Keeping the User Out of the Ditch: The Importance of Front-End Alignment

Dan Coyle, ProQuest Statistical Services
Current Trends in Public Data

- New Federal Datasets
- User Demand for Data
- Federal Aggregation of Data
- Federal Statistical Publishing
The Competitive Space

Subscription Products

FOR-PROFIT

ProQuest | Statistical Datasets
Social Explorer®
SimplyMap®
DemographicsNow
Haver Analytics®

NONPROFIT

ICPSR
wrds

Open Access Products

timetric
Buzz Data
Windows Azure Marketplace DataMarket
Kasabi™
DataMarket
factual
Freebase
Infochimps
Google public data explorer lab
No standards for datasets from Federal agencies . . .
Users either drill down blindly ...
Or get only a nibble online …
Interface Development Goals

- Show all the datasets and indicators in one browse list.
- Show complete lists by subject and source
- Tailor variables to dataset & indicator selected > No null sets
- Be visual—always show a chart or map alongside a table
- Show data with every click > No blind drill-downs
- Compare indicators within/across datasets
- Embed analytical tools in the interface
Where We Started
As easy as 1….2….3
**How it looked in 2007**

Statistical DataSets:

**LexisNexis**

**Statistical DataSets**

![DataSets Image]

**In The News**

- 30-Year Fixed Mortgage Rate
- Airline Arrivals On-Time (%)
- Campaign Contributions - Hi
- Campaign Contributions - Lo
- Campaign Contributions - JC
- Federal Funds Effective Rate
- Gasoline Prices - All Grades
- Prime Rate
- Unemployment Rate

**Sort By Subject**

- Banking, Finance, and Insurance
- Criminal Justice and Law
- Education
- Energy Resources and Demand
- Food and Agriculture
- Government and Politics
- Health and Vital Statistics
- Housing and Construction
- Industry and Commerce
- International
- Labor and Employment
- Natural Resources and Environment
- Population and Income
- Prices and Cost of Living
- Stocks and Commodities
- Transportation and Travel
- Sort by Source

**Unemployment Rate**

**State (51 States)**

Year 2007

![Graph Image]

**ProQuest**
Usability Videos
Display & analytical functions at the focal point
Special Strokes for Special Functions

Select
- Click to select single item
- Ctrl+Click on each item to multi select several items
- Shift+Drag to select a sequence

Zoom
- Click+Drag on a graph
- Click+Draw a box on a map
- Shift+Drag to draw a circle for radial mapping

What Happened Here?
- Double-click on a point on a trend chart
Comparative analysis across datasets
Comparisons of time periods
Select the Highest/Lowest
Radial Mapping
What Happened Here?
The Aggregation Challenge

• To meet the growing demand for data from data professionals and non-professionals

• To reconcile breadth of coverage and ease of use
Thank You

Daniel.Coyle@ProQuest.com
Cash and balances due from depository institutions - All Banks

Indicator: Cash and balances due from depository institutions
Total cash and balances due from depository institutions including both interest-bearing and noninterest-bearing balances.

Dataset: Assets
The financial information appearing in this dataset is obtained primarily from the Federal Financial Institution Examination Council (FFIEC) Call Reports and the Office of Thrift Supervision (OTS) Thrift Financial Reports submitted by all FDIC-insured depository institutions. All data presented reflect the highest level of consolidation (e.g., domestic and foreign operations) unless otherwise indicated. Data appear on the FDIC Statistics on Depository Institutions or SDI.

Last Update: 2013-03-24
Start of Coverage: 2001
End of Coverage: 2013
Update Frequency: Quarterly

Publisher: Federal Deposit Insurance Corp. (FDIC)
The Federal Deposit Insurance Corp. (FDIC) was established under the Banking Act of 1933 in response to numerous bank failures during the Great Depression. The FDIC promotes and preserves public confidence in U.S. institutions by insuring bank and thrift deposits; by examining State-chartered banks that are not members of the Federal Reserve System for safety and soundness as well as compliance with consumer protection laws; and by liquidating assets of failed institutions to reimburse the insurance funds for the cost of failures.