

US Census Demographic Dashboard

1. Insight no.1: Unemployment Rates

- Link-
https://public.tableau.com/shared/WJWB9YD9X?:display_count=n&origin=viz_share_link
- Summary –
The story gives insights on unemployment situation in US. It conveys through map about the highest unemployment rates in US which is Puerto Rico. Also, story also talks about top 5 states in unemployment and the list is topped by Puerto Rico at 19.37%. This can be further investigated to understand the factors that contribute towards such unemployment rate.
- Design – I chose two visualizations- horizontal bar chart and map which showcase the information about unemployment rate. I chose the horizontal bar chart as to obtain the top 5 states in unemployment. I used map chart so that unemployment rate in different states can be seen at a glance. To identify each state by its unemployment rate, I have added colours accordingly.

2. Insight no.2: Population income per capita

- Link -
https://public.tableau.com/shared/QPJ8HZJ4C?:display_count=n&origin=viz_share_link
- Summary – This story shows the average population and average income per capita for the top 10 states. District of Columbia has the highest average population of 647,484 and average income per capita of \$47675. The story also gives insight about average population based on the race. Also, we can identify top 3 states with highest income which are New Jersey, Connecticut and District of Columbia.
- Design – I have used a tree map to identify the top 10 states with highest average population and highest average income per capita. I have included these details in the tooltip for easy viewing. To distinguish average population based on race, I have used a pie chart. Making use of pie chart helps to understand which race contributes to highest

average population. I have added option to filter based on states. To get clarity on top 3 states with highest income, I have used vertical bar chart. I have included the income as label in the bar chart.

3. Insight no.3: Employment Rates

- Link –
https://public.tableau.com/views/UScensusanalysis_16786310223780/Story1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link
- Summary –
The story gives us insight about employment percentage by employment type. It tells us that highest employment percentage by employment type is Office with 22.67%. This information can be used to identify how employment can be boosted in other employment types as well. The story also showcases the top 5 states with highest employment with California topping the list with whopping 1,72,46,360 employed individuals. This can be further studied to understand the factors which contribute to high employment.
- Design – I have used a vertical bar chart to understand the employment percentage by employment type. Have arranged the chart in descending order so that it easy to identify the highest percentage. I have also added a filter to see results state wise.
To obtain the top 5 states in employment I have used bubble chart with using Top 5 parameter created. I feel that bubble chart makes it easier to identify the largest contributor. I have added colour to the chart to make identifying the states easier. I have used the sum of employed individuals to calculate the states with highest employment.