Agenda

• Data Visualizations
  • What is it and why we do it?

• Project Work
  • Data
  • Prep
  • Visualizations
  • Analytics

• DEMO

• Q & A
Data Viz
Data Visualization

- Exploring new methods of Data Dissemination
  - Census API/Hackathons & Vizathons
  - Data Visualizations (and where they live)
- Industry Conferences
- Webinar Series
  - Training new users
- Corporate Outreach
- Building Data Tools
- Internal “BI” Analytics
Recent Data Viz Projects

Time for a Grocery Run!
Selected products sold at U.S. grocery stores by state

Illinois grocery stores sell $1,872,937,000 (8.9%) of their total sales of dairy products & related foods as compared with $40,015,265,000 (7.1%) for all U.S. grocers.
Starting to build your visualization

• Accessing census data
  • AFF
  • data.census.gov
  • Census API
• Prepping the data
  • Cleaning and modifying
What’s Next?

• “Take 10” Map for 2020
• Data Viz Projects (Data Releases, etc.)
  • MyCD
  • Stats in Schools
  • Navigator Update
• Analytics
  • Email Marketing
  • CRM Data
• Training
  • Webinars | Presentations
  • Census Academy (videos)
• Data Viz Newsletter
• What would you like to see!!?
Get the data and build a Viz

• 2017 ACS Navigator Call

• Training Texas SDC drive folder
Additional Resources

• Census Academy
  • https://www.census.gov/academy

• Tableau Public
  • https://public.tableau.com/profile/us.census.bureau

• Tableau Training Videos
  • https://www.tableau.com/learn/training
Q&A

Customer Liaison and Marketing Office
Data Dissemination Branch
census.askdata@census.gov
1-844-ASK-DATA

Ryan Dolan, Data Visualization Lead
ryan.s.dolan@census.gov
(612) 718-6041
Minneapolis, MN

Gerson Vasquez, Data Visualization Lead
gerson.d.vasquez@census.gov
(770) 543-9900
Atlanta, GA