

**AUBER 2020 Fall Conference**  
**Storytelling with FRED®: Creating and Sharing Customizable Dashboards**  
**Wednesday, July 1, 2020 | 2:00 – 3:00 (CST)**

**I. FRED Resources and Accounts**

**Yvetta Fortova**

- a. Access <https://fred.stlouisfed.org/>
- b. Sign In (if you already have an account)
- c. Register (if you do not have an account)

**II. GeoFRED: Seeing the Data in Place**

**Maria Arias**

- a. Access <https://geofred.stlouisfed.org/> and click on “Build New Map.”
- b. Click on “Tools” and under “CHOOSE DATA > Data:” select “Employment to Population Ratio.”
- c. Click on “CHOOSE COLORS” and select from “Multi Hue” the right-most color scheme from the second row (tagged “ylorrd”).

**Question:** As of 2019, what was the employment to population ratio in the United States? And in Canada? Where was the ratio higher: in Canada or in the United States?

**Answer:** \_\_\_\_\_

- d. Click on “SAVE & SHARE > Save Map.” Name the new map “Employment to Population Ratios.”
- e. Click on “SAVE & SHARE > Copy Link”

**III. FRED graphs: Storytelling with Data**

**Diego Mendez-Carbajo**

- a. Return to the GeoFRED map you just built (<http://geof.red/m/kRS>)
- b. Point and click over the map of the United States. Click on “Graph.” Select “Customize.”
- c. Click on the “EDIT GRAPH” orange button and select the “ADD LINE” tab.

Search for “Employment to Population Ratio for Canada, Percent, Not Seasonally Adjusted (SLEMPOTLSPZSCAN).” Click on “Add data series.”

**Question:** Compare the employment to population ratio in the United States to the employment to population ratio in Canada between 1991 and in 2020. When was the ratio higher in the United States than in Canada?

**Answer:** \_\_\_\_\_

- d. Click on “Account Tools” and select “Save graph.”
- e. Name the new graph “Employment to Population Ratios in the U.S. and Canada.” Select “Observation Range: Always chart from 1991-01-01 to the last value available.”
- f. Click on “Share Links > Always chart from 1991-01-01 to the last value available.” (<https://fred.stlouisfed.org/graph/?g=rKwj>)

#### IV. FRED Dashboards: Storytelling with FRED

Maria Arias

- a. From the FRED site (<https://fred.stlouisfed.org>), click on “MY ACCOUNT.”
- b. Click on the “+Add New” tab and select “Dashboard.”
- c. Name the new dashboard “Employment to Population.”
- d. Click on the “Employment to Population” dashboard title.
- e. Click on “+Add Widget” and select “Add GeoFRED map” from the option mosaic. Select the map “Employment to Population Ratios” from the list and click “Add Widget to Dashboard.”
- f. Click on “+Add Widget” and select “Graph” from the option mosaic. Select “Saved FRED graph” from the new option mosaic, select the graph “Employment to Population Ratios in the US and Canada” from the list, and click “Add Widget to Dashboard.”
- g. Click on “+Add Widget” and select “Single Value” from the option mosaic. Select “Search” from the new option mosaic and type “Employment to Population Ratio for the United States (SLEMPOTLSPZSUSA).” Select “Units: Percent change from a year ago” and click “Add Widget to Dashboard.”
- h. Click on “+Add Widget” and select “Single Value” from the option mosaic. Select “Search” from the new option mosaic and type “Employment to Population Ratio for Canada (SLEMPOTLSPZSCAN).” Select “Units: Percent change from a year ago” and click “Add Widget to Dashboard.”
- i. Click on “Actions” at the top of the dashboard page and select the “Make Public” option from the dropdown menu.

#### V. FRED Dashboards: Stories of Place and Time

Diego Mendez-Carbajo

- FRED Dashboards that describe some key economic aspects of the Covid-19 pandemic:
  - <https://research.stlouisfed.org/dashboard/54490>
  - <https://research.stlouisfed.org/dashboard/49765>
  - <https://research.stlouisfed.org/dashboard/49752>
- Build a FRED dashboard describing county-level data on:
  - House price indexes
  - Equifax subprime credit population
  - Mean commuting time for workers
  - Per capita personal income

(NOTE: Handouts with instructions will be distributed.)

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**House Price Indexes**

**I. GeoFRED: Seeing the Data in Place**

- a. Access <https://geofred.stlouisfed.org/> and click on “Build New Map.”
- b. Click on “Tools” and under “CHOOSE DATA > Region Type:” select “County.”
- c. In the dropdown menu “Data:” search for “All -Transactions: House Price Index”
- d. Click on “CHOOSE COLORS” and select from “Multi Hue” the right-most color scheme from the second row (tagged “ylorrd”).
- e. Click on “SAVE & SHARE > Save Map.” Name the new map “House Price Index 2019.”

**II. FRED graphs: Storytelling with Data**

- a. Return to the GeoFRED map you just built
- b. Zoom into the map. Point and click over your home county map. Click on “Graph.” Select “Customize.”
- c. Click on the “EDIT GRAPH” orange button and select the “ADD LINE” tab.  
Search for “All-Transactions House Price Index for [NAME A COUNTY TO COMPARE TO]” Click on “Add data series.”
- d. Click on “Account Tools” and select “Save graph.”
- e. Name the new graph “House Price Index in [HOME COUNTY] and in [COMPARISON COUNTY].” Select “Observation Range: Always chart from 1975-01-01 to the last value available.”

**III. FRED Dashboards: Storytelling with FRED**

- a. From the FRED site (<https://fred.stlouisfed.org/>), click on “MY ACCOUNT.”
- b. Click on the “+Add New” tab and select “Dashboard.”
- c. Name the new dashboard “Housing Price Index.”
- d. Click on the “Housing Price Index” dashboard title.
- e. Add the following widgets to the dashboard:
  1. The GeoFRED map you built
  2. The FRED Graph you built
  3. A single value data point relevant to the story you are telling
- f. Click on “Actions” at the top of the dashboard page and select the “Make Public” option from the dropdown menu.

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**Equifax Subprime Credit Population**

**I. GeoFRED: Seeing the Data in Place**

- a. Access <https://geofred.stlouisfed.org/> and click on “Build New Map.”
- b. Click on “Tools” and under “CHOOSE DATA > Region Type:” select “County.”
- c. In the dropdown menu “Data:” search for “Equifax Subprime Credit Population”
- d. Click on “CHOOSE COLORS” and select from “Multi Hue” the right-most color scheme from the second row (tagged “ylorrd”).
- e. Click on “SAVE & SHARE > Save Map.” Name the new map “Subprime Credit Population 2020Q1.”

**II. FRED graphs: Storytelling with Data**

- a. Return to the GeoFRED map you just built
- b. Zoom into the map. Point and click over your home county map. Click on “Graph.” Select “Customize.”
- c. Click on the “EDIT GRAPH” orange button and select the “ADD LINE” tab.  
Search for “Equifax Subprime Credit Population for [NAME A COUNTY TO COMPARE TO]” Click on “Add data series.”
- d. Click on “Account Tools” and select “Save graph.”
- e. Name the new graph “Subprime Credit Population in [HOME COUNTY] and in [COMPARISON COUNTY].” Select “Observation Range: Always chart from 1999-01-01 to the last value available.”

**III. FRED Dashboards: Storytelling with FRED**

- a. From the FRED site (<https://fred.stlouisfed.org/>), click on “MY ACCOUNT.”
- b. Click on the “+Add New” tab and select “Dashboard.”
- c. Name the new dashboard “Subprime Credit Population.”
- d. Click on the “Subprime Credit Population” dashboard title.
- e. Add the following widgets to the dashboard:
  1. The GeoFRED map you built
  2. The FRED Graph you built
  3. A single value data point relevant to the story you are telling
- f. Click on “Actions” at the top of the dashboard page and select the “Make Public” option from the dropdown menu.

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**Mean Commuting Time for Workers**

**I. GeoFRED: Seeing the Data in Place**

- a. Access <https://geofred.stlouisfed.org/> and click on “Build New Map.”
- b. Click on “Tools” and under “CHOOSE DATA > Region Type:” select “County.”
- c. In the dropdown menu “Data:” search for “Mean Commuting Time for Workers”
- d. Click on “CHOOSE COLORS” and select from “Multi Hue” the right-most color scheme from the second row (tagged “ylorrd”).
- e. Click on “SAVE & SHARE > Save Map.” Name the new map “Mean Commuting Time for Workers 2018.”

**II. FRED graphs: Storytelling with Data**

- a. Return to the GeoFRED map you just built
- b. Zoom into the map. Point and click over your home county map. Click on “Graph.” Select “Customize.”
- c. Click on the “EDIT GRAPH” orange button and select the “ADD LINE” tab.  
Search for “Mean Commuting Time for Workers for [NAME A COUNTY TO COMPARE TO]” Click on “Add data series.”
- d. Click on “Account Tools” and select “Save graph.”
- e. Name the new graph “Mean Commuting Time for Workers in [HOME COUNTY] and in [COMPARISON COUNTY].” Select “Observation Range: Always chart from 2009-01-01 to the last value available.”

**III. FRED Dashboards: Storytelling with FRED**

- a. From the FRED site (<https://fred.stlouisfed.org/>), click on “MY ACCOUNT.”
- b. Click on the “+Add New” tab and select “Dashboard.”
- c. Name the new dashboard “Mean Commuting Time for Workers.”
- d. Click on the “Mean Commuting Time for Workers” dashboard title.
- e. Add the following widgets to the dashboard:
  1. The GeoFRED map you built
  2. The FRED Graph you built
  3. A single value data point relevant to the story you are telling
- f. Click on “Actions” at the top of the dashboard page and select the “Make Public” option from the dropdown menu.

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**Per Capita Personal Income**

**I. GeoFRED: Seeing the Data in Place**

- a. Access <https://geofred.stlouisfed.org/> and click on “Build New Map.”
- b. Click on “Tools” and under “CHOOSE DATA > Region Type:” select “County.”
- c. In the dropdown menu “Data:” search for “Per Capita Personal Income”
- d. Click on “CHOOSE COLORS” and select from “Multi Hue” the right-most color scheme from the second row (tagged “ylorrd”).
- e. Click on “SAVE & SHARE > Save Map.” Name the new map “Per Capita Personal Income 2018.”

**II. FRED graphs: Storytelling with Data**

- a. Return to the GeoFRED map you just built
- b. Zoom into the map. Point and click over your home county map. Click on “Graph.” Select “Customize.”
- c. Click on the “EDIT GRAPH” orange button and select the “ADD LINE” tab.  
Search for “Per Capita Personal Income for [NAME A COUNTY TO COMPARE TO]” Click on “Add data series.”
- d. Click on “Account Tools” and select “Save graph.”
- e. Name the new graph “Per Capita Personal Income in [HOME COUNTY] and in [COMPARISON COUNTY].” Select “Observation Range: Always chart from 2009-01-01 to the last value available.”

**III. FRED Dashboards: Storytelling with FRED**

- a. From the FRED site (<https://fred.stlouisfed.org/>), click on “MY ACCOUNT.”
- b. Click on the “+Add New” tab and select “Dashboard.”
- c. Name the new dashboard “Per Capita Personal Income.”
- d. Click on the “Per Capita Personal Income” dashboard title.
- e. Add the following widgets to the dashboard:
  1. The GeoFRED map you built
  2. The FRED Graph you built
  3. A single value data point relevant to the story you are telling
- f. Click on “Actions” at the top of the dashboard page and select the “Make Public” option from the dropdown menu.