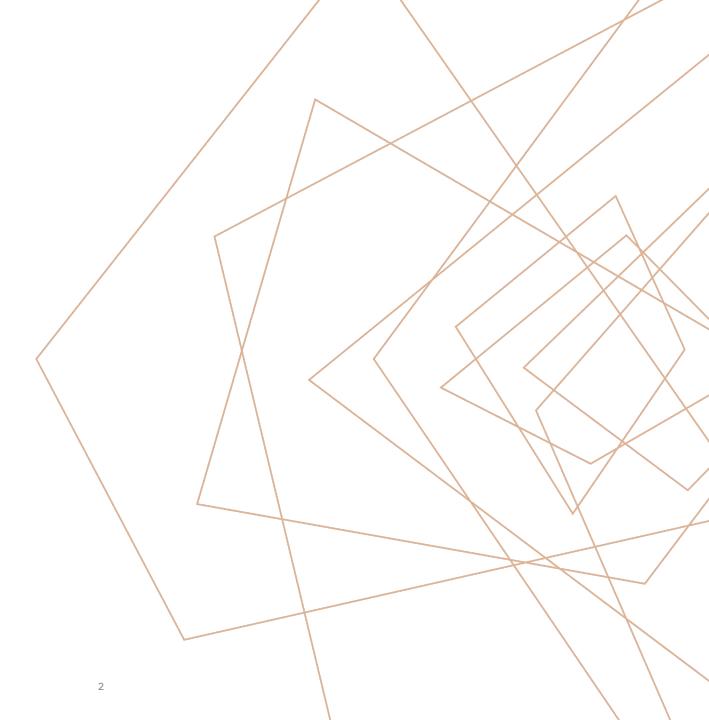# MGTA 452 FINAL PRESENTATION

Group C

PROJECT GOAL

Through the released U.S. Census data, explore poverty levels and migration patterns, alongside electric vehicle (EV) adoption rates, over the past decade. Our aim is to identify distinct trends within each dataset and communicate that through an interactive medium

MAIN SOURCE ——————————————— [U.S Census Bureau](#)

MIGRATION
DATASET ——————————————— [TBU – Shefali]

ELECTRIC
DATASET ——————————————— [TBU – Robin]

POVERTY DATASET ——————————————— Estimates for the past ten years broken out by Age, Sex, Race,
Employment Status & Work Experience

PROJECT DATA

WHAT WE DID

Defined Presentation Goals

Collaboratively determined the specific areas of inquiry for individual exploration, culminating in the consensus to present our findings through an interactive web application

Extract Transform Load

Sourced high-fidelity datasets from the U.S. Census Bureau, utilized Visual Studio Code for data transformation, ensuring optimal aggregation to inform our analytical reporting

Migrate

Initially programmed in Python for data manipulation and exploration, we subsequently transposed our code to R to leverage the Shiny framework for web-app development

Deployed App

We successfully deployed our interactive web application using the Shiny framework in R, which allowed us to present our data-driven insights in a dynamic and user-friendly interface

Migration Patterns

[TBU – Shefali]

Electric Vehicle Adoptions

[TBU - Robin]

Poverty Level

[TBU- Augie]

WHAT WE FOUND

WHO CAN MAKE USE

GOVERNMENT SECTOR

Social Policy Advisors: Could utilize poverty level data to design and implement more effective anti-poverty strategies.

Urban Development Planners: May apply migration patterns to plan for housing, transportation, and public services to accommodate shifting populations.

PRIVATE SECTOR:

Human Resources Directors: Can use migration pattern data to optimize recruitment strategies and adapt to workforce changes.

Sustainability Managers: Might analyze electric vehicle adoption data to align corporate sustainability goals with consumer adoption trends.

ACADEMIC INSTITUTIONS:

•*Economic Researchers:* Could employ poverty data to understand economic disparities and their effects on various demographics.

•*Transportation Scholars:* May use electric vehicle data to study the diffusion of innovation and its implications for environmental policy and vehicle technology curriculums.

THANK YOU

Please find the link to our Web App below: