

Des Moines USA Research, Stats & Data Hub User Guide

WWW.DATADSMUSA.COM

Powered by Headlight Data
WWW.HEADLIGHTDATA.COM

Table of Contents

| | |
|------------------------------------|----------|
| Homepage | 2 |
| Data Dashboards | 3 |
| Graphs | 4 |
| “Other” Tab | 5 |
| Snapshots..... | 5 |
| Data Download | 5 |
| County Map..... | 5 |
| “Help” Tab | 6 |
| Questions or Feedback?..... | 7 |

Homepage

Welcome to the Des Moines USA Research, Stats & Data Hub, your destination for up-to-date data on Des Moines Region! Here on the homepage, you can choose from the different data categories in the menu bar to explore economic, demographic, and social data for the region.

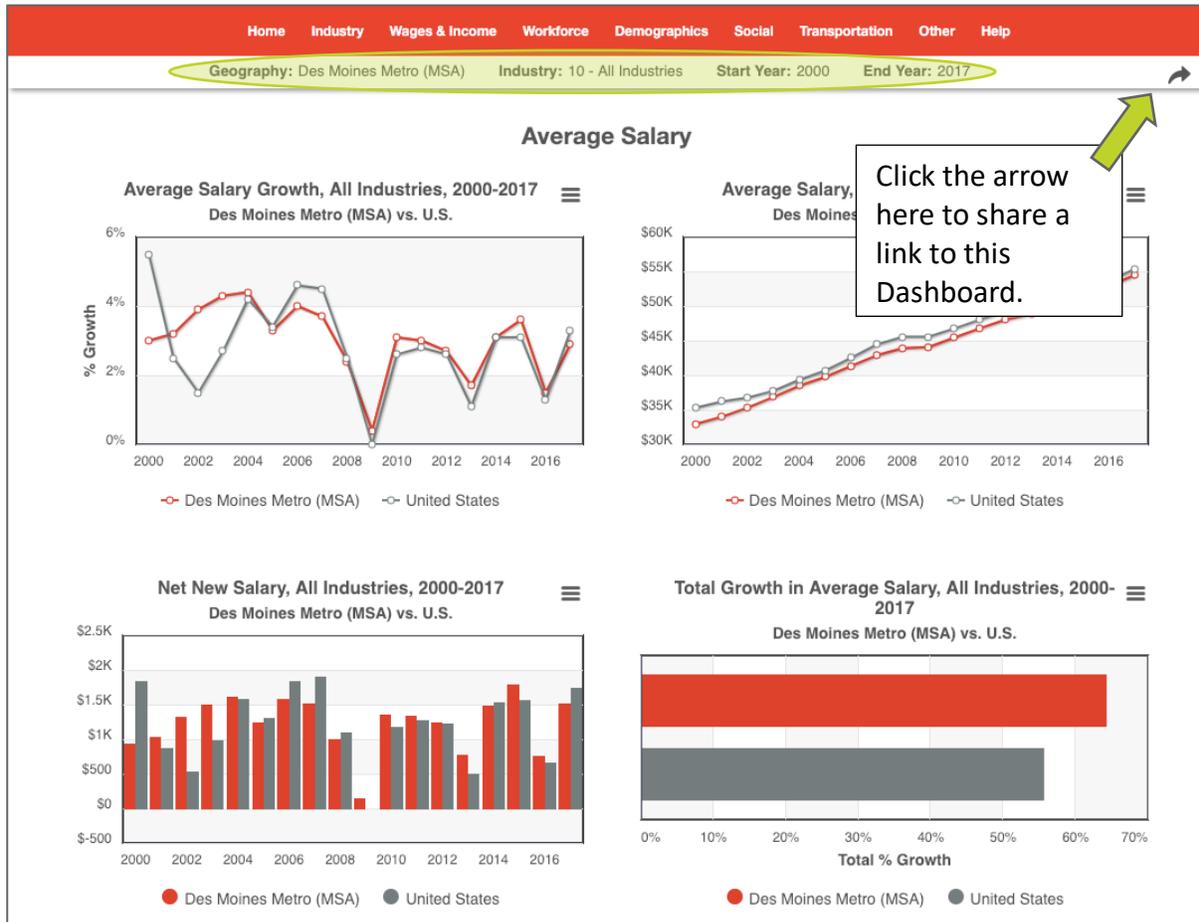


Let's try clicking into a data category to see how it works. Let's use "Annual Salary" for our example.



Data Dashboards

We call this page a Dashboard and each Dashboard will have a number of Graphs related to the data topic you choose. Below, you can see data for “Annual Salary” in the Des Moines Region.



You can change the Graphs by using the **Filter bar**, underneath the menu bar, circled above and shown below. You can filter to look at a specific location, industry and change which years the data will display.

Geography:
Industry:
Start Year:
End Year:

Des Moines Metro (MSA)

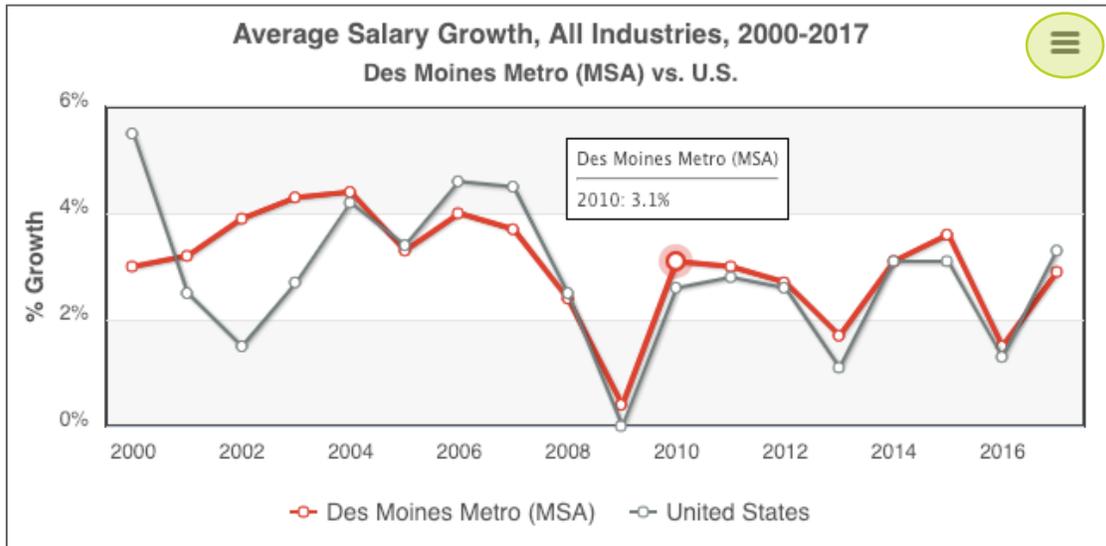
10 - All Industries

2000

2017

Graphs

Below is the top-left Graph from the Annual Salary Dashboard above. By hovering over the Graph, you can get more detailed information about the Graph itself.



Click on the three lines (the “hamburger icon”) in the upper right-hand corner to see different options for downloading and to print the Graph. You can see those options below.

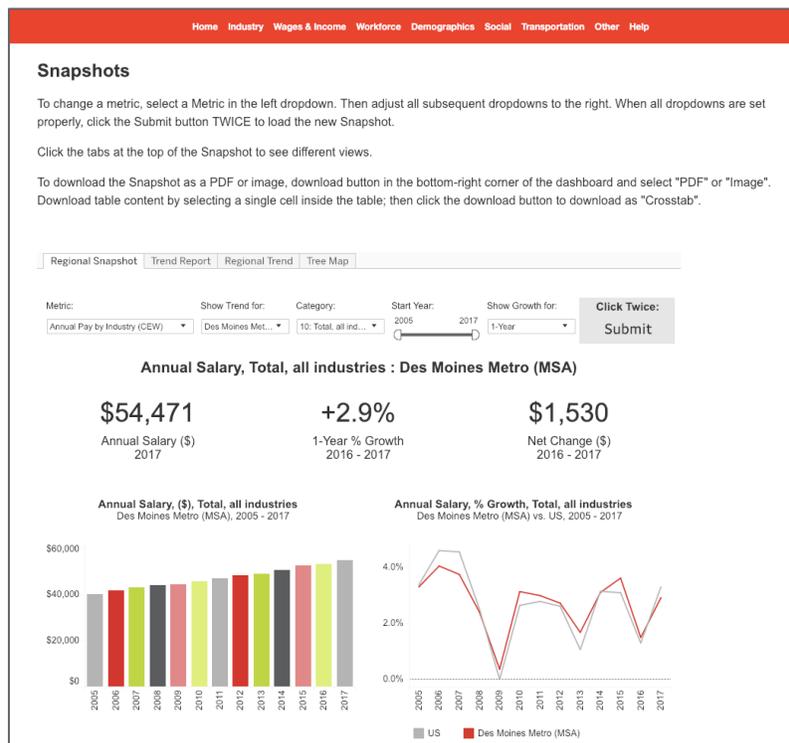
| |
|---------------------------|
| Print chart |
| Download PNG image |
| Download PDF document |
| Download SVG vector image |
| Download CSV |
| Download XLS |

“Other” Tab

By choosing “Other” in the menu bar, you can access some special content.



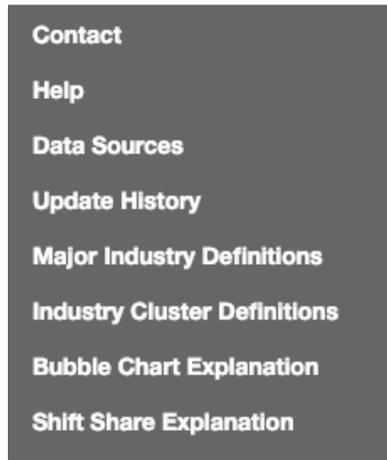
Snapshots will show downloadable one-page reports on various views of a metric. Set the filters at the top of the snapshot window and hit “Submit” twice to see more.



Data Download will allow you to download large amounts of data in Excel or CSV formats.

County Map will allow you to select a metric and see data, including the value, growth, and location quotients, by county across the region (not applicable to single-county clients).

“Help” Tab



From the Help tab in the menu bar, you can find this User Guide, as well as:

- A list of sources for our data
- Our update history showing the how current our data is
- Definitions and explanations to help you better navigate the site and understand the data we offer

Questions or Feedback?

We hope this guide was helpful for you! If you have questions about our website, or feedback in general, please reach out to us at:

feedback@headlightdata.com

Thank you for using our Headlight Data product!



HEADLIGHT DATA

Visualize / Discover / Decide

www.headlightdata.com