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.

education

oil prices

retail sales

voter turnout

international trade

foreign direct investment

salaries

cost of living

CO2 emissions

hunger   hydropower

GDP

literacy rates

animal testing

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

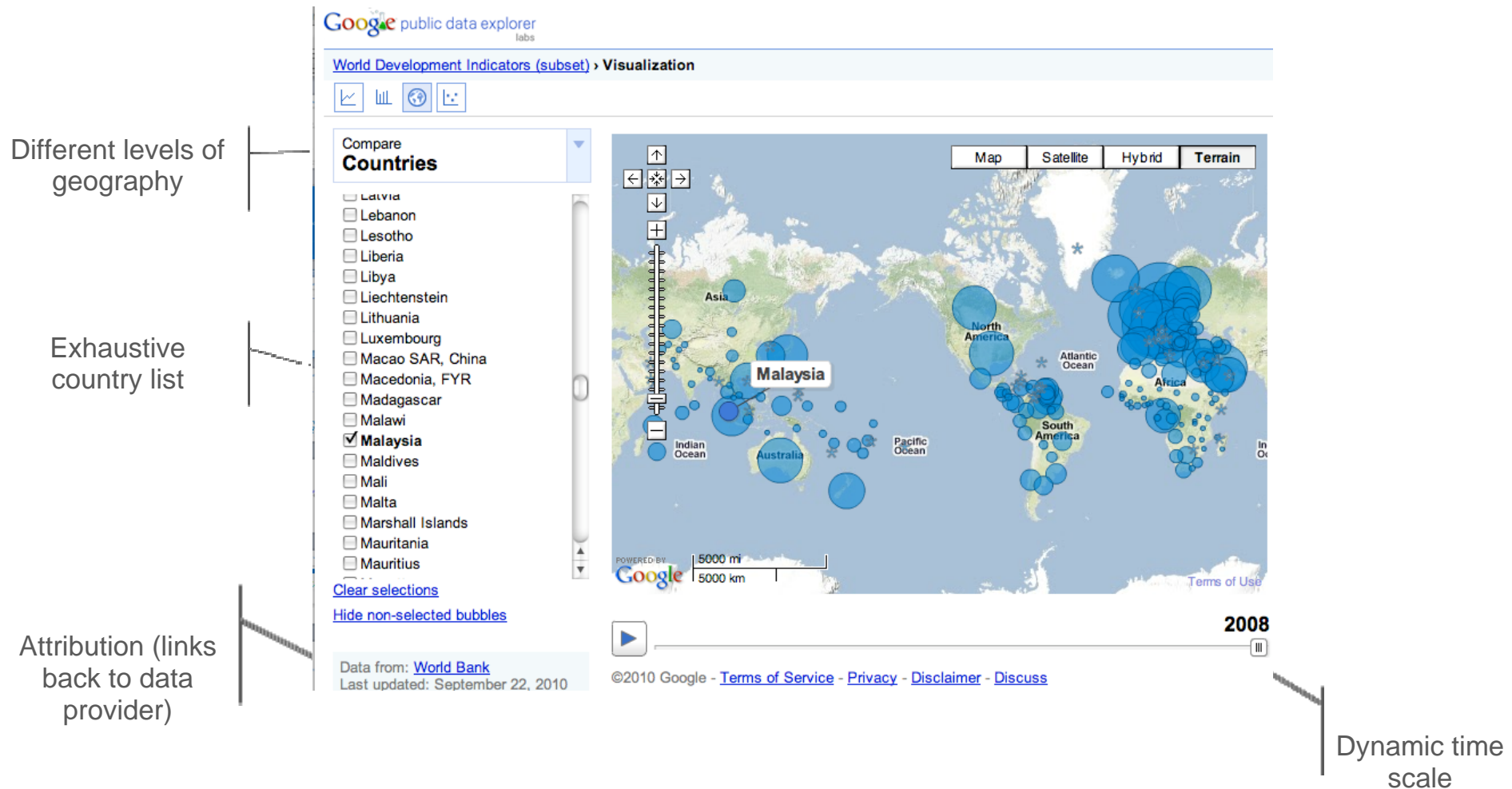12 oil price
13 last names
14 poverty statistics
15 mortality
   mortality, swine flu
   mortality, infant
   mortality, teen suicides
16 election results
17 consumer price index/inflation
18 cost of living
19 accident statistics
   accident statistics, car/traffic
   accident statistics, drunk driving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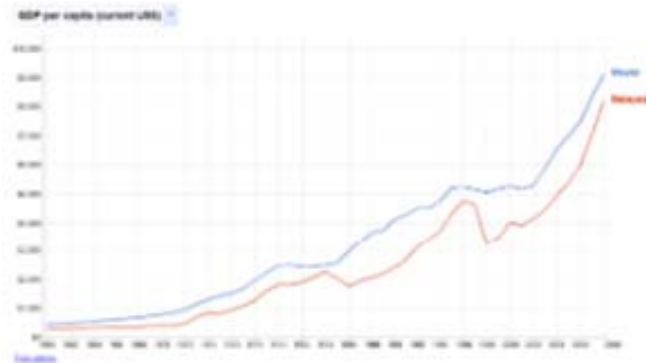   solar energy, costs
25 baby names

Topics of interest, based on Google.com queries

Google Public Data Explorer

Google Public Data Explorer

Makes large datasets easy to visualize and communicate.

Different levels of geography

Exhaustive country list

Attribution (links back to data provider)
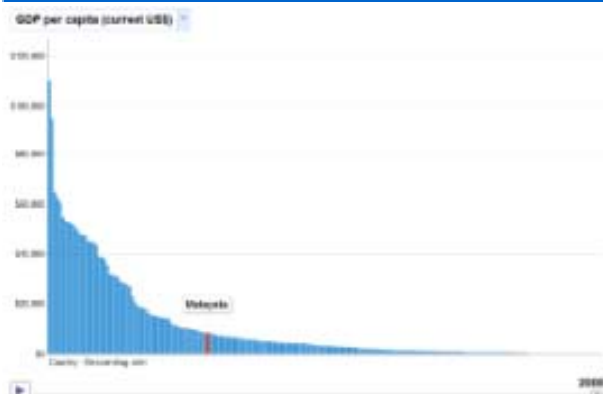
Dynamic time scale

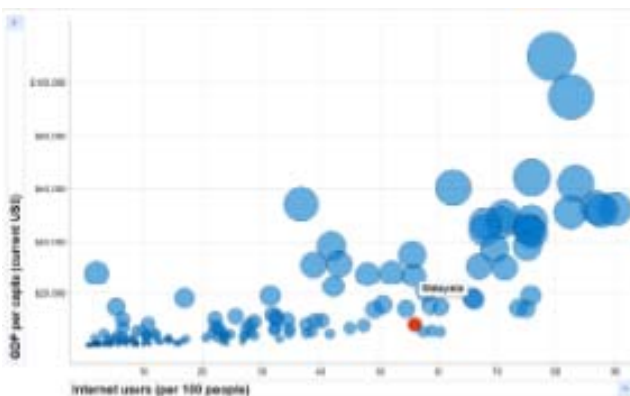# Google Public Data Explorer - multiple visualizations

Lines: Longitudinal
- View data over time

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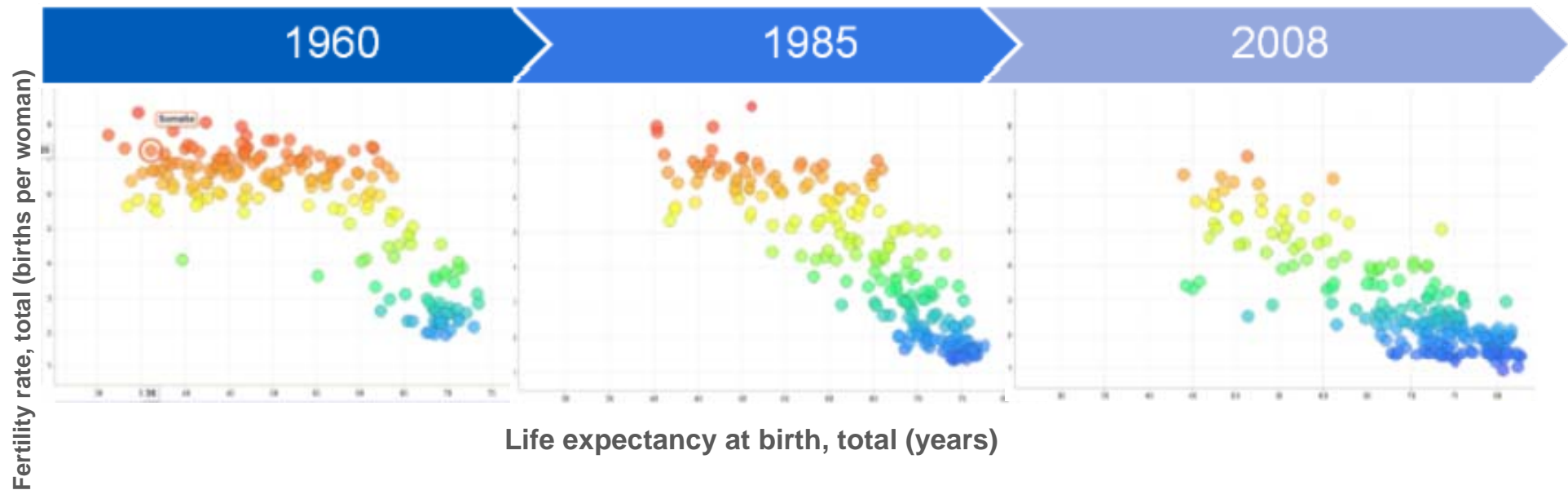- Color code specific attributes (e.g. country, region)

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

[Google Public Data Explorer](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.
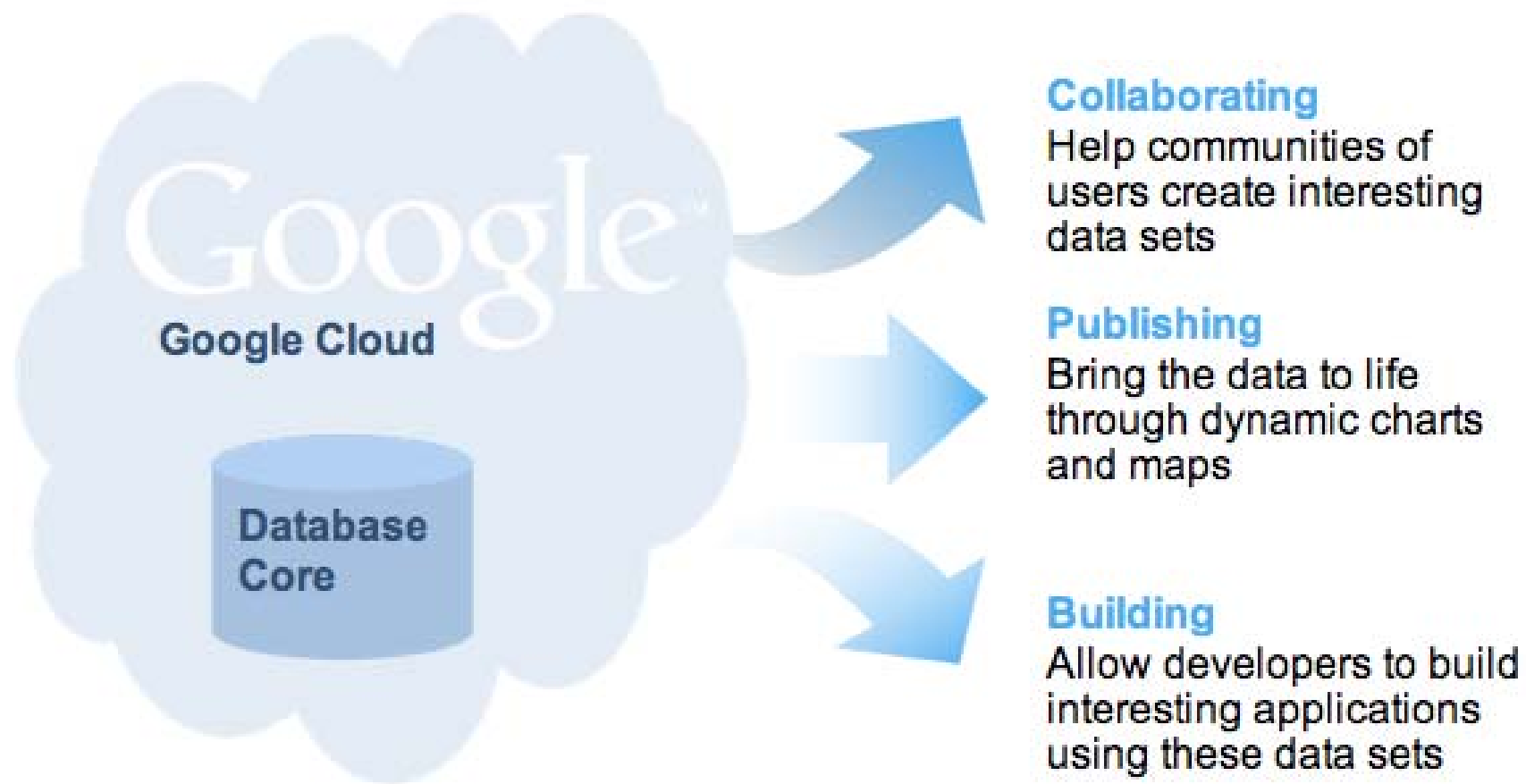
[Google Fusion Tables](www.google.com/fusiontables)
www.google.com/fusiontables

Fusion Tables Example

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!