Atlas of Opportunity User Guide

https://dti.sa.gov.au/mit-bigdata-living-lab

Introduction

The Atlas of Opportunity has been developed through the MIT Bigdata Living Lab. It will enable users to freely compare a wide range of social, economic and demographic data about South Australia to produce insights for people, business owners, and authorities to help them make informed decisions.

Users can find a wide variety of information about different statistical regions (SA2). The data includes information about sociodemographic, economic and spending patterns. The comparison tool enables users to compare different features for different s (SA2s) of their choice.

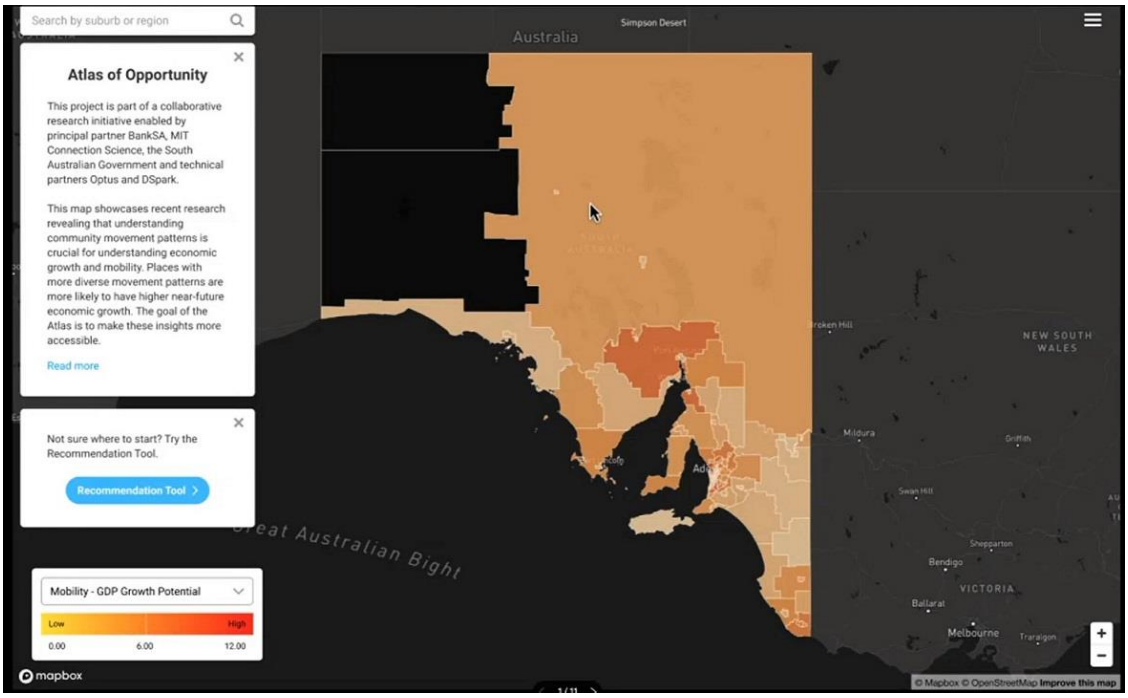
The Atlas uses de-identified and aggregated data a from the Australian Bureau of Statistics (ABS), Australian Business Register (ABR), South Australian Business Research Environment (SABRE), and anonymous banking spend data from BankSA.

Feedback

We are looking for your feedback on the usability of the Atlas' data, tools, and interactions and the type of tasks you are using the Atlas for. Please click on the survey link on the "About the Atlas" page to provide your feedback.

Getting Started

On entering the site, you are presented with colour coded regions of South Australia. The different shades of a region denote greater economic growth potential i.e. the darker the shading the greater the growth potential.

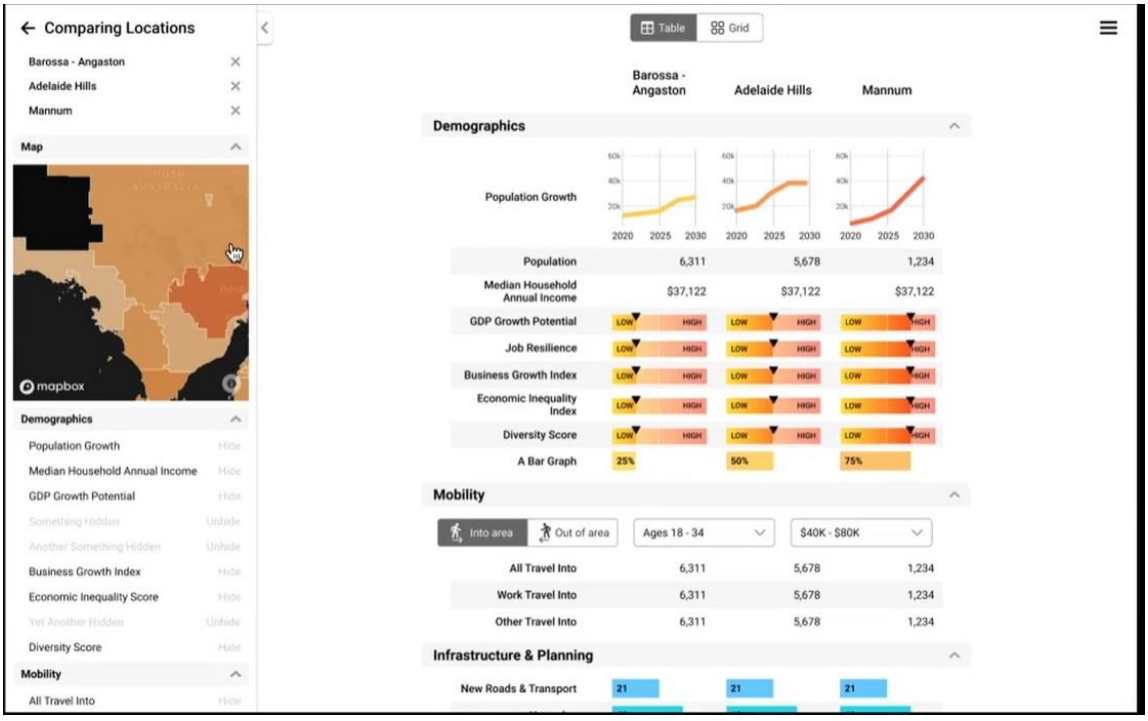


Comparing Regions

Select a region, then click [*Add to Comparison*]. It will then appear under '*Locations to Compare*' section. You can then select another region and again click [*Add to Comparison*]. Both locations will now appear under '*Locations to Compare'*. Data from both regions will now appear. You can add up to four regions for comparison.

If you wish to remove a region, simple select it from under the '*Locations to Compare*' and click on [*Remove from Comparison*].

Click on [Show Comparisons] to view regions next to each other (see below).



Headings

Below are explanations of some of key data being presented in the Atlas:

Demographic Summary	Provides information on current and projected population, age and gender and the proportion of South Australia's total population living in that region. *Note*: "Projected Population Growth" figures are obtained directly from ABS Census data sources.
Economic Summary	Gives the economic analysis of the region. Key indicators include: Income Quartile: - The average (mean) household income of residents, ranking them from poorest to wealthiest, and then grouping them into 4 income quartiles (1 being poorest and 4 being wealthiest), each quartile containing approximately 25% of the population. Grouping numbers to quartiles (either 1, 2,3 or 4) is an easy way to make comparisons. Here we divide the SA2s into 4 groups based on their mean earner salary, and number them from low to high. Meaning that '1' indicates that a particular region is among the lowest 25% from average earner income perspective and 4 corresponds to the highest. Job Resilience (Skills Diversity): - Represents a metric of the variety of skills of dwellers in that region. "High" shows a greater diversity of skills. Income Gini Coefficient: This is a measure of statistical dispersion intended to represent the income inequality or wealth inequality. Zero expresses perfect equality, where all values are the same (for example, where everyone has the same income). A Gini coefficient of one express maximal inequality.
Growth Summary	This section summarises key indicators of potential growth in the region including: GDP Growth Potential - This is a relative index comparing higher or lower GDP (Gross Domestic Product) growth potentials for different regions, based on the composition of industries. Relative Business Growth: - Compares the number of businesses opened with those which were closed in 2018. Positive numbers mean more businesses opened than closed. This is computed as: *(businesses entry / business exits) / (new businesses + businesses closures)*

Financial Transactions	Summarises key categories of credit card transitions in the region, including: Average Expenditure: - An indicator of the average money spent in each transaction. The indices are shown at a scale Low to High where max and min amounts among the regions are the extremes and other numbers are mapped between them. Number of Transactions: - An indicator of the average monthly purchase /transaction count. The indices are shown at a scale Low to High where max and min counts among the regions are the extremes and other numbers are mapped between them.
Business Counts	Shows the number of each business type in a particular region for 2017,2018, and 2019, plus a prediction for 2020.
Residential Housing Summary	Gives information about the rental prices for various types of residentials based on the number of bedrooms.
Financial Transactions	Provides insights about how large the average transaction, and the number of transactions for each industry in each region, compared to similar industries in other regions.
Turn over Vs Cost of Sales	The average ratio between the total turnover of each business and its cost of sales. Represents the financial health of businesses in the region.
Business Rental Costs	The average annual rent paid by businesses in this industry in this region. Actual rents may vary significantly from the average.