Using Dashboards for High-Impact Sponsored Research
The Basics

• All public-facing dashboards are in Tableau

• Use our university’s access to Tableau Server

• Allowed us to share client-focused research online w/o using Public Server
Haas Dashboards: When and Why?

- Our own site
- Strategic – benchmarks, measurement of growth over time
- #TLDR
- Clients that are data fans
- Clients that need to tell their story “fast”
Our Website
Education
Achieve Escambia is a community partnership focused on cradle to career education.
Achieve Escambia’s annual reports are great and data rich.
But they wanted a mechanism to provide updates more regularly.

The purpose of our DATA DASHBOARD, powered by the UWF Haas Center, is to use data to drive results.

Get stories behind the data, and learn about our work, by reading:

- 2019 community report
- 2018 community report
- 2017 baseline report
Separation by Indicator

Core Indicators

High School Graduation Rate

80.7% ▲
2018
Florida: 86.1%

Contributing Indicators

9th Grade Retention Rate

12.6% ▼
2016

Chronically Absent

12.5% ▲
2018
Florida is presented as the only benchmark.
Economic Development
In 2016, the Haas Center and Florida’s Great Northwest, a regional economic development group, was awarded a grant from the U.S. EDA to develop a regional strategy for \textit{economic transformation} for thirteen counties in \textbf{Northwest Florida}.

Building a diverse and vibrant regional economy where Northwest Florida residents and businesses have a wealth of opportunities.
Northwest Florida Forward: A Regional Strategy for Economic Transformation

Strategic Report: 113 pg.
County Snapshots: 46 pg.
Overview & Peer City Comparison

Demographics  Economics  Industries

Select Geography: Northwest Florida

Select Peer Region: Savannah, GA Region

Peer Region Selection Criteria

Unemployment Rate
January 2019

Northwest Florida: 3.4%

United States: 4.0%
Florida: 3.4%
Savannah (GA) MSA: 3.5%

Labor Force
January 2019

Northwest Florida: 516,260
(1.2% Year-over-Year Change)

United States: 163,229,000
Florida: 10,320,220
Savannah (GA) MSA: 188,670

Total Employment
January 2019

Northwest Florida: 498,520
(1.4% Year-over-Year Change)

United States: 156,694,000
Florida: 9,967,870
Savannah (GA) MSA: 182,000

SOURCE
Choose your own comparison

Comparison can be NW FL, Florida, US or none

Geography can be NW FL or county or MSA

Unemployment Rate

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>90</td>
<td>Government</td>
<td>107,449</td>
<td>-2.7%</td>
<td>$66,435</td>
<td>60%</td>
</tr>
<tr>
<td>72</td>
<td>Accommodation and Food Service..</td>
<td>59,613</td>
<td>3.6%</td>
<td>$22,820</td>
<td>95%</td>
</tr>
<tr>
<td>44</td>
<td>Retail Trade</td>
<td>59,860</td>
<td>1.5%</td>
<td>$31,595</td>
<td>67%</td>
</tr>
<tr>
<td>62</td>
<td>Health Care and Social Assistance</td>
<td>56,349</td>
<td>1.7%</td>
<td>$56,057</td>
<td>95%</td>
</tr>
<tr>
<td>23</td>
<td>Construction</td>
<td>30,163</td>
<td>2.7%</td>
<td>$45,279</td>
<td>66%</td>
</tr>
<tr>
<td>56</td>
<td>Administrative and Support and ..</td>
<td>28,596</td>
<td>24.3%</td>
<td>$55,185</td>
<td>61%</td>
</tr>
<tr>
<td>54</td>
<td>Professional, Scientific, and Tech.</td>
<td>24,885</td>
<td>23.5%</td>
<td>$77,111</td>
<td>73%</td>
</tr>
<tr>
<td>81</td>
<td>Other Services (except Public Ad..</td>
<td>23,035</td>
<td>11.6%</td>
<td>$27,912</td>
<td>85%</td>
</tr>
<tr>
<td>52</td>
<td>Finance and Insurance</td>
<td>16,816</td>
<td>22.4%</td>
<td>$67,368</td>
<td>57%</td>
</tr>
<tr>
<td>31</td>
<td>Manufacturing</td>
<td>15,019</td>
<td>-3.6%</td>
<td>$74,153</td>
<td>90%</td>
</tr>
<tr>
<td>53</td>
<td>Real Estate and Rental and Leasi..</td>
<td>11,143</td>
<td>17.1%</td>
<td>$39,989</td>
<td>66%</td>
</tr>
<tr>
<td>42</td>
<td>Wholesale Trade</td>
<td>9,750</td>
<td>-0.6%</td>
<td>$83,318</td>
<td>73%</td>
</tr>
<tr>
<td>61</td>
<td>Educational Services</td>
<td>8,480</td>
<td>28.2%</td>
<td>$28,057</td>
<td>57%</td>
</tr>
<tr>
<td>48</td>
<td>Transportation and Warehousing</td>
<td>8,161</td>
<td>4.1%</td>
<td>$55,139</td>
<td>69%</td>
</tr>
<tr>
<td>71</td>
<td>Arts, Entertainment, and Recrea..</td>
<td>7,491</td>
<td>21.6%</td>
<td>$29,963</td>
<td>60%</td>
</tr>
<tr>
<td>51</td>
<td>Information</td>
<td>4,110</td>
<td>-41.9%</td>
<td>$69,491</td>
<td>59%</td>
</tr>
<tr>
<td>22</td>
<td>Utilities</td>
<td>2,407</td>
<td>50.6%</td>
<td>$108,122</td>
<td>74%</td>
</tr>
<tr>
<td>11</td>
<td>Agriculture, Forestry, Fishing a..</td>
<td>2,404</td>
<td>11.9%</td>
<td>$36,489</td>
<td>100%</td>
</tr>
<tr>
<td>55</td>
<td>Management of Companies and E..</td>
<td>1,888</td>
<td>7.7%</td>
<td>$82,868</td>
<td>59%</td>
</tr>
<tr>
<td>21</td>
<td>Mining, Quarrying, and Oil and G..</td>
<td>370</td>
<td>28.9%</td>
<td>$57,332</td>
<td>48%</td>
</tr>
</tbody>
</table>
Client-Sponsored Research
Downtown Parking in Pensacola

How satisfied or dissatisfied are you...

<table>
<thead>
<tr>
<th>How satisfied or dissatisfied</th>
<th>Extremely satisfied</th>
<th>Somewhat satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Somewhat dissatisfied</th>
<th>Extremely dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>with the convenience of parking downtown?</td>
<td>10.76%</td>
<td>26.22%</td>
<td>23.09%</td>
<td>25.24%</td>
<td>13.79%</td>
</tr>
<tr>
<td>with the cost of parking in downtown Pensacola?</td>
<td>13.79%</td>
<td>26.88%</td>
<td>16.06%</td>
<td>16.23%</td>
<td>27.05%</td>
</tr>
<tr>
<td>with the ease of using text or app to pay for parking downtown?</td>
<td>28.28%</td>
<td>23.95%</td>
<td>16.54%</td>
<td>17.28%</td>
<td>28.89%</td>
</tr>
<tr>
<td>with the cost for special event parking?</td>
<td>13.33%</td>
<td>23.95%</td>
<td>16.54%</td>
<td>17.28%</td>
<td>28.89%</td>
</tr>
</tbody>
</table>

Below, the five purple tables serve as more than a display of important data points. They are also filters so that you may examine the results of the survey by subgroup. Click on any of row header once, e.g. ”>25”, to see all of the other tables update to display only that subgroup’s data. Click outside of a row to go back to the normal results.
What Can We Learn About Tourism?

Santa Rosa County's Tourism: ADR, Occupancy and Bed Tax Collections
By Month and Season, 11/14 - 2/18

Hover over each data point to see more detail. Use the filter to focus on one month at a time.
This chart details the relationship between Santa Rosa County's Bed Tax Collections, Average Daily Room Rate and Occupancy between November 2014 and February 2018.
**Pensacola International Airport Demographic Survey**

Use the filter below to see the geographic distribution of survey respondents by their reason for traveling.

**Primary Reason to Travel**
- All

**Reason for Travel**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>47.94%</td>
<td>1,393</td>
</tr>
<tr>
<td>Leisure</td>
<td>46.28%</td>
<td>1,345</td>
</tr>
<tr>
<td>Military</td>
<td>5.78%</td>
<td>168</td>
</tr>
<tr>
<td>Grand Total</td>
<td>100.00%</td>
<td>2,906</td>
</tr>
</tbody>
</table>

**States of All Respondents**

**Respondents in Market Area**
Where do Frontier travelers live that visited the Pensacola airport?
Telling The Story Fast
Telling the Story to Stakeholders

2017 REGIONAL DATA
Indian River, Okeechobee, Saint Lucie, Martin, Palm Beach, Broward, Miami-Dade and Monroe counties.

- Manufacturing Establishments: 6,924
- Average Monthly Employment: 96,938
- Average Annual Wages: $54,618

Statewide IMPACT
Totals based on 241 clients surveyed through Q3 2018
- Sales: $475M
- Cost Savings: $70.6M
- Investments: $175.7M
- TOTAL IMPACT: $721M
- Jobs Created/Retained: 5,236
- Average Jobs per Client: 21.7 jobs
- Average Total Impact per Client: $3M

Source: Manufacturing Extension Partnership National Institute of Standards and Technology Client Impact Surveys
Serving 315 surveyed clients resulting in over **$1.24 billion in measurable impacts** (total survey data through Q2, 2019). The results break down to include **$848.7 million in increased or retained sales**, **$110.4 million in cost savings**, **$285.4 million in total investments** and **8,362 jobs created or retained**.

Average impact per client is **$3.9 million** and average jobs per client is **26.5**.

This industry data is based on the 369 six-digit NAICS codes that define manufacturing according to the NIST guidelines.

Data is from:
We Make More in Florida

Explore Our Regions:
NWFMC

Key Figures by Region:
Annual Earnings (Avg.) $83,286
Jobs 20,802
Payrolled Business Locations 1,262

This industry data is based on the 369 six-digit NAICS codes that define manufacturing according to the NIST guidelines. Data is from:

Emsi
Haas Center
University of West Florida
In general...

We typically use dashboards in addition to full reports, spreadsheets, etc., in order to meet a growing need from our clients to see timely, visual, and succinct data points.