

## Case Study – Data Visualization

### Client

The Client is a Minnesota state government agency that provides services to a wide variety of clients who meet a very specific set of eligibility requirements. The agency both delivers these services directly and provides funding to private entities for service delivery, and also provides coordination assistance to its clients amongst Federal, State and County agencies who serve the same client base.

### Challenge

The Legislative Director's Office for this agency responds to inquiries from the legislature regarding the population base served by the agency. Frequently, the same requests are repeated multiple times with minor variations, requiring staff time to be devoted to answering these basic questions. This reduces the amount of time available to address more complex requests. The agency was looking for a way to provide responses to these common questions in a visual format that could be accessed by legislative staff directly, or by the Legislative Director's staff, reducing the amount of time spent responding to these requests and increasing the responsiveness of the Office.

### Solution

Charter Solutions worked with agency staff to determine the specific questions the agency wished to address. Once this analysis was complete, we worked with the State Demographer's Office to source the relevant data, which came from a variety of US Census-related sources.

Once the data itself was sourced, we determined the various ways in which that data could be represented visually. The agency settled on 2 main visualization approaches: a map of the state that interactively shows the location of various service-delivery entities, with overlays of population density and other metrics for the client base; and a variety of pie and bar graphs showing comparative data about the target client base (e.g., legislative district vs. state-wide unemployment statistics).

### Technology

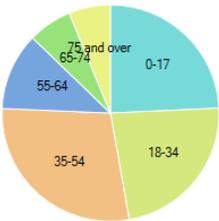
The Charter Solutions Team used the Prism data analytics and visualization platform from SiSense. This toolset allowed for a rapid Proof of Concept implementation (under 90 days), providing a rich set of analytics tools that can be easily understood by non-technical users while still offering powerful capabilities to dashboard designers.

The underlying data resides in a Microsoft SQL Server database, and is presented to end users through a custom web site that will eventually be incorporated into the agency's public web presence.

### Benefits

The agency is now able to offer answers to commonly-asked questions with a few mouse clicks, greatly increasing the responsiveness of the Legislative Director's Office and freeing up the staff to research and respond to more complex questions. The SiSense platform is also easily extensible to encompass more, and more intricate, data sets in the future.

State Overall Population



*“Charter Solutions devised a solution that integrated well within our environment. They helped us figure out our complex data issues and delivered an end product that exceeded our expectations”*

- CLIENT CIO

*“You guys nailed it...the end result was better than we had hoped for”*

- CLIENT LEGISLATIVE DIRECTOR



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That Move You Forward*