



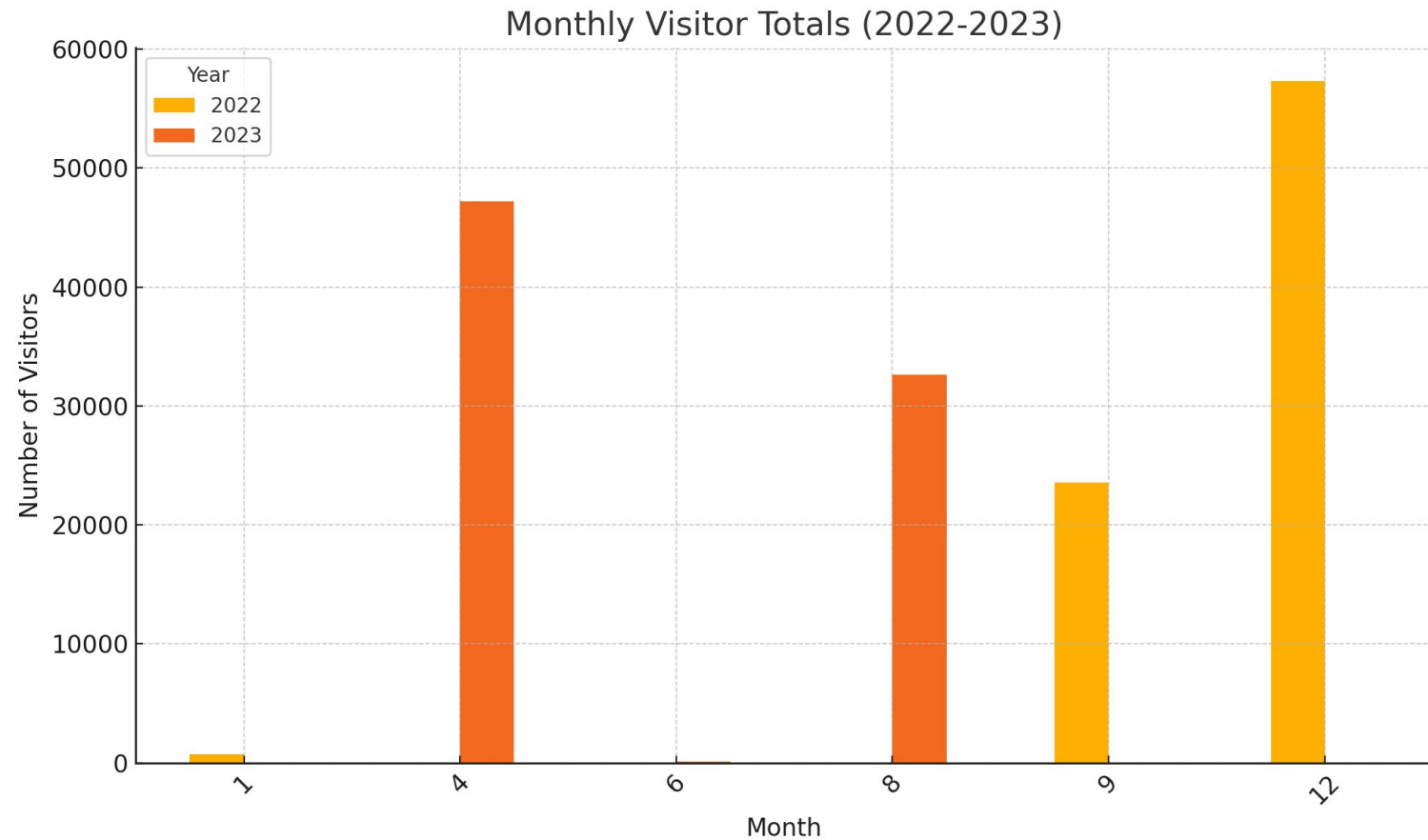
White House Visitor Log Analysis

A data-driven exploration of visitor patterns at the White House (2022-2023)

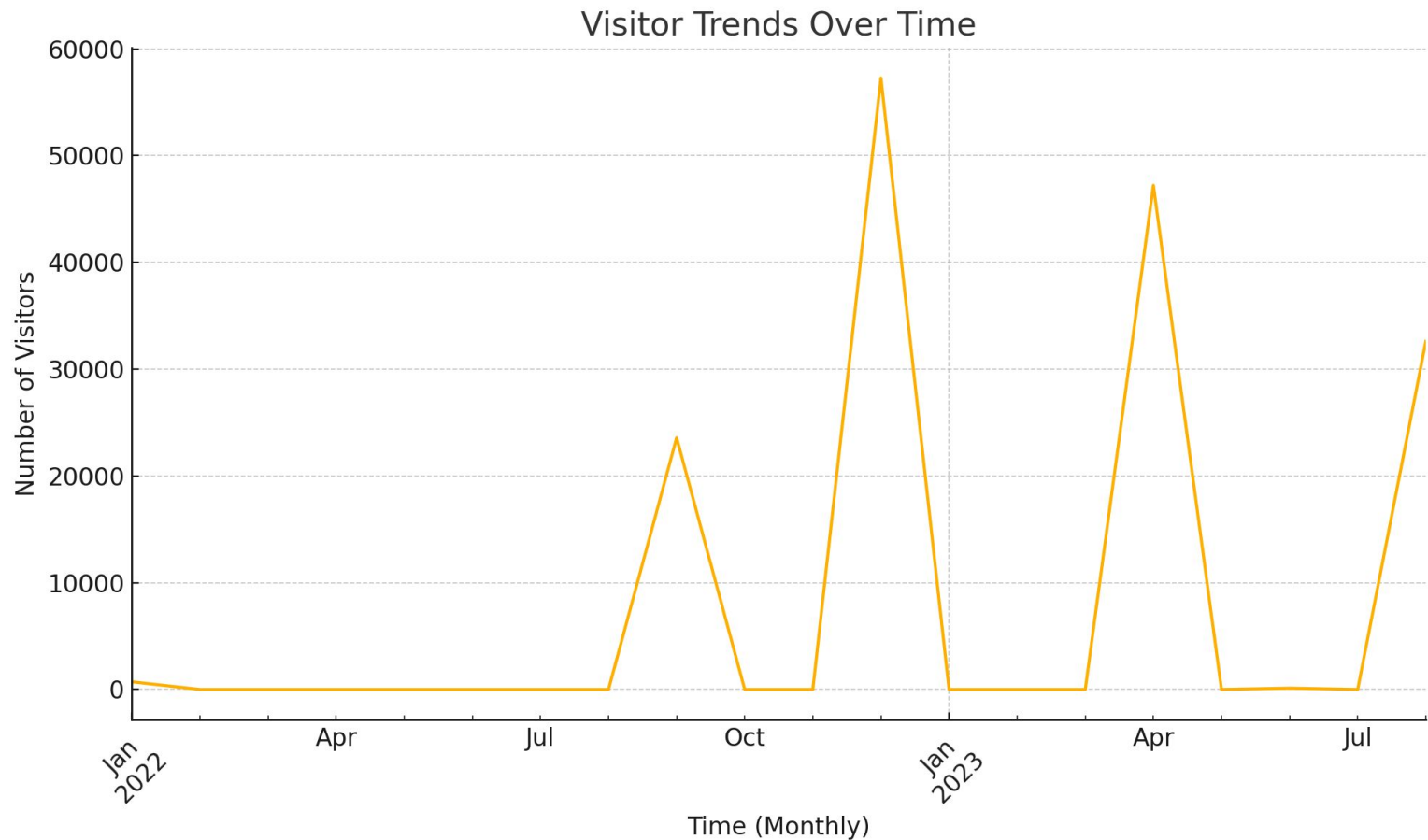
Overview

This analysis focuses on visitor logs at the White House, using data captured from 2022 and 2023. We explore monthly trends, visitor types, and time-based patterns in order to understand visitations and provide insights into transparency and access.

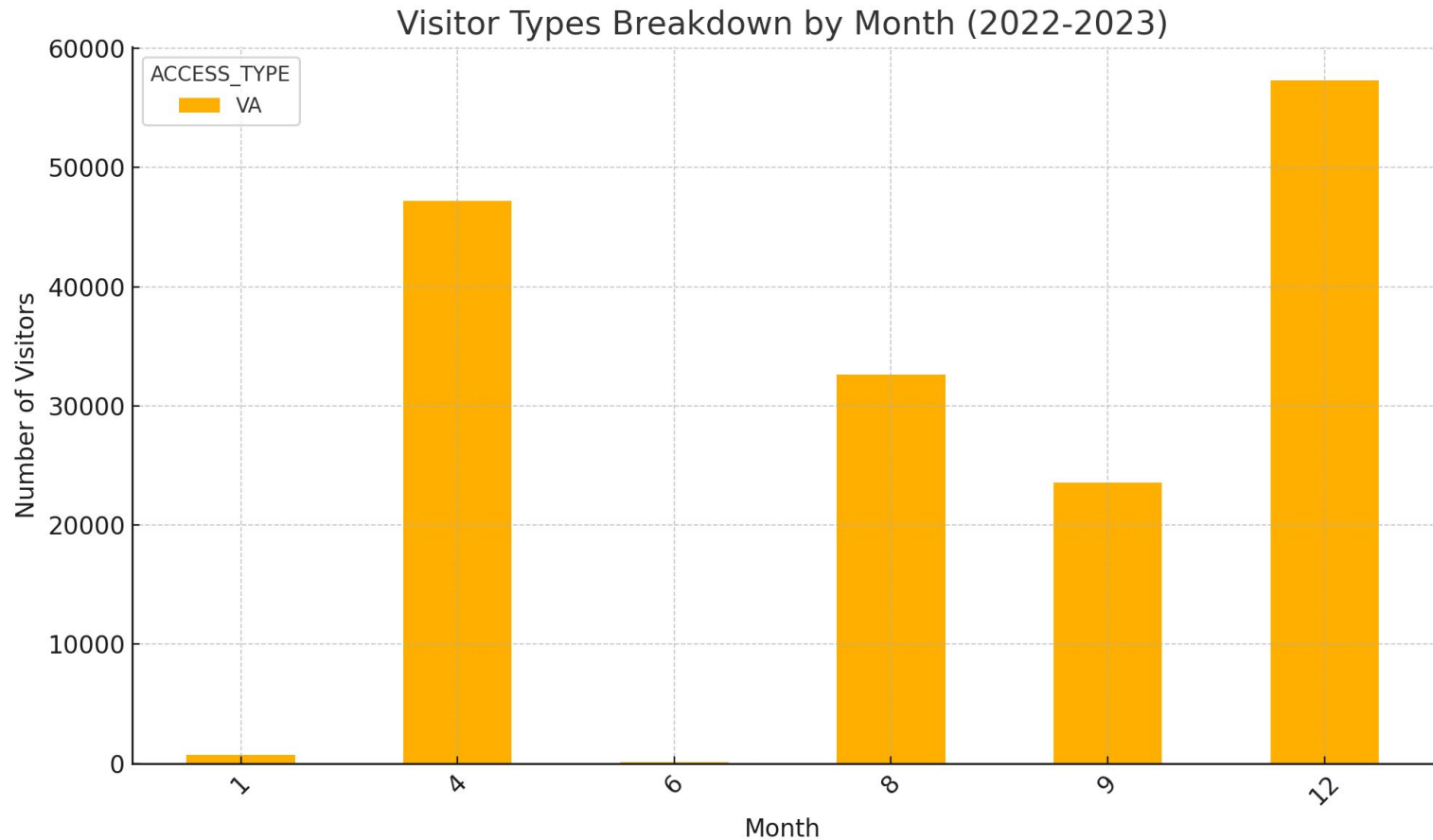
Monthly Visitor Totals (2022-2023)



Visitor Trends Over Time



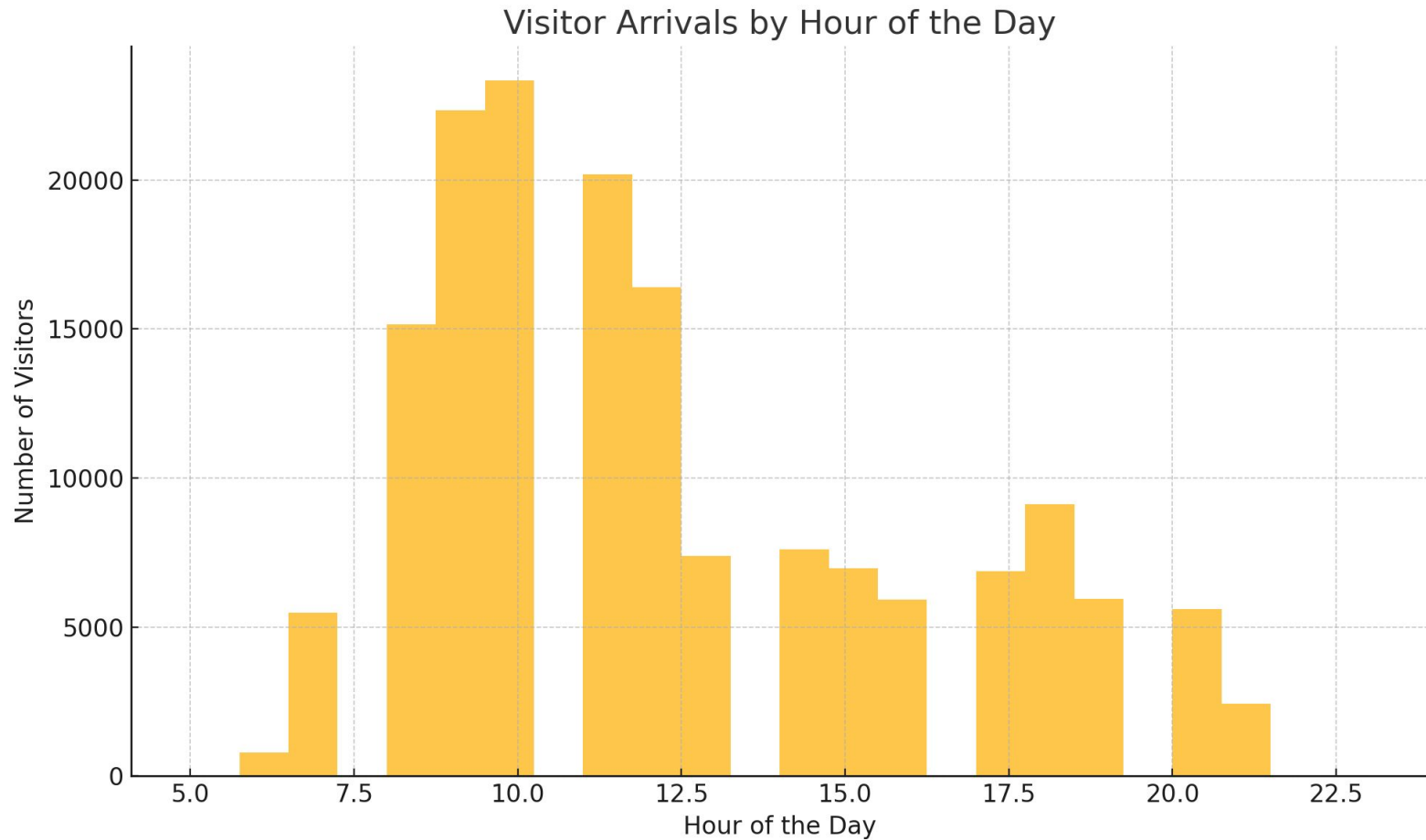
Visitor Types Breakdown by Month



Step Changes in Visitor Numbers



Visitor Arrivals by Hour of the Day



Call to Action

The analysis conducted highlights patterns in White House visitor logs. To ensure continued transparency and accountability, it is essential for the public to advocate for more frequent and detailed disclosures of the visitor data. This can provide much better insight into who is influencing policy decisions and White House activities to date.

Summary & Key Insights

- Visitor activity fluctuates significantly across different months, with key peaks in certain time periods.
- Different visitor types show distinct patterns, with some months having higher access to the White House.
- The analysis promotes transparency and encourages regular reporting of visitor logs to ensure public accountability.

Audience:

This presentation is designed for the general public, individuals who are interested in government transparency in particular, such as journalists, civic advocates, and any other concerned citizens. Recognizing that this audience may not have extensive data analysis experience, the presentation uses simple, clear language and visualizations to help make the data easier to understand. The goal is to help them grasp patterns in White House visitor logs and understand the importance of transparency in government operations.

Purpose:

The purpose of this presentation is to advocate for transparency in White House visitor logs. By analyzing the trends in visitor activity from 2022 and 2023, the presentation proves the need for regular and detailed public reporting of white house visitor logs. The call to action encourages the public to push for more frequent and accessible disclosures, which in turn would ensure that those who have access to decision-making spaces are known to the public. The visualized data helps show visitor patterns, suggesting key periods of activity that can be linked to broader political events.

Medium:

A PowerPoint presentation was chosen to deliver this message. This medium allows for the structured and sequential presentation of data and insights, using visuals that are easy to interpret for someone not familiar with data analytics. The format ensures the data can be shared with a wide audience, either through live presentations or online distribution, making it ideal for forums, media reports, and public awareness campaigns.

Design Choices:

- **Color:** Titles are presented in a greenish-blue color to capture attention, while the body text is colored gray, subtly encouraging viewers to read and absorb key points. The graphs, which are the primary focus, use yellow to ensure they stand out and are easy to interpret, especially in contrast to the gray background text.
- **Visuals:** The presentation features bar charts, line charts, stacked bar charts, step charts, and a histogram, all chosen for their ability to effectively show trends over time. The switch to a histogram in place of the scatterplot enhances clarity, making it easier to visualize visitor patterns by hour of the day.
- **Text & Alignment:** Minimal text accompanies each visual, using a large amount of space for important notes that force viewers to engage. The balance of space, color, and alignment ensures that the presentation flows smoothly while keeping the focus on the data.

Ethical Considerations:

The data used in this presentation comes from publicly available White House visitor logs, ensuring that it was sourced ethically. Missing values were handled carefully and some were filled in based on patterns identified in the data, like their names. Meanwhile, irrelevant columns (e.g., appointment cancellation dates) were removed from the dataset since they were essentially empty. The data was cleaned without distorting the integrity of the original information. Ethical considerations were at the forefront, ensuring that the analysis remains transparent and does not misrepresent any findings. This careful handling ensures that the public can trust the insights presented and use them to advocate for greater accountability.