



Data Discovery Tools

Google Public Data Explorer and Fusion Tables

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Organize the world's information and
make it universally accessible and useful.



Users are interested in huge diversity of public data

- 1 education statistics by school
- 2 unemployment
- 3 population
 - population, cities
 - population, density
 - population, growth
- 4 sales tax
- 5 salaries
- 6 exchange rates exchange rates
- 7 crime statistics
 - crime statistics, human trafficking
 - crime statistics, homicides
 - crime statistics, hate crime
- 8 prevalence
 - aids
 - alcohol abuse, prevalence
 - drug abuse, prevalence
- 9 GDP
 - GDP, nominal
 - GDP, real
- 10 minimum wage
- 11 disaster statistics
 - disaster statistics, hurricanes
- disaster statistics, floods
- disaster statistics, storms

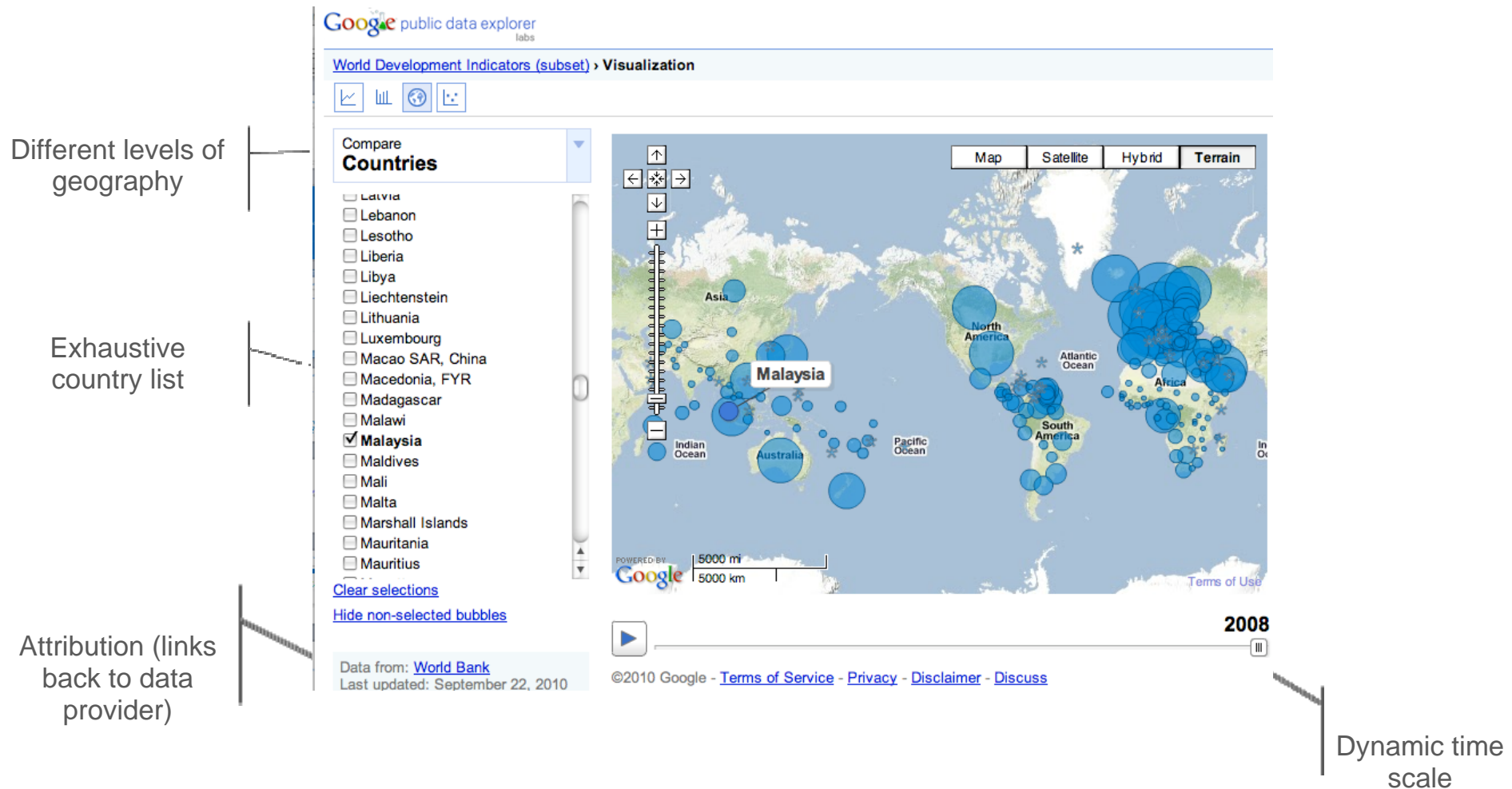
- 12 oil price
- 13 last names
- 14 poverty statistics
- 15 mortality
 - mortality, swine flu
 - mortality, infant
 - mortality, teen suicides
- 16 election results
- 17 consumer price index/inflation
- 18 cost of living
- 19 accident statistics
 - accident statistics, car/traffic
 - accident statistics, drunk driving
 - accident statistics, distracted driving
- 20 gas price
- 21 prison statistics
- 22 earthquake statistics
- 23 obesity statistics
- 24 solar energy
 - solar energy, production
 - solar energy, costs
- 25 baby names

Google Public Data Explorer

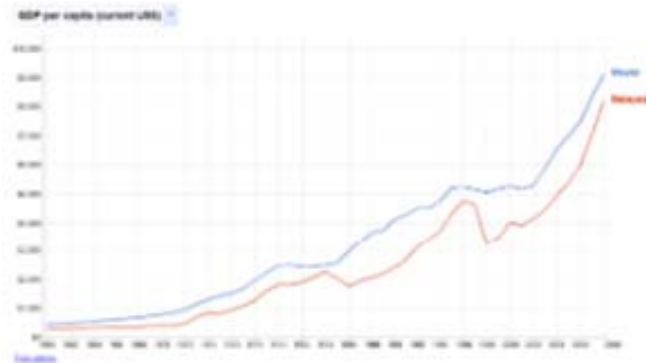
Google Public Data Explorer



Makes large datasets easy to visualize and communicate.

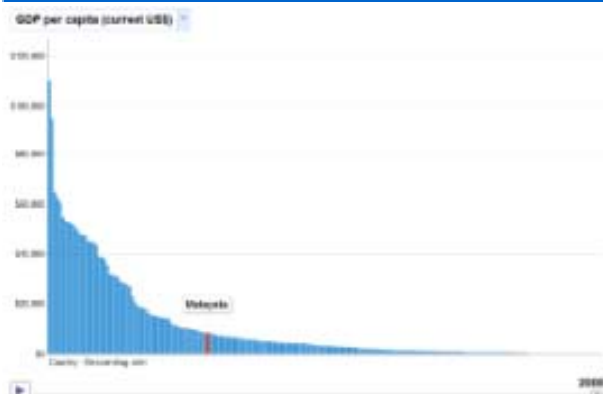


Google Public Data Explorer - multiple visualizations Google



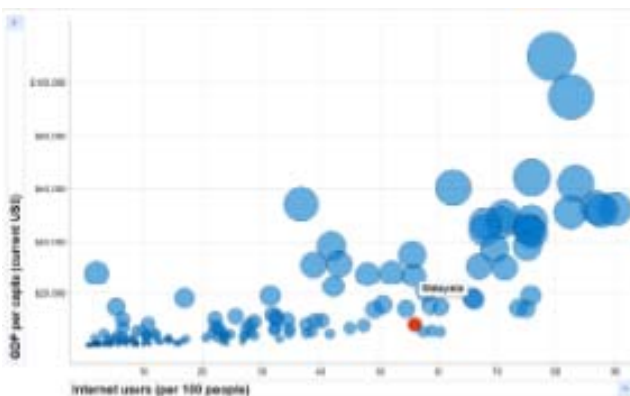
Lines: Longitudinal

- View data over time



Bars: Cross-sectional

- View in-depth data comparison
- Color code specific attributes (e.g. country, region)



Bubbles: In-depth

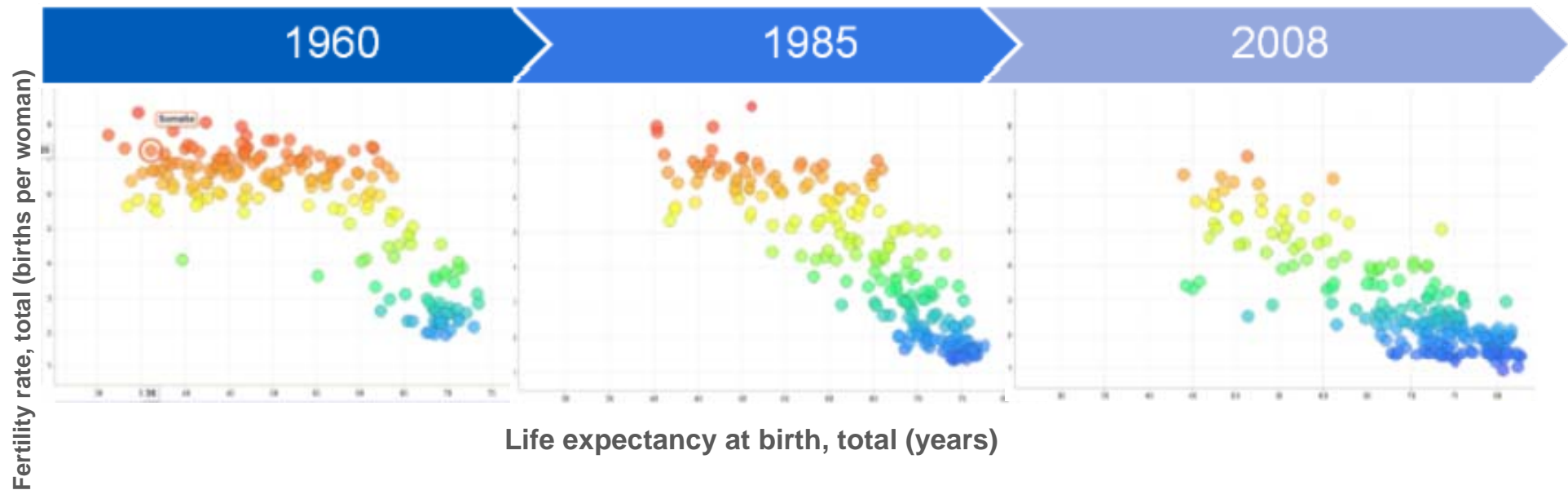
- Compare any three values per data point
- Color code specific attributes (e.g. country, region)

[Google Public Data Explorer](https://www.google.com/publicdata)
www.google.com/publicdata

Tell great stories with your data



Charts and maps animate dynamically over time.



Easily embed the Public Data Explorer visualizations directly on your website



Source: Le Monde.fr

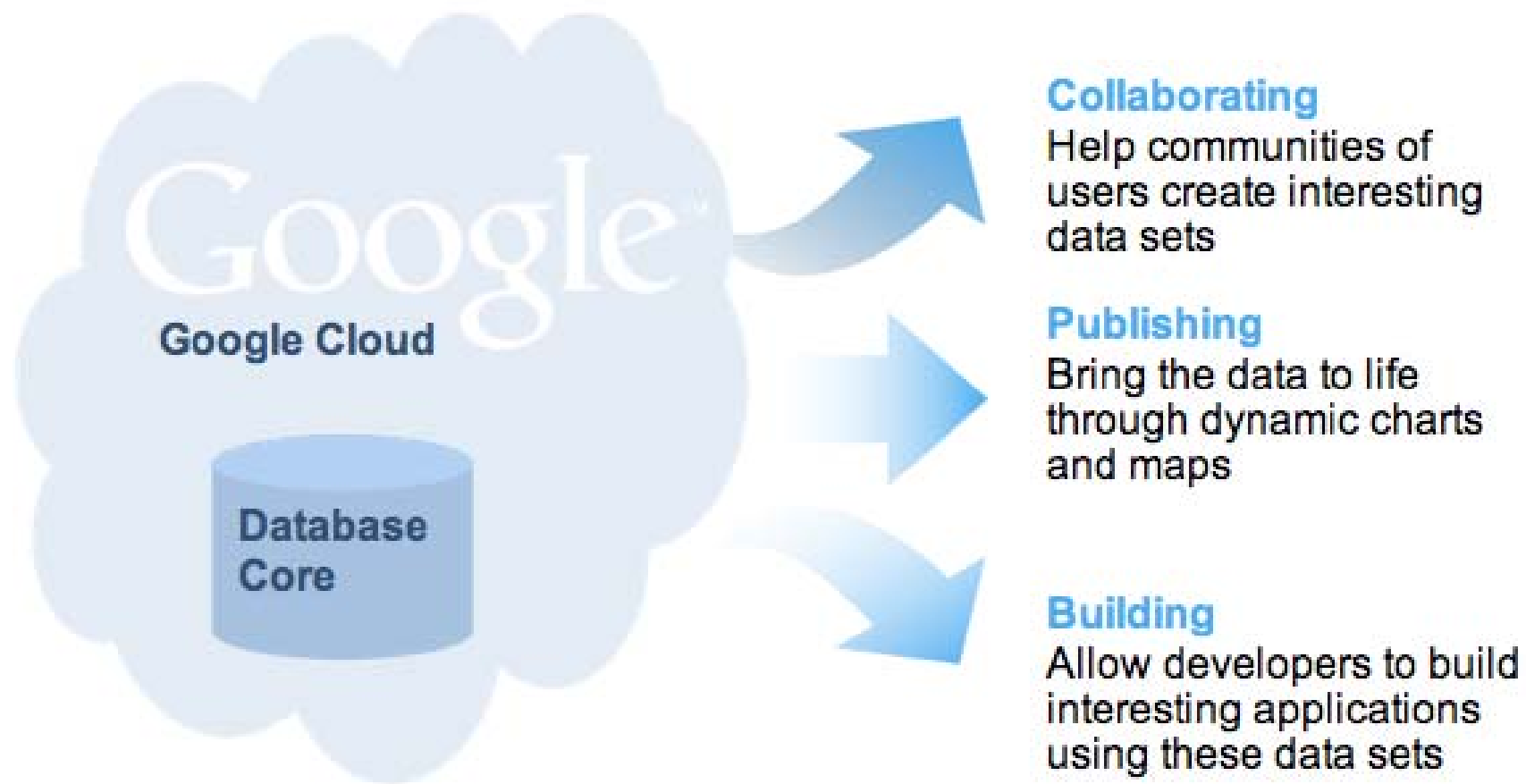
Would you like your data in Google Public Data Explorer?

Please contact me: Corrie Conrad – cconrad@google.com

Fusion Tables

Fusion Tables

A platform for data management, collaboration and publishing.



[Google Fusion Tables](https://www.google.com/fusiontables)

www.google.com/fusiontables

Fusion Tables Example

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New Table

All items

Owned by me

Shared with me

Trash

Public tables

Public tables

Name	Sharing	Columns	Rows	Date
Goals at the 2010 World Cup	Public	Alonhalevy, Jayant, \Scoring Team, Receiving Team, Mi	145	August 17, 20
Chicago Homicides 1/1/09 - 3/4/10	Public	Staringmonkey	Address (block of), Date, Time, Loc	502 March 4, 2010
Fatalities	Public	Jasonburgbacher	State, Vehicle Occupants, Motorcy	50 January 29, 20
MTBGuru tracks	Public	Mtbguru, Rshapley, Rating, name, trip_link, descent, asc	7212	July 11, 2010
Hospital Finder	Public	Zeiger, Abbrown	Provider Number, Hospital Name, A	0 May 26, 2010

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File View Edit Visualize Merge

Current view: All - [Show options](#)

1 - 100 of many [Next »](#)

Provider Number	Hospital Name	Address	Phone Number	Hospital Type
100001	SHAND			
100002	BETHE HOSPI			
100006	ORLAN HEALT			
100007	FLORID			
100008	BAPTIS MIAMI			
100009	UNIVE HOSPI			
10001	SOUTH MEDIC			
100012	LEE M HOSPI			
100014	BERT CENTE			
100017	HALIFA MEDIC			
100018	NAPLE HOSPI			

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Current view: All - [Show options](#)

Location ☐ Display as heat map [Export to KML](#) [Get KML network link](#) [Get embeddable link](#)

Map Satellite Hybrid Terrain

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BAY AREA MED CTR

Heart Friendly?
Aspirin on Heart Attack Arrival: 95%
Beta-blockers on Heart Attack Discharge: 97%
Heart Attack 30-Day Mortality: 15.8%
Angioplasty within 90 minutes: 100%

People Friendly?
Nurses always communicate well: 78%
Doctors always communicate well: 82%
Patients who would recommend this hospital: 63%
Pain always well controlled: 68%
Quiet at night: 59%

Other data tools worth checking out:

- Google Flu Trends: www.google.org/flutrends
- Google Trends and Insights for Search: www.google.com/trends and www.google.com/insights/search
- Google Analytics: www.google.com/analytics

Thank you!

