



Search, map, compare, and download US data with Data USA

Building visual narratives using 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, Datawheel, and MIT Media Lab Faculty Cesar Hidalgo jointly created 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.

See data differently

The US government collects, stores, and makes available enormous amounts of data. But too often, it can be siloed, challenging to access, and hard to understand.

The 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:

- Labor and job markets
- Higher education
- Transportation
- Industries
- Health care
- Regional demographics

Visualize the answer — If you're . . .


- Opening a new office or relocating a business, you can learn which locations have the kind of talent, education levels, and skills you need.
- Expanding a product to new markets, you can see what your customer profile looks like within specific geographic regions.
- Making decisions about health care, you can find a wealth of information about population health, social determinants, and behavioral risks by geographic region.
- Enrolling as a college student, you can discover what careers various majors lead to, and where are the best universities for those majors.

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

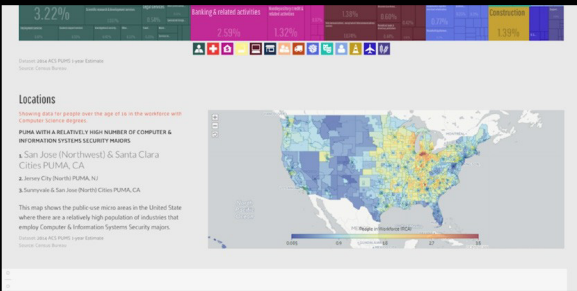
Fill in the gaps

- 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 can 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.

Geography 


What industries are propelling growth?
 What states are better equipped to address skills gaps?
 Which regions are seeing the largest effects of government programs/interventions for jobs?




Industry 


Where and in what industries have small businesses thrived or died more quickly?
 Which geographies are the most 'married' to a single industry or set of industries?
 Which skill sets are critical for different industries?



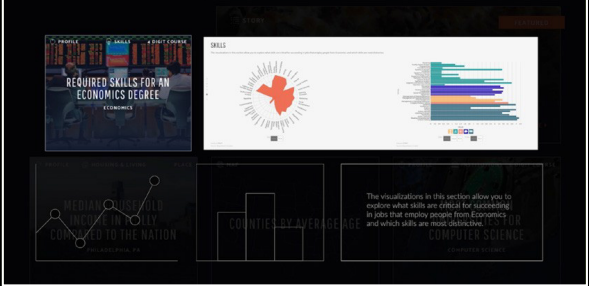
Jobs 

What are top education/skills in demand?
 What skills are projected to be in demand and when will they peak?
 What types of educational institutions are producing graduates with which skill sets?



Education 

Are graduates prepared to fill jobs of the future?
 What is the role of STEM education to the economy?
 How do private colleges and universities compare to public ones?



Expand the narrative

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

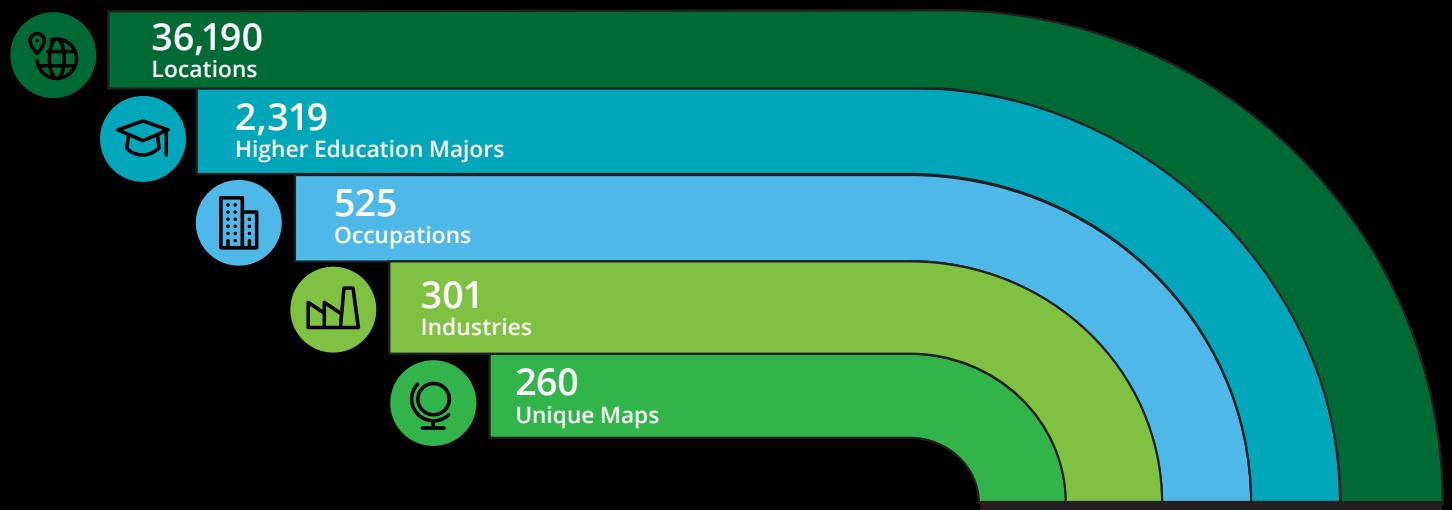
Look closer: Users can compare their results on the site or download files using the data cart for further analysis.

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, and the platform is scalable, allowing for new data and features to be added.

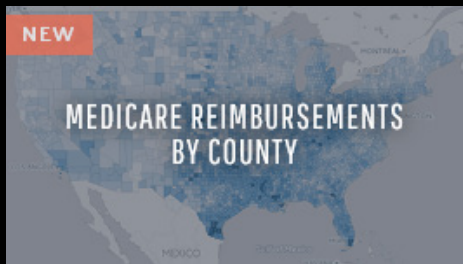
Visual data for the common good

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



Data USA generates over 2 million visualizations and tells countless stories about America.

Telling the American story through data



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 using advanced analytics and visualization technologies. Explore Data USA at www.datausa.io and view the [Data USA video](#) on YouTube.

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Visual data for all

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

- Do your own analysis
- Create content
- Embed charts
- Download in the data cart
- Generate insights
- Find answers
- Develop stories
- Continue the conversation

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