# Q-Step Internship: Dynamic Ward Profiling with the use of Tableau at Stockport Council

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In the summer of 2016, I was givin the opportunity to work in the businness intelligence team within Stockport Council.

I was tasked to design an interactive dashboard with the use of Tableau. Which would allow users to interactive with a variety of different domains, within crime, health and education.

## Overview

The Business Intelligence Team provides detailed data analysis for services throughout Stockport Council. We are looking to develop dynamic ward profiles to understand how the factors that impact on Stockport's residents differ depending on the area where they live.

We have used a variety of measures in order to try and communicate and highlight that there is a problem with inequality across the whole borough which needs addressing.

The use of Tableau as a data visualization allows users to view data in interactive way, allowing users to gain their own insight into the problems that face the different wards and LSOA's within stockport.

With this we can compare how crime, education and health all link together in order to effectively analyze inequality.

## Skills Achieved

I have been trained to use market leading data analytical tools such as Tableau and SQL programming language. I have been able to analyze a combination of socio-demographic information including crime, education, health and household datasets. The finalized analysis will be combined on interactive dashboards that will be published online for professionals and the public to use.

I have used a variety of methods mainly focusing on socio-demographic information, obtained from internal sources, NOMIS and various governmental websites such as data.gov. The main software I have been trained to use and operate is Tableau, which has proven to be an excellent data visualization tool.

I have learned to work within a team on a particular project brief, which has allowed me to gain valuable skills and experience. I have been able to communicate effectively with colleagues and had the opportunity to train others on using the software competencies I have attained, which has allowed me to pass on knowledge to others.

## Dynamic Dashboard

Use the drop-down boxes below to select which geography and measure to show on the map. Click on an area to see how it compares to the rest of the borough. The spine chart to the right shows how the selected area compared to the lowest, median and highest area in the borough for each measure.

Geography    Ward

Measure    Anti Social Behaviour per 1000 Affected Population



**Crime**

Average levels of ASB in the selected area are slightly higher than the median

Average levels of crime in the selected area are slightly higher than the median

**Economy**

Average house prices in the selected area are slightly higher than the median

The % of adults claiming JSA in the selected area is slightly higher than the median

**Health**

The % of current smokers in the selected area is slightly higher than the median

Emergency hospital admissions in the selected area are slightly lower than the median

**Education**

The % achieving 5 A*-C at GCSE in the selected area is slightly lower than the median

**Population**

The ethnic minority population in the selected area is slightly higher than the median

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