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September/2024
Data Presentation and Visualization
DSC640-T301

Term project

Milestone 2 plan

Story background:

In United States, daycare price raises rapidly, At the same time, the income increasement may lag, which will impact the decision if the parents use childcare and if Mom need to stay home to avoid the childcare cost.

I am an advocate for childcare affordability, now it is election season, locally there is a bond on the ballots to support affordable childcare. I want to use visual to show a story that how childcare has become unaffordable in the local county I am in, and, then call to support this bond

Audience:

My audiences are leaders from some nonprofit groups who are curious why this bond is needed. They can provide additional voice through their events. As well as the general voters, who can vote yes to this bond.

Medium:

I would like to use 3 mediums:

1. **PowerPoint slides**:

   My targeted audience are leaders from no profit groups, who are not commercial or market people but are looking for ideas to support this bond. I will not show too much detail data tables or sort. Instead, I will primarily use charts with a line of summary to lay out my story. I am thinking of using trending chart to compare income growth vs childcare cost growth, childcare cost growth between different

state or county etc. the type of chart could be bar chart, line chart, distribution chart etc.
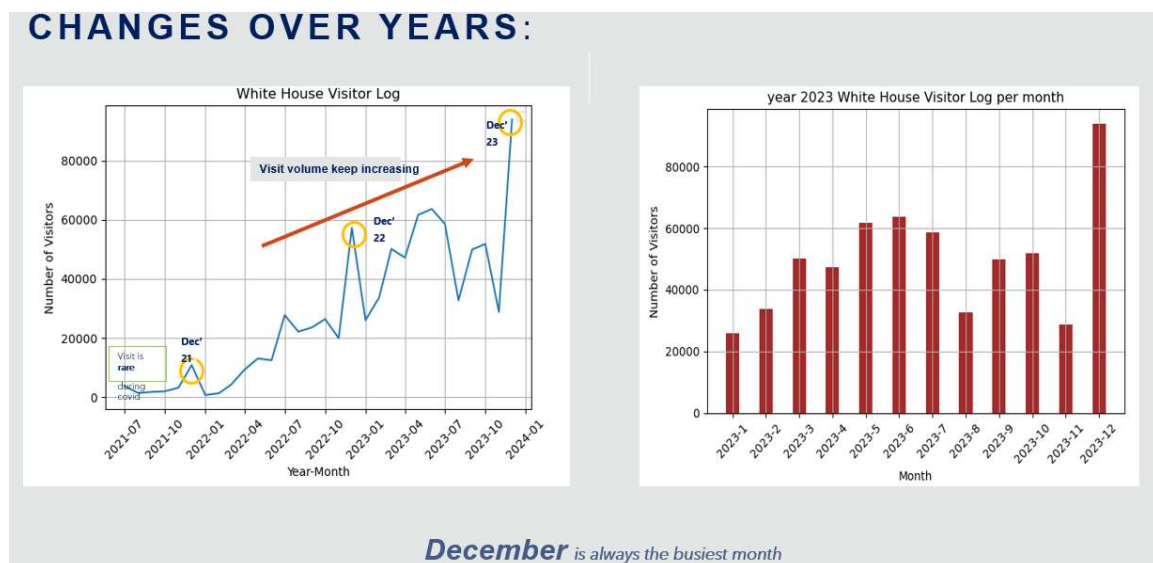
2. **Power BI Dashboard**:

I will create a Power BI dashboard of KPI cards to show some information. I plan to ask a web designer to put it on the election website, which will be used to promote this bond proposal. People can have a summary right from the dashboard.

3. **Poster**:

To get voters' support, I will design a poster with a clear call for action. The poster will be put outside of the vote station. This will bring voter's attention to the bond proposal; therefore, voters will potentially support the bond.

Medium(samples only):

PowerPoint:

Dashboard:

Poster: