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:
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...

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 and view the Data USA video.

Contacts

Ann Perrin
Deloitte Services LP
Data USA leader
aperrin@deloitte.com

Bill Eggers
Deloitte Services LP
Executive Director, Center for Government Insights
weggers@deloitte.com

Matt Gentile
Deloitte Transactions and Business Analytics LLP
Principal
magentile@deloitte.com

César Hildago
Director, Collective Learning Group
MIT Media Lab
hidalgo@mit.edu

Dave Landry
Co-founder
Datawheel
dave@datawheel.us

About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as “Deloitte Global”) does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the “Deloitte” name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see www.deloitte.com/about to learn more about our global network of member firms.

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

Copyright © 2019 Deloitte Development LLC. All rights reserved.