

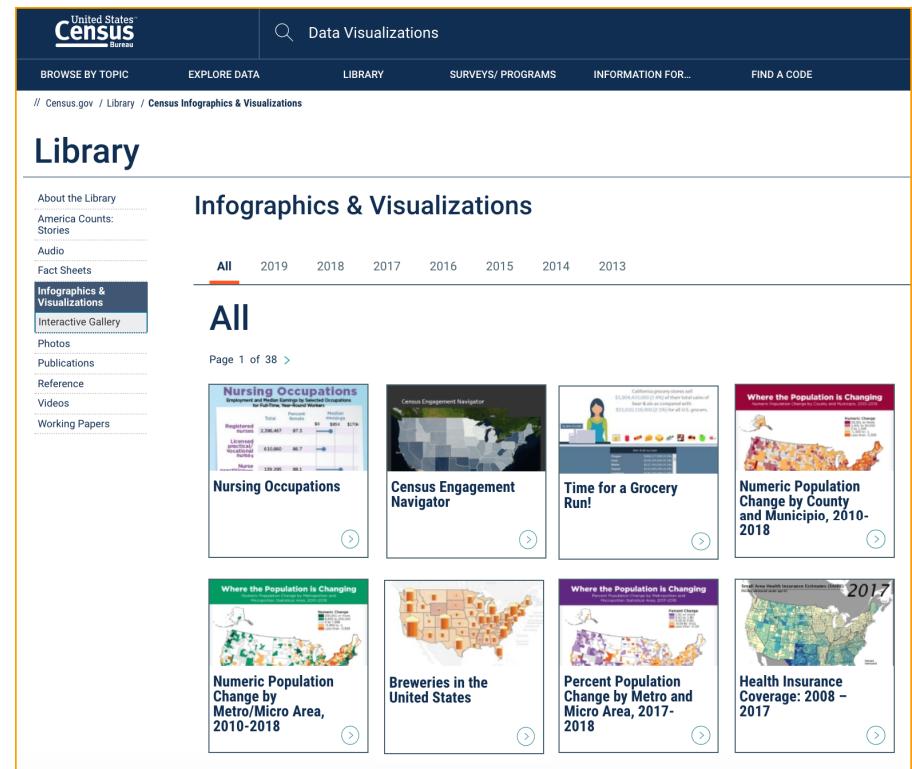
DATA VISUALIZATIONS



Powered by Census Data

Agenda

- Data Visualizations
 - What is it and why we do it?
- Project Work
 - Data
 - Prep
 - Visualizations
 - Analytics
- DEMO
- Q & A

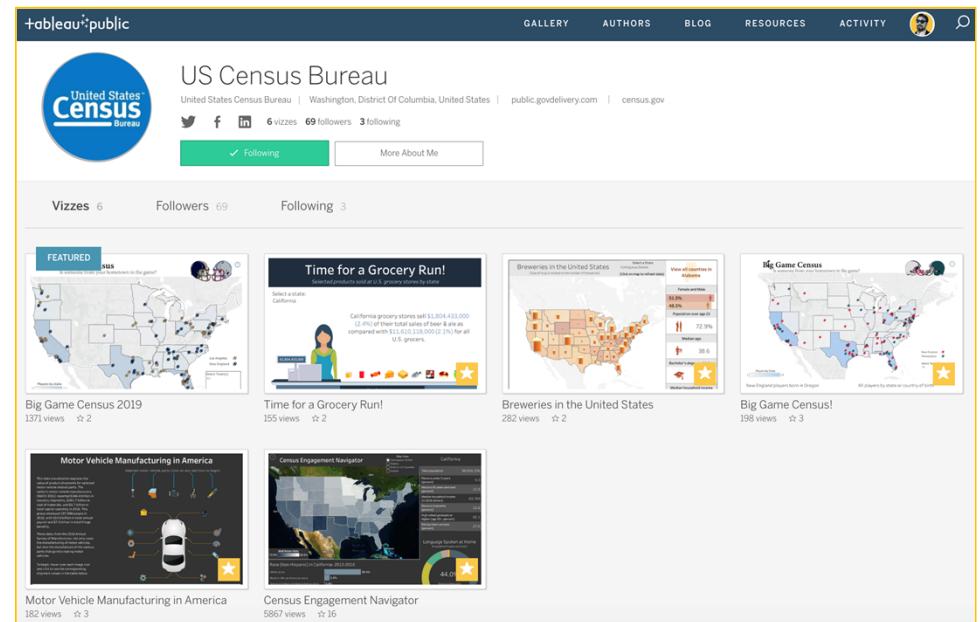


The screenshot shows the 'Data Visualizations' section of the Census Bureau website. The top navigation bar includes links for 'BROWSE BY TOPIC', 'EXPLORE DATA', 'LIBRARY', 'SURVEYS/ PROGRAMS', 'INFORMATION FOR...', and 'FIND A CODE'. Below the navigation is a breadcrumb trail: // Census.gov / Library / Census Infographics & Visualizations. The main content area is titled 'Library' and 'Infographics & Visualizations'. A 'All' tab is selected, showing a grid of 12 data visualization cards. The cards include: 'Nursing Occupations' (a bar chart showing employment and median earnings by selected occupations), 'Census Engagement Navigator' (a map of the United States), 'Time for a Grocery Run!' (a card with a person grocery shopping), 'Where the Population is Changing' (a map of the United States showing population change), 'Numeric Population Change by County and Municipio, 2010-2018' (a map of the United States showing county-level population change), 'Breweries in the United States' (a map of the United States showing brewery locations), 'Where the Population is Changing' (another map showing population change), 'Percent Population Change by Metro and Micro Area, 2017-2018' (a map showing population change by metropolitan and micro areas), and 'Health Insurance Coverage: 2008 - 2017' (a map showing health insurance coverage rates). Each card has a 'View' button in the bottom right corner.

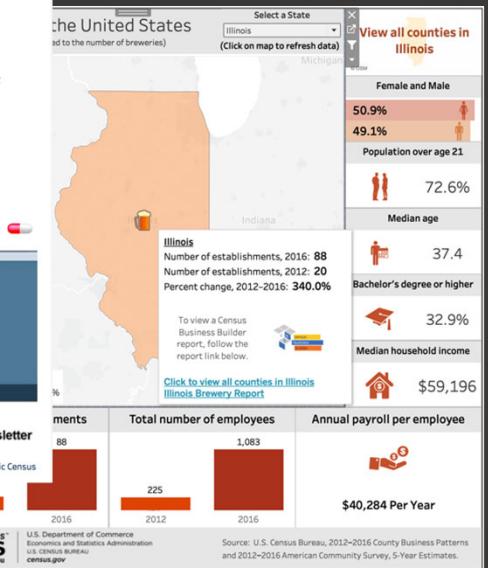
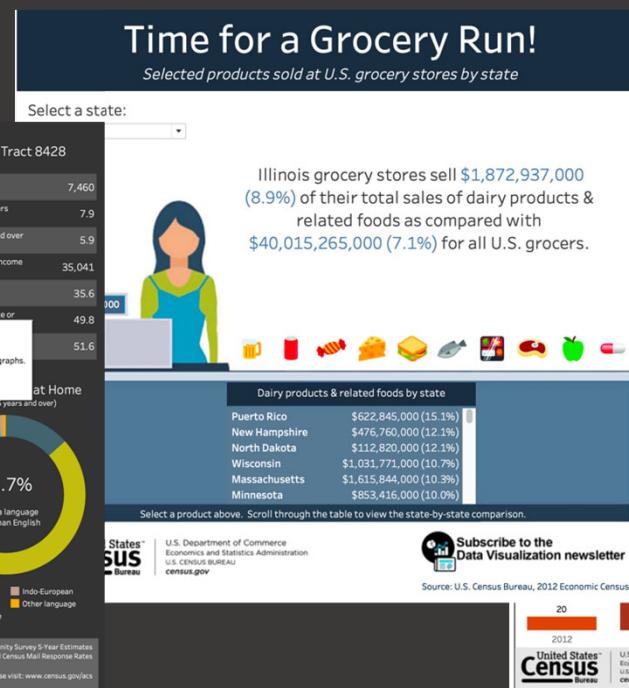
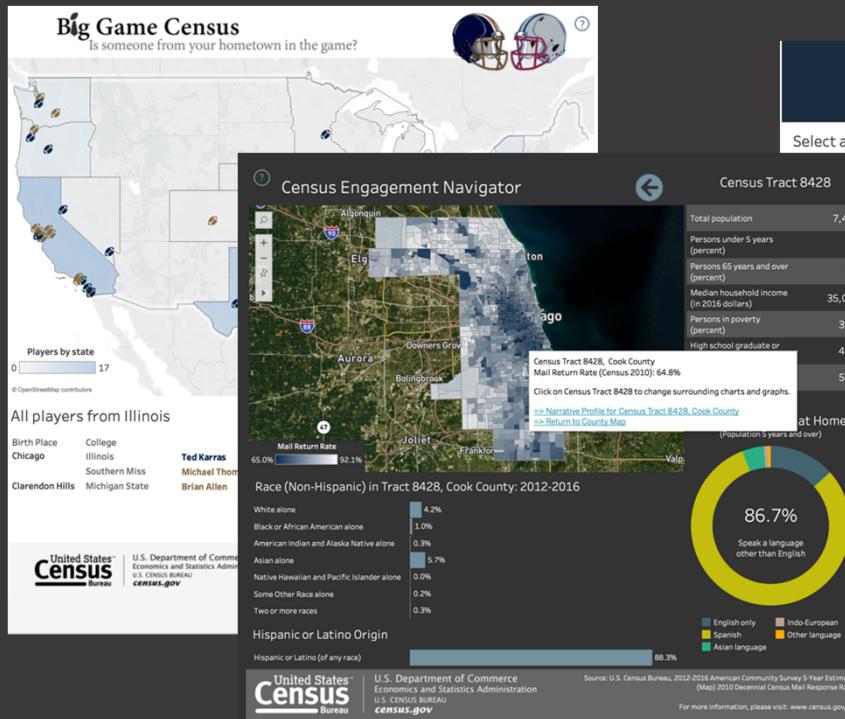
Data Viz

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

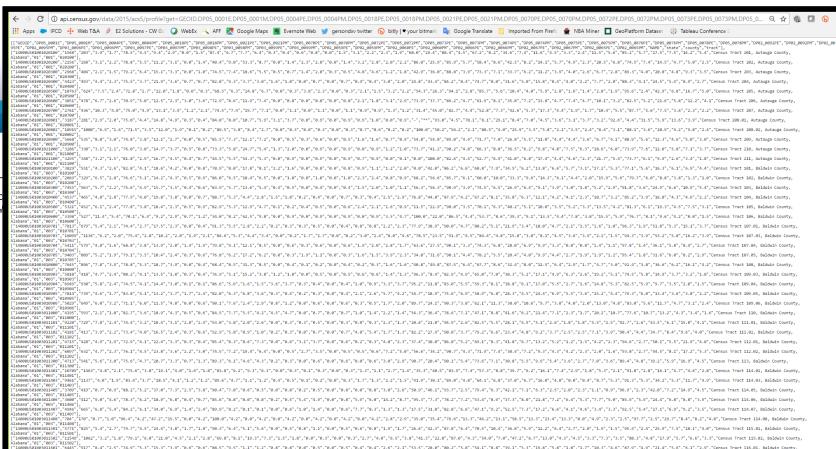
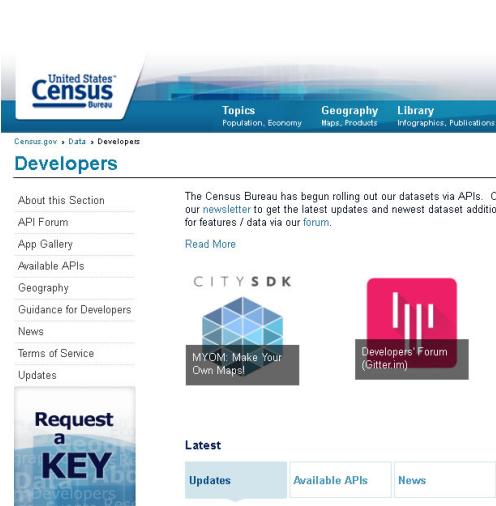
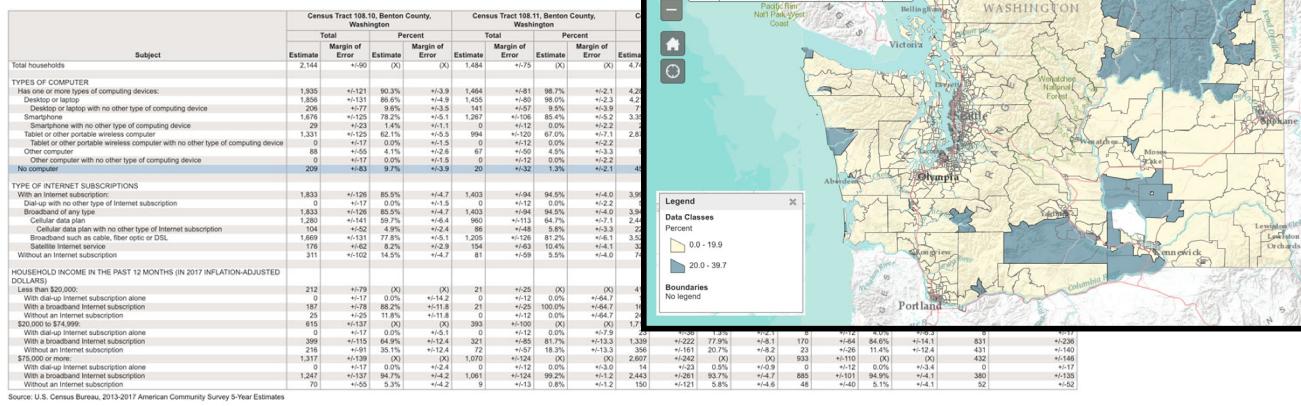


Recent Data Viz Projects



Starting to build your visualization

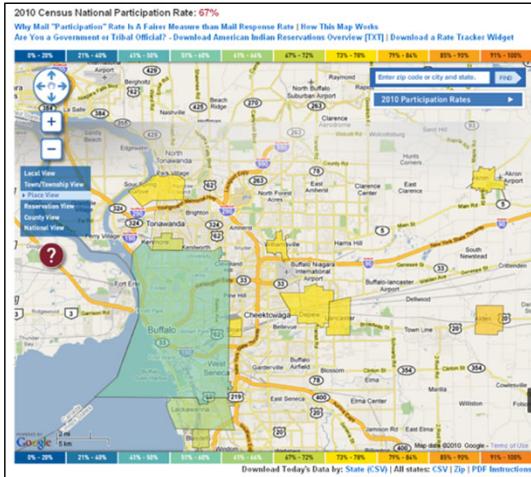
- Accessing census data
 - AFF
 - data.census.gov
 - Census API
 - Prepping the data
 - Cleaning and modifying



Demo

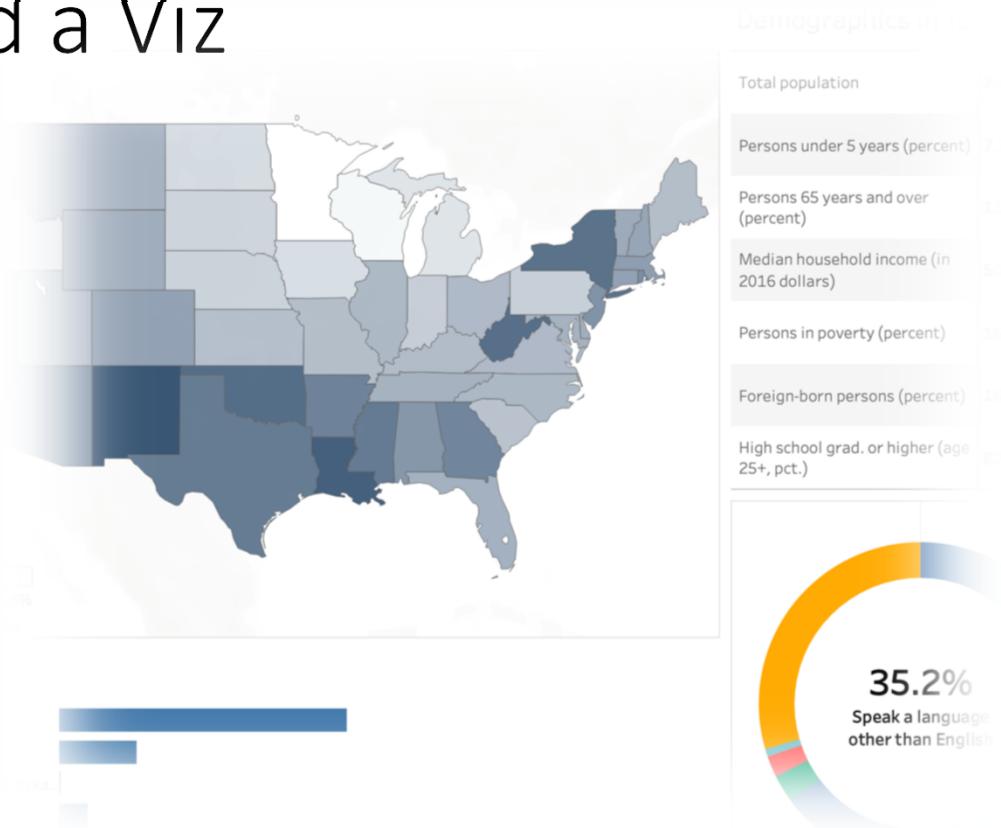
What's Next?

- “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!!?



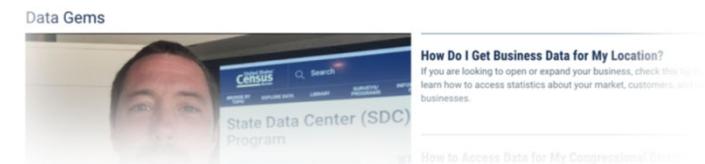
Get the data and build a Viz

- 2017 ACS Navigator Call
 - <http://bit.ly/acs17nav>
- Training Texas SDC drive folder
 - <http://bit.ly/sdctraining19>



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

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