

**Deloitte.**

# DATAUSA<sup>★</sup> ★ ★

EXPLORE, MAP, COMPARE,  
AND DOWNLOAD U.S. DATA

**Deloitte.**



**Datawheel**

Bring stories to life  
with Data USA

[www.datausa.io](http://www.datausa.io)

# Explore, map, compare and customize public data

Whatever your role, public data holds insights that can inform decisions, direct action, and create impact.

To help deliver those insights in a visual, interactive way, specialists from Deloitte and Datawheel joined MIT Media Lab Faculty Cesar Hidalgo to create Data USA—a destination and visualization engine that retrieves data from various US government data sources, organizes and analyzes it, and helps you visualize the answers you're looking for in seconds.

Launched in April 2016, Data USA delivered more than 2.5 million sessions in its first year, with the majority of visitors coming from organic search. The site is the number one result when entering "Data USA" into Google's search engine.

And now with new features like the **data cart** and **visualization builder** that offer more easily comparable and customized views, Data USA allows users to develop stories that are even richer than before.

## See data differently

The US government collects, stores, and makes available enormous amounts of data. But too often, it's siloed, difficult to access, and hard to understand.

The largest, most comprehensive website for shared US government data, Data USA allows public and private sector users to view US government data in entirely new ways.

Data USA presents consolidated views of useful data on a wide range of topics, including:



Regional demographics



Industries



Job markets



Higher education



Health



Government spending



Transportation



Products

# Visualize the answer

## **If you're...**

### **...opening a new office or relocating a business,**

you'll learn which locations have the kind of talent, education levels, and skills you may need.

### **...expanding a product to new markets,**

you'll see what your customer profile looks like within specific geographic regions.

### **...making decisions about health care,**

you'll find a wealth of information about coverage, population health, social determinants, and behavioral risks by geographic region.

### **...enrolling as a college student,**

you'll discover what careers various majors lead to, and where are the universities for those majors.

Data USA transforms data-driven insights into easy-to-interpret visualizations that answer your questions in seconds.



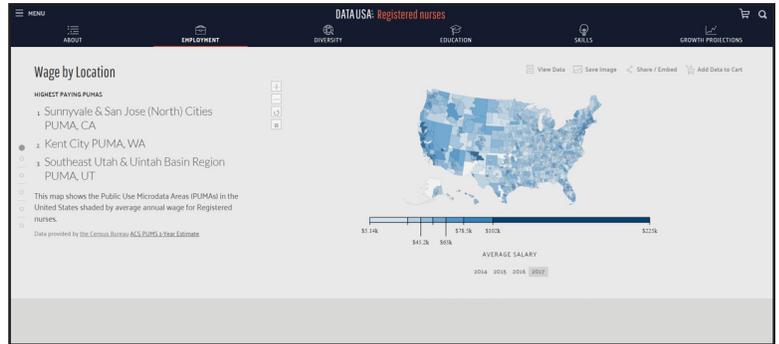
## Locations

What industries are propelling growth?

Which occupations are the most common, most specialized, and highest paying?

What are the average wages by gender, race, and ethnicity in common jobs?

What are average commute times?



## Jobs

What are the top college majors in demand for an occupation?

What locations and industries employ the most retail salespersons?

What is the gender, race, and ethnicity composition of an occupation?

What types of educational institutions are producing graduates with which skill sets?



## Industry

Which locations are most married to a single industry or set of industries?

Which skill sets are critical for different industries?

Where do industries pay the highest average salaries?

What industries purchase the most products or services from other industries?



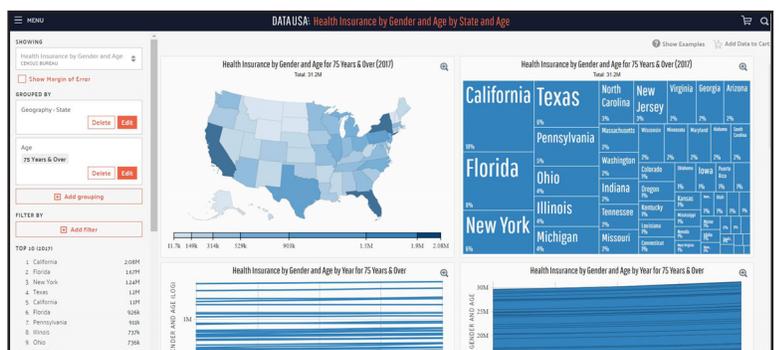
## Health

How has health care spending changed over time?

What US counties have the highest uninsured rate?

How does health access and quality differ by state?

How have rates of substance abuse changed over time, and by geography?



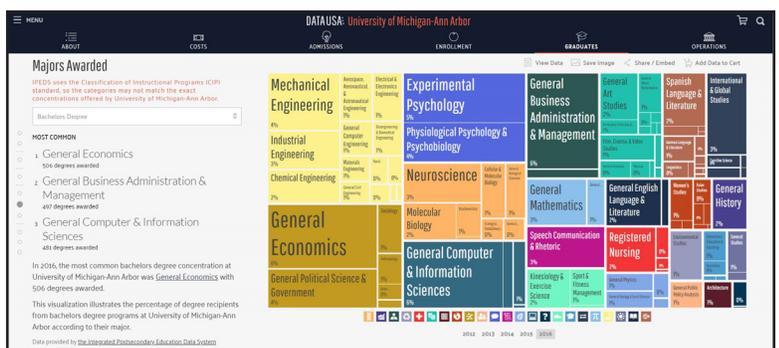
## Education

What universities are graduating the most engineers?

What are the most common jobs by major and where do they pay the highest salaries?

What are the primary operational expenses at a university?

How do private colleges and universities compare to public ones?

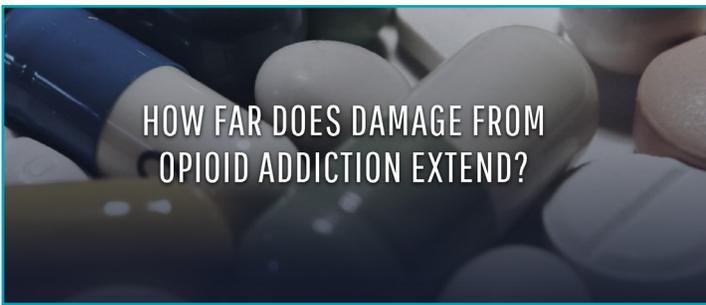
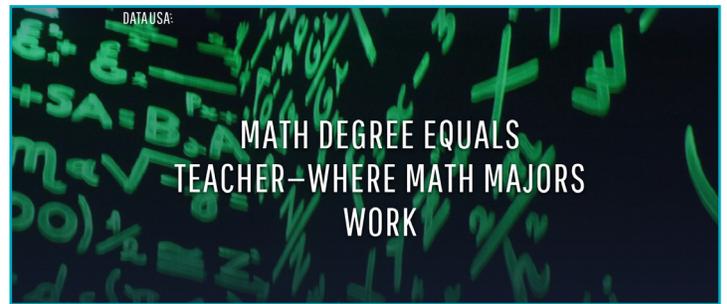


## Fill in the gaps

What burning questions do you have? What information could help you make more informed decisions about your business, career, industry, policies, or profession? Data USA helps fill in the gaps by illustrating patterns, reading signals, and identifying trends in public data. It is an ever-evolving platform that offers deep data views and useful features to uncover new insights.

## Telling the American story through data

Data USA generates **over 2.5 million** visualizations – and tells countless stories about America.



# Visual data for the common good

Data USA makes data available in many forms, generating visual stories in seconds across...



**2,300+**  
Degrees



**36,000+**  
Locations



**500+**  
Occupations



**250+**  
Products  
& Services



**300+**  
Industries



**7,500+**  
Universities



**850+**  
Maps

## Unlock the power of the data

### Come as you are:

Data USA users can browse the data using filters (locations, industries, occupations, education) or target their view using search tools.

### Look closer:

Users can compare their results on the site and use the data cart to merge data from multiple sources for greater analysis.

### Explore further:

The new custom visualization builder lets users select available data sets and filters for a series of bespoke views.

### Dig deeper:

Data USA also delivers narratives on topics of interest and issues that matter to government and business leaders.

### Think forward:

The code is open source, an API is available, and the platform is scalable, allowing for new data and features to be added.

## Visual data for all

Data USA brings visual data to life, making complex issues facing the US easier to understand—and ultimately solve. How can you use Data USA to discover more?

- Do your own analysis
- Embed charts
- Download in the data cart
- Customize using the Viz Builder
- Generate insights
- Find answers
- Develop stories
- Continue the conversation

# There's more to the story

Through Data USA, Deloitte can help illustrate answers to vexing questions by delivering unique insights backed by hard data. Learn more about how we help advance the arc of conversation on today's critical topics. Explore Data USA at [www.datausa.io](http://www.datausa.io) and view the Data USA video.

## Contacts

### **Ann Perrin**

Deloitte Services LP  
Data USA leader  
[aperrin@deloitte.com](mailto:aperrin@deloitte.com)

### **Bill Eggers**

Deloitte Services LP  
Executive Director, Center for Government Insights  
[weggers@deloitte.com](mailto:weggers@deloitte.com)

### **Matt Gentile**

Deloitte Transactions and Business Analytics LLP  
Principal  
[magentile@deloitte.com](mailto:magentile@deloitte.com)

### **César Hildago**

Director, Collective Learning Group  
MIT Media Lab  
[hidalgo@mit.edu](mailto:hidalgo@mit.edu)

### **Dave Landry**

Co-founder  
Datawheel  
[dave@datawheel.us](mailto:dave@datawheel.us)

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