or intentionally, create a bias in your analysis and message.

What I would do differently would pick a more relatable topic. I found it difficult to focus on presenting a message and story that I did not have much interest in. The most interesting part of the term project for me was reviewing the data and analyzing the data, but I feel there was not enough time to do a deep dive. This may be more of a personal issue with work schedules and other obligations.