



Wisconsin DOR's Interactive Data Visualizations

Bob Schmidt
Administrator
Division of Research and Policy
Wisconsin Department of Revenue
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Overview

- Data Visualizations: Who/What/Why/How?
- Concerns using new software
 - Moving from SAS and Excel to Tableau
- Examples and Demonstrations
 - Objectives
 - Process Improvement
 - Outcomes



Data Visualizations

What?

- Interactive dashboards that let the users generate the content they want from DOR data

Who?

- By: DOR's Division of Research and Policy
 - Staff of 14 charged with tax policy analysis
 - No dedicated staff for data visualizations
- For: The public, legislative staff, DOR staff, press, local officials, other agencies, researchers

Data Visualizations

Why?

- To increase access to commonly requested data, promote transparency, and provide useful tools for public policy analysis
- It's not 1997 anymore
 - We have the tools (Tableau, Power BI, etc.)
 - We *can* do more than post PDFs and Excel Files
- Peer pressure -other states and organizations

How?

- Tableau works for us, but plenty of options exist



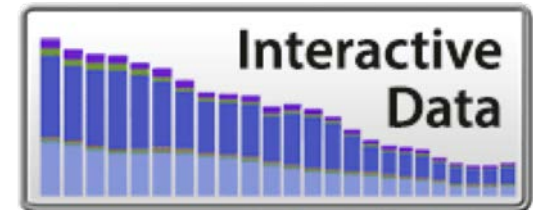
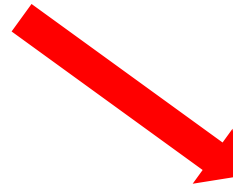


Initial Concerns

- Utilizing a new software tool
 - Learning curve for analysts and customers
 - Backwards compatibility and software issues
 - Will Tableau be around in 5 years? 10 years?
- Taxpayer confidentiality
 - Current law and DOR policy preclude us from publishing statistics for groups of 10 or fewer
 - Adds some work to tax return dashboards

Current State

- 10 public facing dashboards
- Seven analysts contributing
- More "vizzes" in the works
 - Individual Income Tax Data
 - Property Tax Rates Over Time
 - County Sales Tax Per Capita
 - Tobacco Products
 - Tax Expenditure Budget
- No formal training; learning from others and by experimenting



- Corporate Tax by Industry
- Equalized Property Values
- Local Gov. Dashboard
- Motor Fuel Consumption
- Police and Fire Fees
- Sales Tax Distributions
- Sales Tax by Industry
- Tax Burden Rankings
- Tax Revenue Since 1963
- Wisconsin Exports



Some Examples

Equalized Property Values

- One of our first interactive tools; it evolved from massive and overly complicated excel files

Local Government Dashboard

- Second-generation visualization; first tool designed specifically for an outside "client" – State Budget Office

Sales Tax by Industry

- Designed based on common questions from local gov. officials, private sector, and internal audiences



Property Values

- Previously available to the public in massive PDFs
 - One municipality per page
 - Over 2,300 pages long (single year)
 - Data can be extracted by DOR staff for analysis and records/data requests in numerous formats
- Comparisons across time and location require multiple reports (#places x #years)

Property Values Then

Date: 08/09/2018

WISCONSIN DEPARTMENT OF REVENUE
2018 STATEMENT OF CHANGES IN EQUALIZED VALUES BY CLASS AND ITEM

EQUAL912WI
PAGE 1 OF 2331

County 01 Adams
Town 002 Adams

REAL ESTATE	2017 RE Equalized Value	Removal of Prior Year Compensation	% Change	\$ Amount of Economic Change	% Change	\$ Amount of New Constr	% Change	Correction & Compensation	% Change	\$ Amount of All Other Changes	% Change	2018 RE Equalized Value	Total \$ Change in R.E. Value	% Change
Residential														
Land	20,658,400	0	0%	1,446,100	7%	20,900	0%	0	0%	11,700	0%	22,137,100	1,478,700	7%
Imp	69,622,700	0	0%	4,873,600	7%	834,400	1%	0	0%	-80,600	0%	75,250,100	5,627,400	8%
Total	90,281,100	0	0%	6,319,700	7%	855,300	1%	0	0%	-68,900	0%	97,387,200	7,106,100	8%
Commercial														
Land	937,700	0	0%	46,900	5%	0	0%	0	0%	0	0%	984,600	46,900	5%
Imp	2,812,000	0	0%	140,600	5%	0	0%	0	0%	0	0%	2,952,600	140,600	5%
Total	3,749,700	0	0%	187,500	5%	0	0%	0	0%	0	0%	3,937,200	187,500	5%
Manufacturing														
Land	56,100	0	0%	1,300	2%	0	0%	0	0%	0	0%	57,400	1,300	2%
Imp	898,300	0	0%	0	0%	0	0%	0	0%	0	0%	898,300	0	0%
Total	954,400	0	0%	1,300	0%	0	0%	0	0%	0	0%	955,700	1,300	0%
Agricultural														
Land/Total	555,200	0	0%	12,800	2%	0	0%	0	0%	-1,100	0%	566,900	11,700	2%
Undeveloped														
Land/Total	1,533,900	0	0%	181,100	12%	0	0%	0	0%	-23,000	-1%	1,692,000	158,100	10%
Ag Forest														
Land/Total	1,240,800	0	0%	0	0%	0	0%	0	0%	-50,500	-4%	1,190,300	-50,500	-4%
Forest														
Land/Total	19,678,900	0	0%	0	0%	0	0%	0	0%	244,400	1%	19,923,300	244,400	1%
Other														
Land	240,700	0	0%	10,200	4%	0	0%	0	0%	0	0%	250,900	10,200	4%
Imp	2,325,000	0	0%	-41,900	-2%	6,300	0%	0	0%	5,900	0%	2,295,300	-29,700	-1%
Total	2,565,700	0	0%	-31,700	-1%	6,300	0%	0	0%	5,900	0%	2,546,200	-19,500	-1%
Total Real Estate														
Land	44,901,700	0	0%	1,698,400	4%	20,900	0%	0	0%	181,500	0%	46,802,500	1,900,800	4%
Imp	75,658,000	0	0%	4,972,300	7%	840,700	1%	0	0%	-74,700	0%	81,396,300	5,738,300	8%
Total	120,559,700	0	0%	6,670,700	6%	861,600	1%	0	0%	106,800	0%	128,198,800	7,639,100	6%
PERSONAL PROPERTY														
		Non-Mfg Personal Property			Manufacturing Personal Property			Total of All Personal Property						
		2017	2018	% Change	2017	2018	% Change	2017 Total	2018 Total	Tot. \$ Chg in PP	% Change			
Watercraft		0	0	0%	0	0	0%	0	0	0	0%			
Machinery Tools & Patterns		176,000	0	N/A	15,400	14,300	-7%	191,400	14,300	-177,100	-93%			
Furniture Fixtures & Equip		60,500	103,200	71%	7,300	6,400	-12%	67,800	109,600	41,800	62%			
All Other		1,718,000	1,760,000	2%	1,500	17,200	1,047%	1,719,500	1,777,200	57,700	3%			
Prior Year Compensation		7,700	0		0	0		7,700	0	-7,700				
Total Personal Property		1,962,200	1,863,200	-5%	24,200	37,900	57%	1,986,400	1,901,100	-85,300	-4%			
TOTAL EQUALIZED VALUE		2017 Total								2018 Total	Total \$ Change	% Change		
Real Estate & Personal Property		122,546,100								130,099,900	7,553,800	6%		



Property Values

Objectives:

- On-Demand Analysis
 - Allow comparisons of scale and change across municipal and county borders, by property class, over time
- Improve Access to Data
 - Make historical data, previously unavailable, accessible to any/all interested parties
- Increase DOR responsiveness
 - Avoid assembling excel files and reports for the sake of answering ad-hoc requests
 - Build a tool multipurpose tool

Property Values

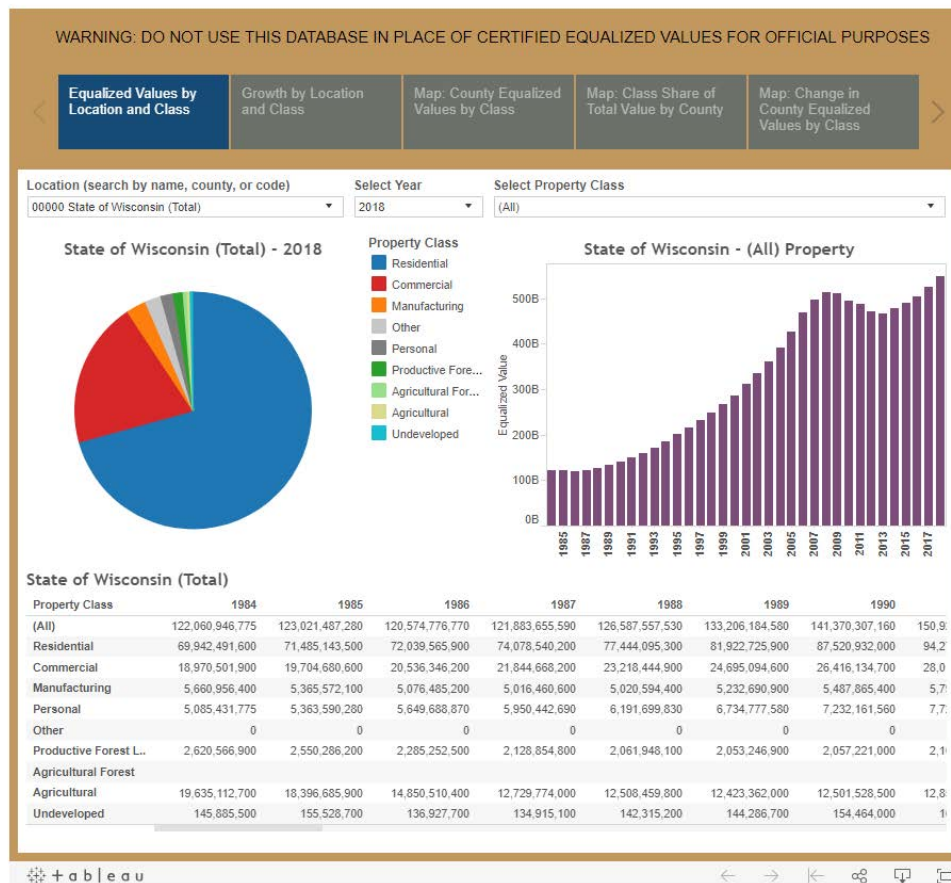
Process flow and timing



- A single analyst can update the Excel file, Tableau database, and DOR website in a matter of hours
- No concerns over taxpayer confidentiality
- Updates could be automated, eliminating the need for the excel file

Property Values Now

Equalized Value



Location (search by name, county, or code)

05231 City of Green Bay (Brown)

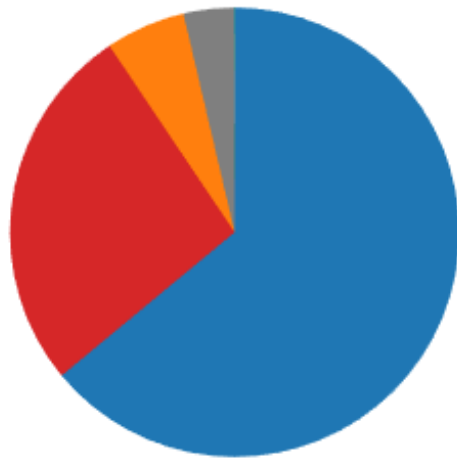
Select Year

2018

Select Property Class

Commercial

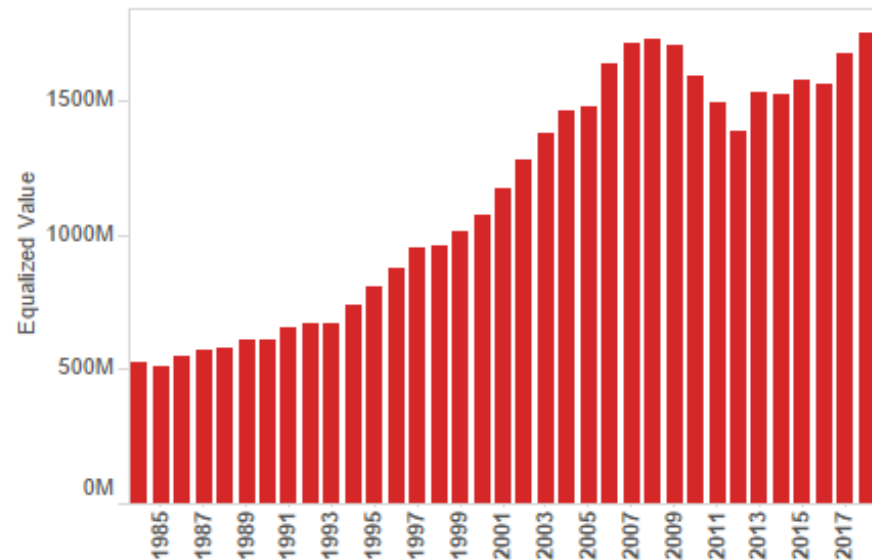
City of Green Bay (Brown) - 2018



Property Class

- Residential
- Commercial
- Manufacturing
- Personal
- Productive For..
- Agricultural
- Undeveloped
- Agricultural For..
- Other

City of Green Bay - Commercial Property



City of Green Bay (Brown)

Property Class	009	2010	2011	2012	2013	2014	2015	2016	2017	2018
(All)	,300	6,019,338,000	5,910,603,600	5,625,397,900	5,786,473,700	5,857,893,700	6,009,465,500	6,080,589,000	6,365,614,900	6,603,759,000
Residential	,900	3,796,500,700	3,801,434,800	3,621,180,200	3,629,694,600	3,674,967,300	3,742,960,000	3,834,984,200	3,984,047,500	4,225,517,700
Commercial	,400	1,592,103,000	1,496,044,100	1,390,101,700	1,532,064,500	1,522,543,800	1,579,907,600	1,559,942,000	1,678,336,400	1,756,687,400
Manufacturing	,700	333,351,100	341,843,700	350,676,800	359,375,100	368,825,700	371,699,300	379,273,700	385,368,800	379,527,600
Personal	,500	294,961,400	268,505,000	260,770,700	262,893,800	289,103,000	312,489,000	303,926,300	315,408,800	239,514,600
Productive Forest L..	,500	1,371,500	1,469,000	1,404,000	1,248,000	1,248,000	1,248,000	1,248,000	1,228,500	1,266,300
Agricultural	,800	426,700	605,900	587,900	553,100	560,500	553,200	560,100	570,200	585,600
Undeveloped	,000	385,000	382,000	385,000	384,000	384,000	347,000	361,000	361,000	361,000
Agricultural Forest	,600	175,500	156,000	165,800	165,800	165,800	165,800	165,800	165,800	170,900
Other	,900	63,100	163,100	125,800	94,800	95,600	95,600	127,900	127,900	127,900

Equalized Values by Location and Class

Growth by Location and Class

Map: County Equalized Values by Class

Map: Class Share of Total Value by County

Map: Change in County Equalized Values by Class

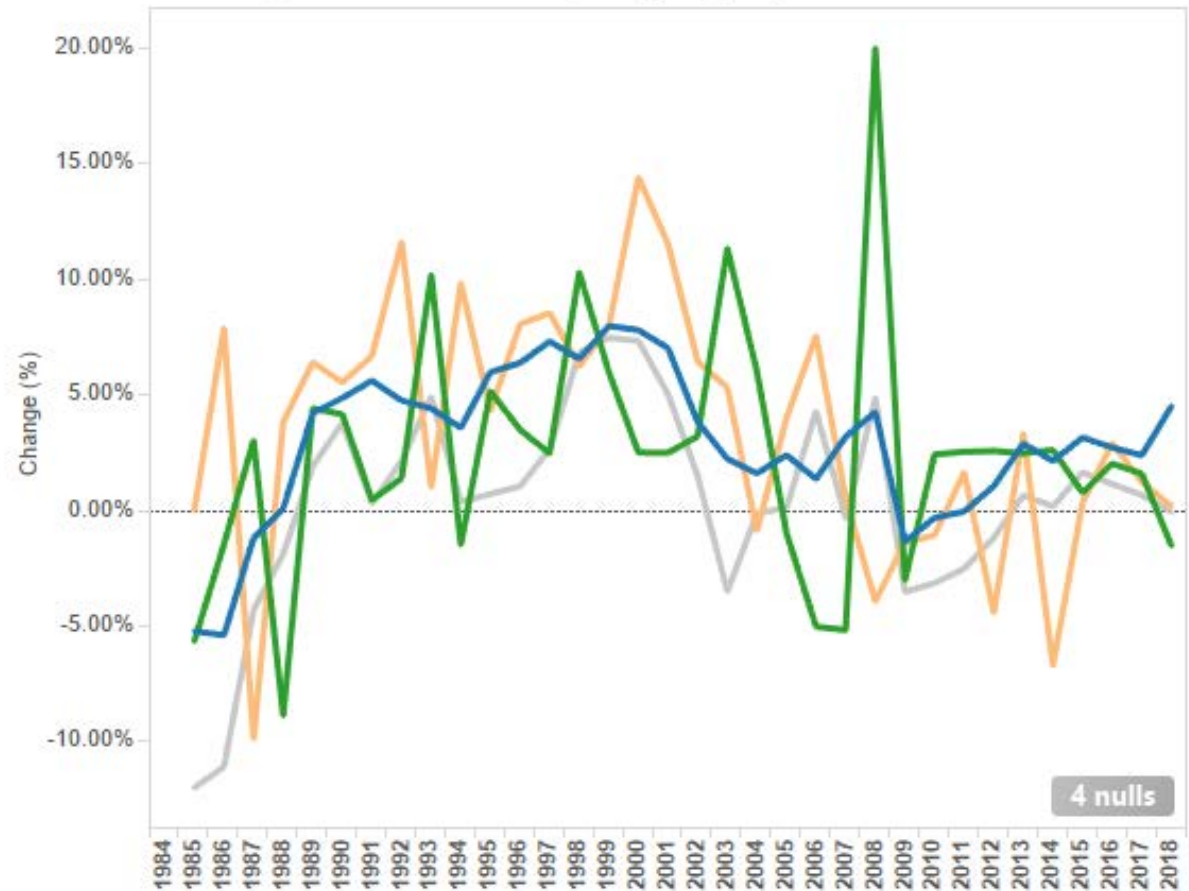
Choose a Property Class

Manufacturing

Municipalities (search by name, code, or county)

(Multiple values)

Change in Manufacturing Property Equalized Values



Legend

- 00000 State of Wisconsin
- 05231 City of Green Bay
- 13251 City of Madison
- 40251 City of Milwaukee

Equalized Values by Location and Class

Growth by Location and Class

Map: County Equalized Values by Class

Map: Class Share of Total Value by County

Map: Change in County Equalized Values by Class

Equalized Value by Class

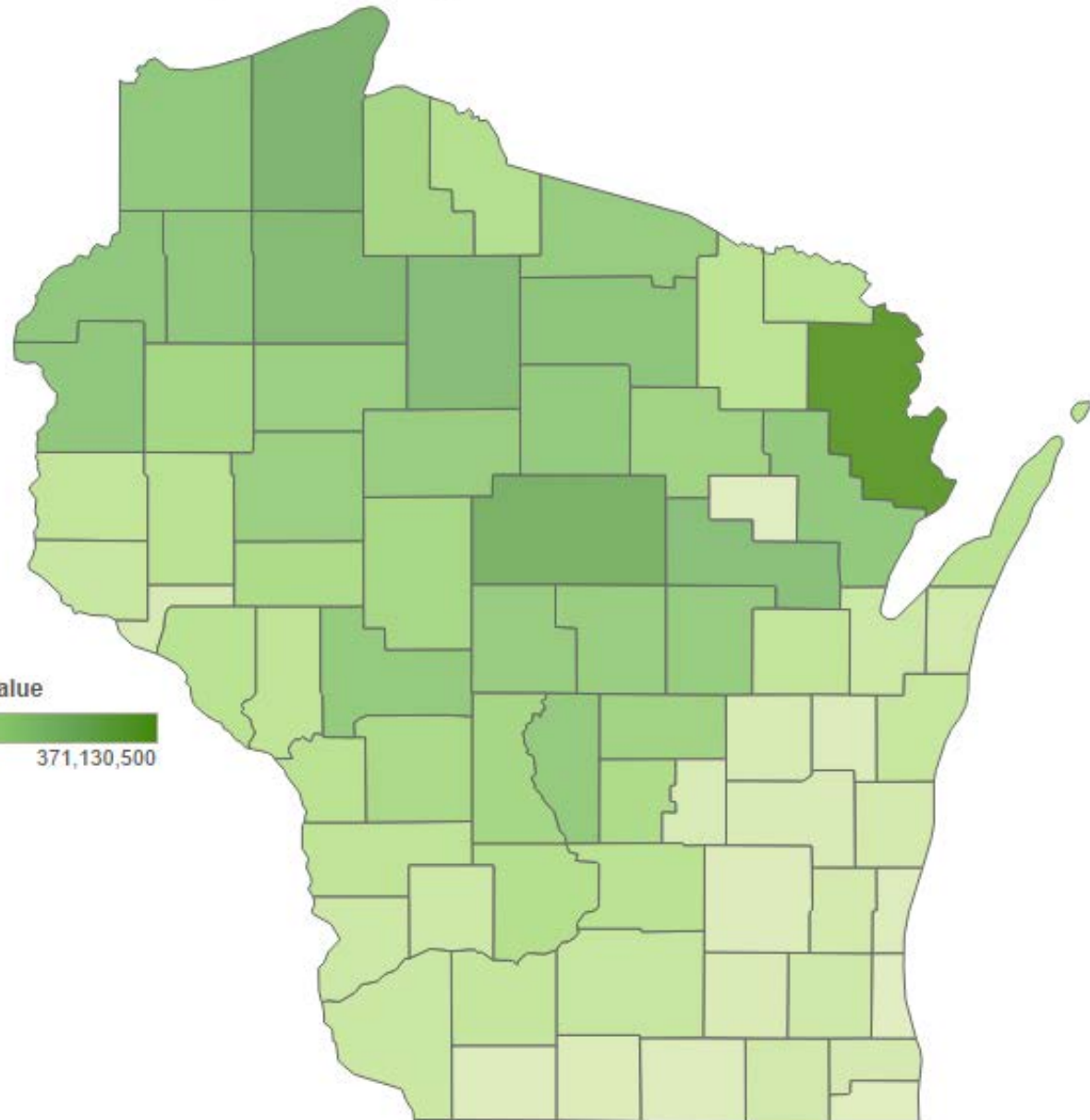
Select Year

2018

Property Class

Productive Forest Land

Equalized Value



Equalized Values by Location and Class

Growth by Location and Class

Map: County Equalized Values by Class

Map: Class Share of Total Value by County

Map: Change in County Equalized Values by Class

Class Share of Total Equalized Value by County

Select Year

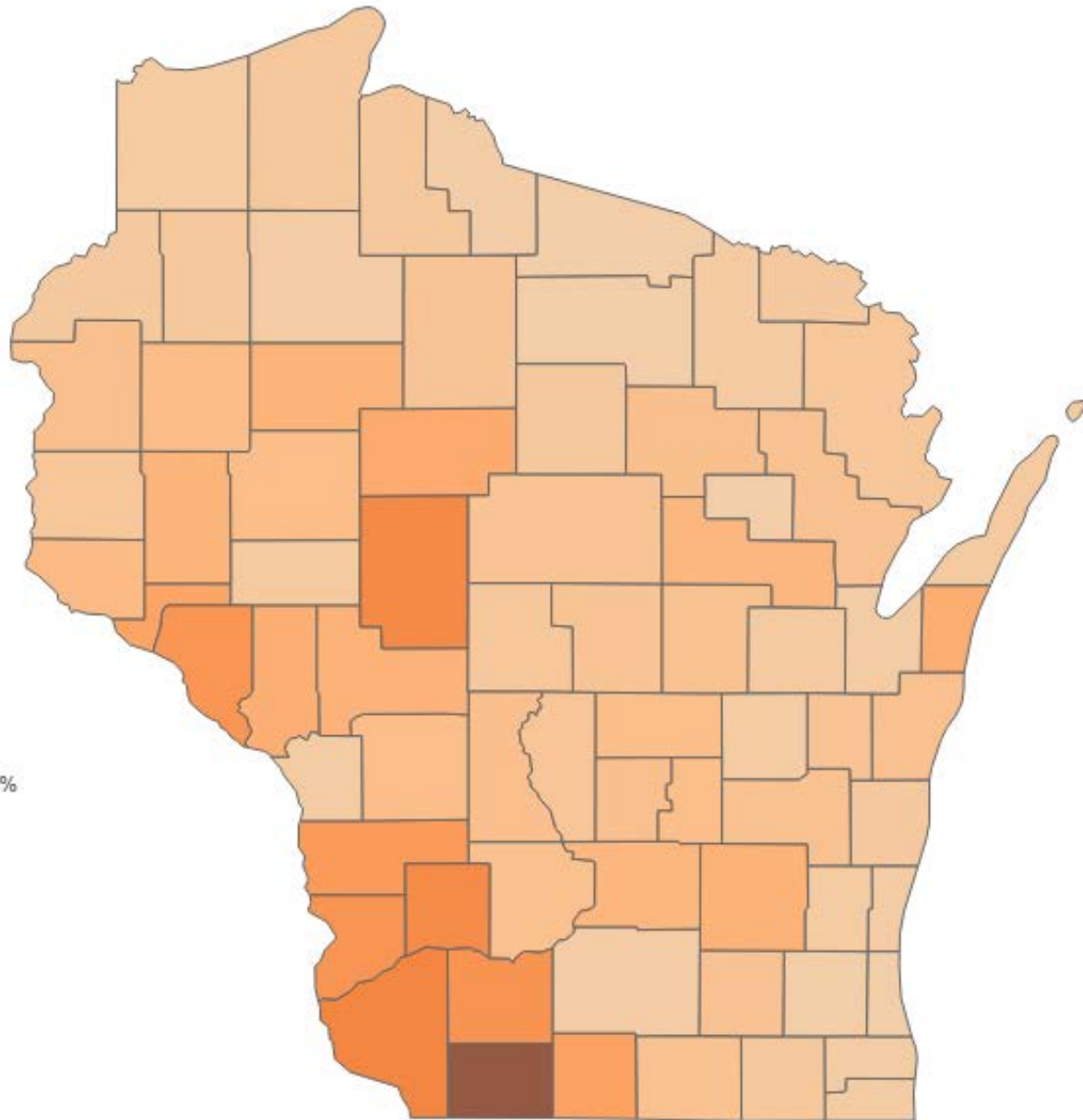
2018

Select Property Class

Agricultural

Class Share of County Total

0.000% 6.084%



Equalized Values by Location and Class

Growth by Location and Class

Map: County Equalized Values by Class

Map: Class Share of Total Value by County

Map: Change in County Equalized Values by Class

Change in Equalized Value of Residential Property

Select Start & End Year

2009

2018



Property Class

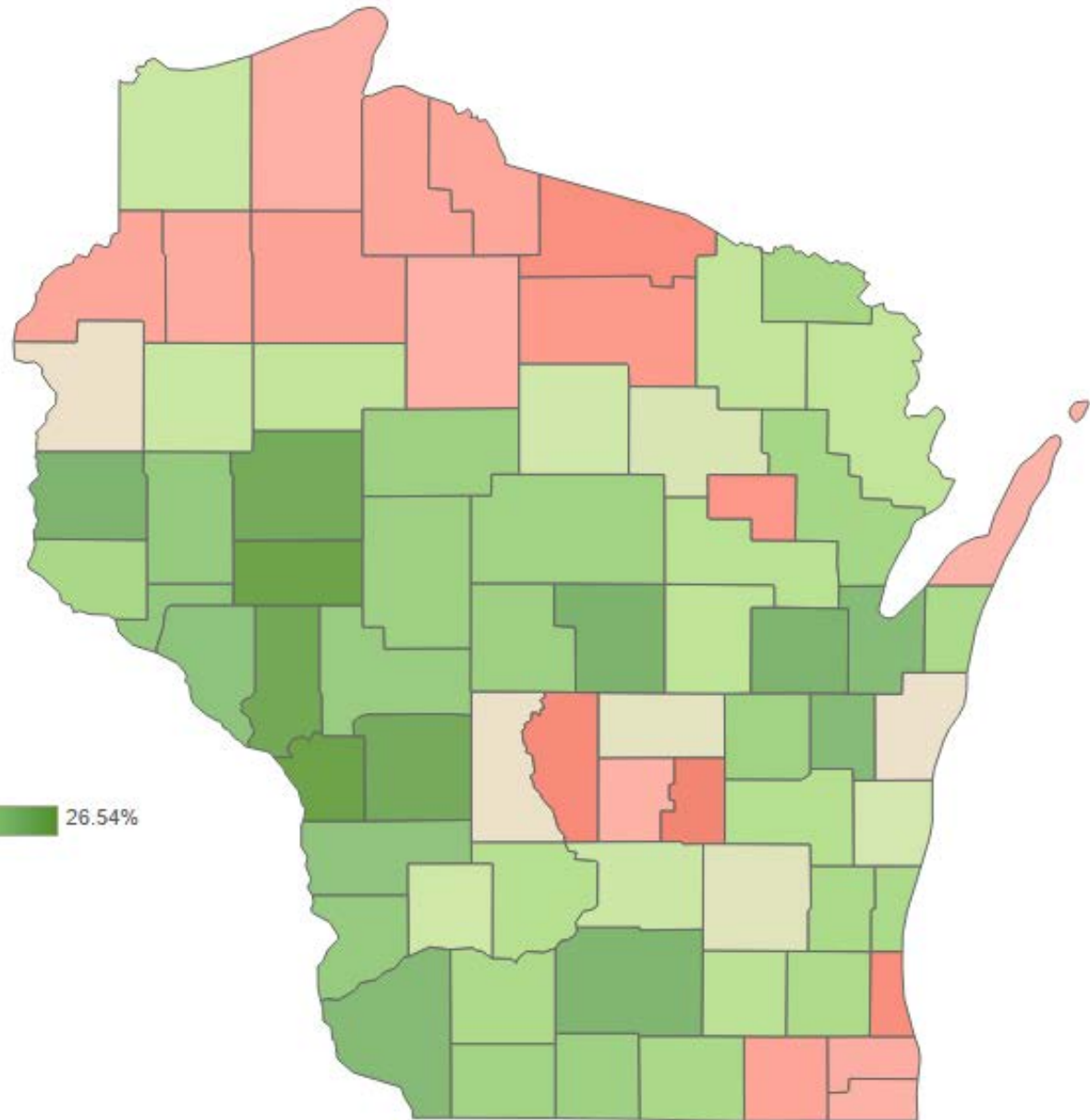
Residential

Change in Value (%)

-12.46%



26.54%





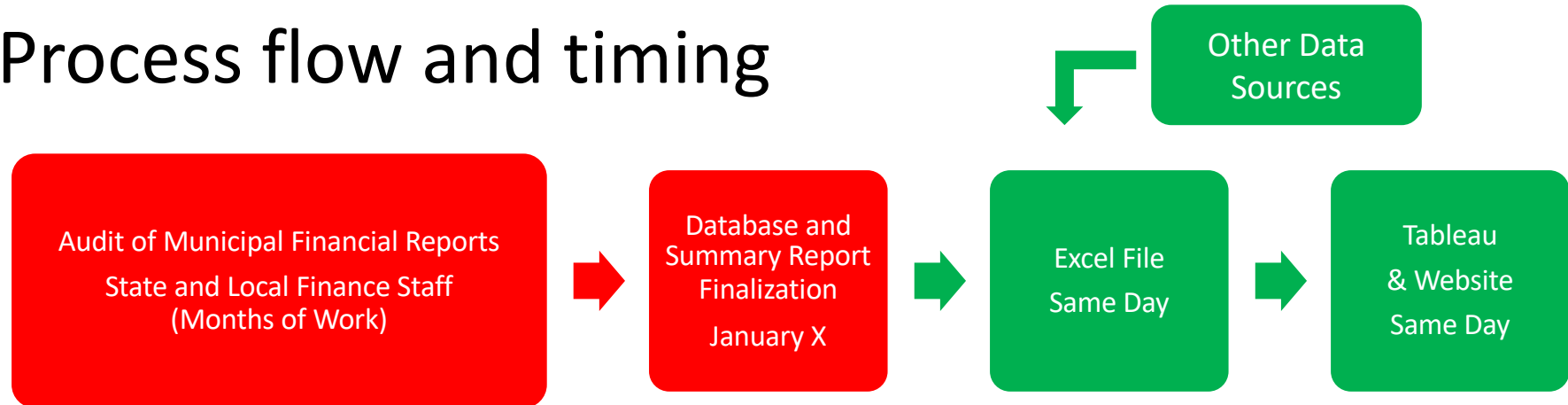
Local Gov. Dashboard

Objectives:

- Mandate from the Governor
- Initial budget of \$150,000 and 1 position
- Leverage existing tech, data, and staff to create something modern and useful
- Avoid new reporting requirements for local governments

Local Gov. Dashboard

Process flow and timing



- Municipal Finance Reports are processed in a decades-old mainframe system; a new system may allow for partial automation of process

Local Gov. Dashboard

Local Government Dashboard

In the 2017-2019 Biennial Budget, Governor Scott Walker signed into law a provision to create a dashboard where the public can view and compare local government financial data. The dashboard provides access to information about local taxes, municipal revenues and expenditures, an overview by county, as well as an ability to do a statewide comparison. Below are the dashboard, instructions and helpful references.

[Download Instructions](#)

[Glossary of Terms](#)

The screenshot displays the 'Local Government Dashboard' interface. At the top, there is a navigation bar with six tabs: 'Overview' (selected), 'Quick Glance', 'Revenues and Expenditures', 'Data by County', 'Statewide Comparison', and 'Tabular Data'. Below the navigation bar, the main content area contains introductory text and a 'Questions' section. The text explains that the dashboard contains data from the Municipal Finance Report (MFR) filed with the Department of Revenue (DOR) by officials of Wisconsin counties, cities, villages, and towns. It also provides a link to the most recent CMRE Bulletin and describes the five sections of the dashboard: Quick Glance, Revenues and Expenditures, Data by County, Statewide Comparison, and Tabular Data. The 'Questions' section provides contact information for local officials and the Department of Revenue.

The Local Government Dashboard contains data from the Municipal Finance Report (MFR) filed with the Department of Revenue (DOR) by officials of Wisconsin counties, cities, villages and towns. DOR is responsible for collecting and verifying the reported information from local units of government. The data are then compiled into the County and Municipal Revenues and Expenditures (CMRE) Bulletin.

Link to the most recent CMRE Bulletin <https://www.revenue.wi.gov/dfrreports/coty/cmreh2016.pdf>

The Local Government Dashboard consists of five sections:

Quick Glance: This section provides a succinct collection of data over a five year horizon for a user-selected town, village, city, or county. Users can select a local government from a drop down menu, which includes a text search field.

Revenues and Expenditures: This section contains detailed information on revenues and expenditures for a user-selected town, village, city, or county. Users can select a local government from a drop down menu, which includes a text search field. The table and pie chart indicate the share of revenues and expenditure for each of the detailed categories.

Data by County: This section contains data for a single metric that allows users to compare detailed revenues, expenditures, and debt amounts for each local government across the user-selected county. The data includes the amount for user-selected metric, the per capita amount for comparison, and the population of each political subdivision.

The bar graph below the table provides a visualization of the share of certain revenues and expenditures attributable to each political subdivision within the selected county.

Statewide Comparison: This section allows the user to compare specific revenues and expenditures across any number of user-selected subdivisions on a per capita basis. The graph shows the per capita revenue, expenditure, or debt amount. The visualization also creates a table of amounts and per capita amounts for the selected political subdivisions.

The filters allow the user to select (All) local governments, or any combination of towns, villages, cities, and counties.

Tabular Data: This section contains revenue, expenditure, and debt data in a basic table for each political subdivision over a five year period. Select (All) will provide a statewide total for all towns, villages, cities, and counties.

Hover over amounts in tables or graphs for additional information.

Questions
For questions regarding local revenues and expenditures, please contact town, village, city, or county officials. For questions about data availability or issues with the dashboard itself, please contact the Department of Revenue.
DOREconomists@wisconsin.gov

tableau

<https://www.revenue.wi.gov/Pages/RA/Local-Government-Dashboard.aspx>

Select Local Government

City of Brillion (Calumet) ▼

City of Brillion (Calumet)

Year | Amount | % Change

Total Revenue & Other Financing Sources

2012	\$3,636,070	Null	●
2013	\$3,488,603	-4.06%	↓
2014	\$3,620,519	3.78%	↑
2015	\$5,714,033	57.82%	↑
2016	\$3,741,832	-34.52%	↓

Total Expenditures & Other Financing Uses

2012	\$3,963,017	Null	●
2013	\$3,891,868	-1.80%	↓
2014	\$3,967,867	1.95%	↑
2015	\$5,475,576	38.00%	↑
2016	\$4,133,447	-24.51%	↓

General Property Taxes

2012	\$1,450,766	Null	●
2013	\$1,174,583	-19.04%	↓
2014	\$1,183,281	0.74%	↑
2015	\$1,186,207	0.25%	↑
2016	\$1,245,798	5.02%	↑

Total Debt Service

2012	\$858,320	Null	●
2013	\$849,906	-0.98%	↓
2014	\$677,847	-20.24%	↓
2015	\$759,834	12.10%	↑
2016	\$788,850	3.82%	↑

Equalized Value Used for Calendar Year

2012	191,234,600	Null	●
2013	192,598,500	0.71%	↑
2014	187,698,700	-2.54%	↓
2015	191,979,200	2.28%	↑
2016	197,683,500	2.97%	↑

Total General Obligation Debt

2012	\$8,051,580	Null	●
2013	\$7,336,673	-8.88%	↓
2014	\$7,010,443	-4.45%	↓
2015	\$7,840,648	11.84%	↑
2016	\$7,224,067	-7.86%	↓

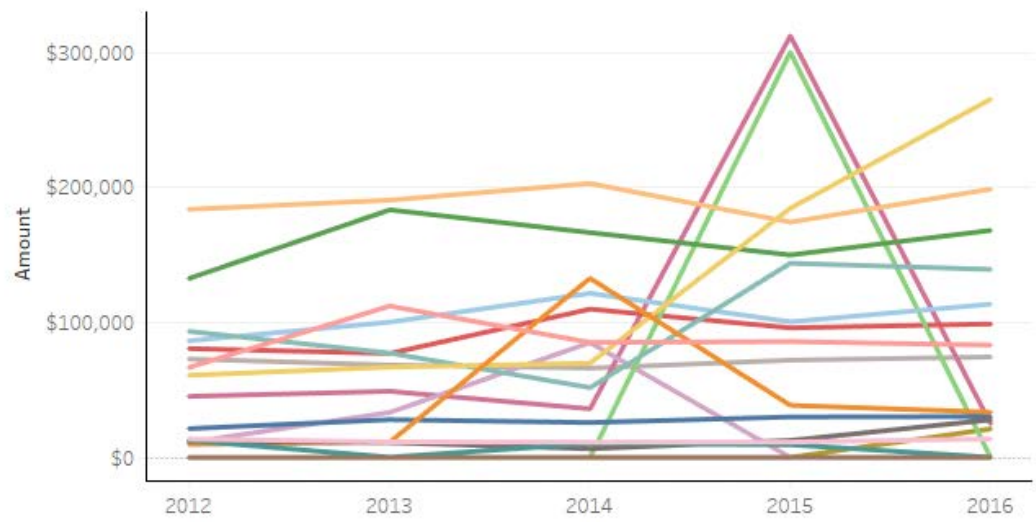
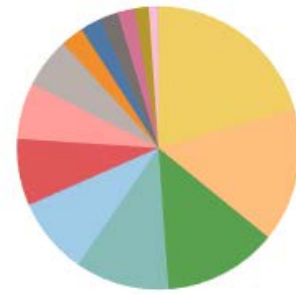
City of Alma (Buffalo) - 2016 Expenditures

Select Local Government
 City of Alma (Buffalo)

Select
 Expenditures
 Revenues

Use Arrows to Change Year
 2016

Expenditures	Amount	Share of Total (%)
Fire	\$265,677	20.50%
General Government	\$198,963	15.35%
Highway Maintenance & Administrati..	\$168,392	13.00%
Highway Construction	\$139,504	10.77%
Law Enforcement	\$113,741	8.78%
Parks & Recreation	\$99,039	7.64%
Culture & Education	\$83,383	6.44%
Solid Waste Collection & Disposal	\$74,570	5.75%
Debt Service - Principal	\$33,603	2.59%
Health & Human Services	\$30,431	2.35%
Debt Service - Interest & Fiscal Charges	\$27,980	2.16%
Road-Related Facilities	\$24,989	1.93%
Other Public Safety	\$21,227	1.64%
Ambulance	\$13,804	1.07%
Other Sanitation	\$252	0.02%
Conservation & Development	\$208	0.02%
All Other Expenditures	\$0	0.00%
Other Financing Uses	\$0	0.00%
Other Transportation	\$0	0.00%
Grand Total	\$1,295,763	100.00%



- Legend**
- All Other Expenditures
 - Ambulance
 - Conservation & Development
 - Culture & Education
 - Debt Service - Interest & Fiscal C..
 - Debt Service - Principal
 - Fire
 - General Government
 - Health & Human Services
 - Highway Construction
 - Highway Maintenance & Admini..
 - Law Enforcement
 - Other Financing Uses
 - Other Public Safety
 - Other Sanitation

Marquette County - 2016 Expenditures: Road-Related Facilities

Political Subdivision	Population	Amount	Per Capita Amount
County of Marquette (Marquett..	15,425	\$45,301	\$2.94
City of Montello (Marquette)	1,461	\$22,684	\$15.53
Town of Packwaukee (Marquett..	1,416	\$4,391	\$3.10
Village of Westfield (Marquette)	1,258	\$56,437	\$44.86
Town of Buffalo (Marquette)	1,240	\$0	\$0.00
Town of Montello (Marquette)	1,040	\$0	\$0.00
Town of Oxford (Marquette)	891	\$0	\$0.00
Town of Westfield (Marquette)	878	\$0	\$0.00
Town of Springfield (Marquette)	836	\$0	\$0.00
Town of Harris (Marquette)	794	\$2,962	\$3.73
Town of Douglas (Marquette)	735	\$3,909	\$5.32
Town of Mecan (Marquette)	688	\$150	\$0.22
Village of Oxford (Marquette)	597	\$10,569	\$17.70
Town of Moundville (Marquette)	567	\$338	\$0.60
Town of Neshkoro (Marquette)	552	\$0	\$0.00
Town of Newton (Marquette)	549	\$0	\$0.00
Town of Shields (Marquette)	547	\$0	\$0.00
Town of Crystal Lake (Marquett..	492	\$0	\$0.00
Village of Endeavor (Marquette)	460	\$8,026	\$17.45

Select County

Major Category

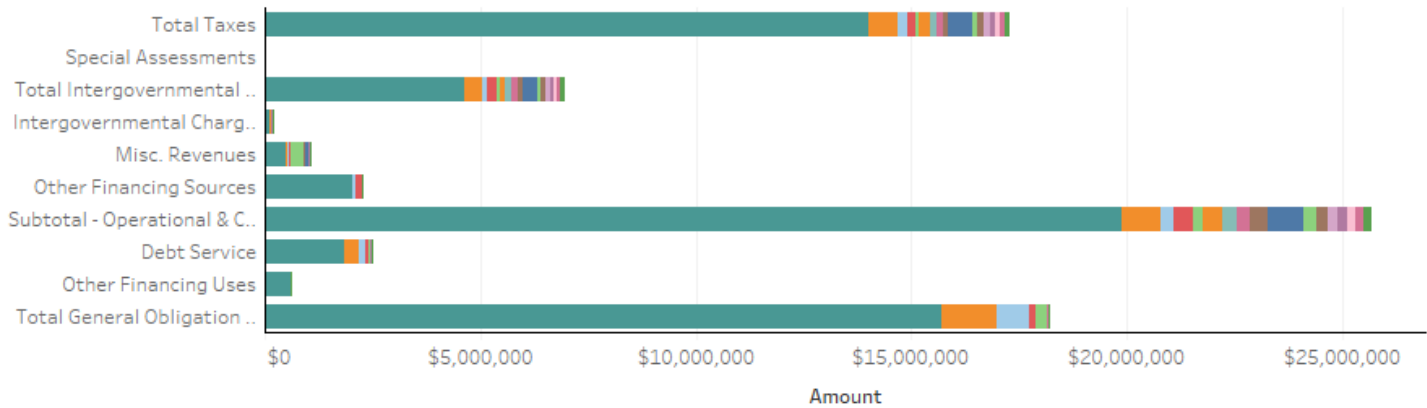
Select Metric

Hover Over Light Bulb for Description

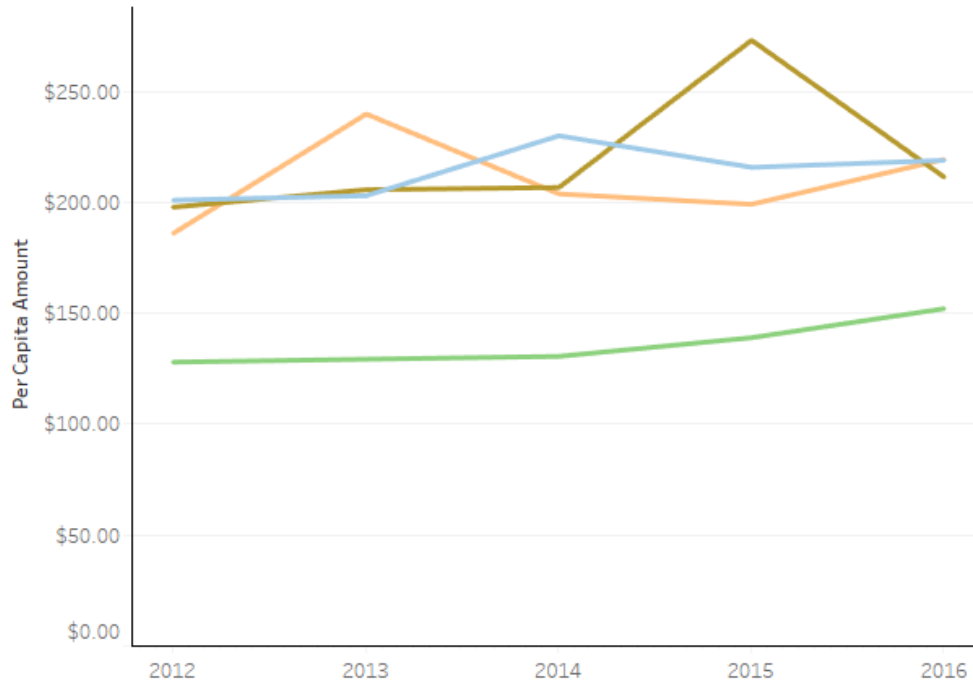


Use Arrows to Change Year

hover over graph to see more information



Expenditures - Fire Per Capita



1. Select Category
Expenditures

2. Select Metric
Fire

Hover Over Light Bulb for Description



3. Select Type of Government
(All)

4. Add/Remove Local Governments
(Multiple values)

- Legend
- City of Eau Claire (Eau Claire)
 - City of Green Bay (Brown)
 - City of Madison (Dane)
 - City of Milwaukee (Milwaukee)

Political Subdivision		2012	2013	2014	2015	2016
City of Eau Claire (Eau Claire)	Amount	\$8,466,291	\$8,592,659	\$8,724,569	\$9,310,564	\$10,243,978
	Per Capita Amount	\$127.95	\$129.25	\$130.54	\$138.95	\$152.03
City of Green Bay (Brown)	Amount	\$20,944,936	\$21,166,399	\$24,076,871	\$22,661,209	\$22,998,273
	Per Capita Amount	\$200.91	\$202.94	\$229.94	\$215.72	\$218.87
City of Madison (Dane)	Amount	\$46,401,608	\$48,942,052	\$49,624,989	\$66,120,009	\$52,237,828
	Per Capita Amount	\$197.77	\$205.64	\$206.64	\$272.98	\$211.31
City of Milwaukee (Milwaukee)	Amount	\$110,708,000	\$143,009,000	\$121,426,000	\$118,593,000	\$130,416,000
	Per Capita Amount	\$185.93	\$239.75	\$203.74	\$199.05	\$219.31

Actual Cost: \$0.00 | No Additional Staff



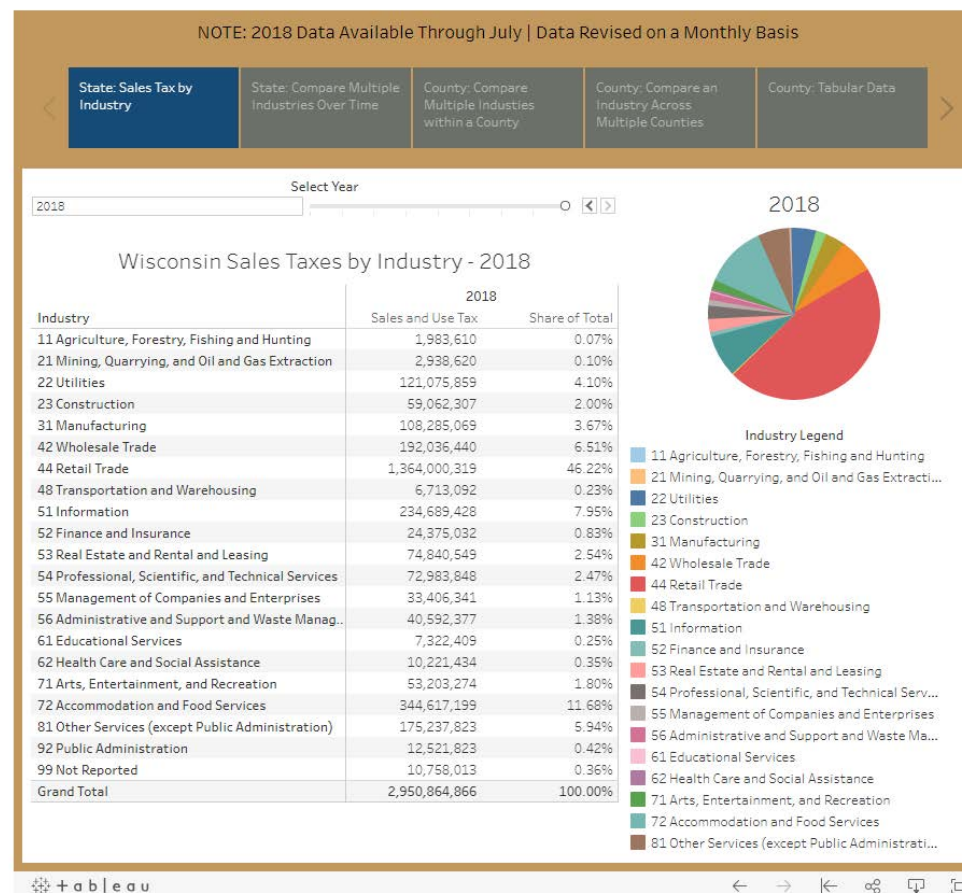
Sales Tax by Industry

Objectives:

- Publish monthly sales tax data by industry and geography (where possible)
- Allow for some basic graphing and analysis
- Protect Taxpayer Confidentiality
 - Statewide data: All 2-digit NAICS code
 - County data: Select 2-digit NAICS to avoid disclosure issues (10 or fewer filers)

Sales Tax by Industry

Monthly State and County Sales and Use Tax Reported by Industry



<https://www.revenue.wi.gov/Pages/RA/Sales-Use-Tax-Reported-by-Industry.aspx>

State: Sales Tax by Industry

State: Compare Multiple Industries Over Time

County: Compare Multiple Industries within a County

County: Compare an Industry Across Multiple Counties

County: Tabular Data

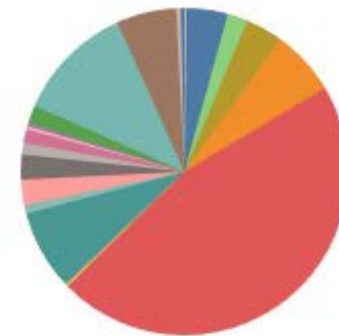
Select Year

2018

Wisconsin Sales Taxes by Industry - 2018

Industry	2018	
	Sales and Use Tax	Share of Total
11 Agriculture, Forestry, Fishing and Hunting	1,983,610	0.07%
21 Mining, Quarrying, and Oil and Gas Extraction	2,938,620	0.10%
22 Utilities	121,075,859	4.10%
23 Construction	59,062,307	2.00%
31 Manufacturing	108,285,069	3.67%
42 Wholesale Trade	192,036,440	6.51%
44 Retail Trade	1,364,000,319	46.22%
48 Transportation and Warehousing	6,713,092	0.23%
51 Information	234,689,428	7.95%
52 Finance and Insurance	24,375,032	0.83%
53 Real Estate and Rental and Leasing	74,840,549	2.54%
54 Professional, Scientific, and Technical Services	72,983,848	2.47%
55 Management of Companies and Enterprises	33,406,341	1.13%
56 Administrative and Support and Waste Manag..	40,592,377	1.38%
61 Educational Services	7,322,409	0.25%
62 Health Care and Social Assistance	10,221,434	0.35%
71 Arts, Entertainment, and Recreation	53,203,274	1.80%
72 Accommodation and Food Services	344,617,199	11.68%
81 Other Services (except Public Administration)	175,237,823	5.94%
92 Public Administration	12,521,823	0.42%
99 Not Reported	10,758,013	0.36%
Grand Total	2,950,864,866	100.00%

2018



Industry Legend

- 11 Agriculture, Forestry, Fishing and Hunting
- 21 Mining, Quarrying, and Oil and Gas Extract..
- 22 Utilities
- 23 Construction
- 31 Manufacturing
- 42 Wholesale Trade
- 44 Retail Trade
- 48 Transportation and Warehousing
- 51 Information
- 52 Finance and Insurance
- 53 Real Estate and Rental and Leasing
- 54 Professional, Scientific, and Technical Serv..
- 55 Management of Companies and Enterprises
- 56 Administrative and Support and Waste Ma..
- 61 Educational Services
- 62 Health Care and Social Assistance
- 71 Arts, Entertainment, and Recreation
- 72 Accommodation and Food Services
- 81 Other Services (except Public Administration)

State: Sales Tax by Industry

State: Compare Multiple Industries Over Time

County: Compare Multiple Industries within a County

County: Compare an Industry Across Multiple Counties

County: Tabular Data

State Sales and Use Tax 22 Utilities & 51 Information

Select Industries to Comp..

(Multiple values) ▼

Select Date Range

1/31/2010 7/31/2018



Legend

■ 22 Utilities

■ 51 Information



< State: Sales Tax by Industry

State: Compare Multiple Industries Over Time

County: Compare Multiple Industries within a County

County: Compare an Industry Across Multiple Counties

County: Tabular Data >

Chippewa County

72 Accommodation and Food Services & 81 Other Services (except Public Administration)

Select County

Chippewa

Select Industries to Comp..

(Multiple values)

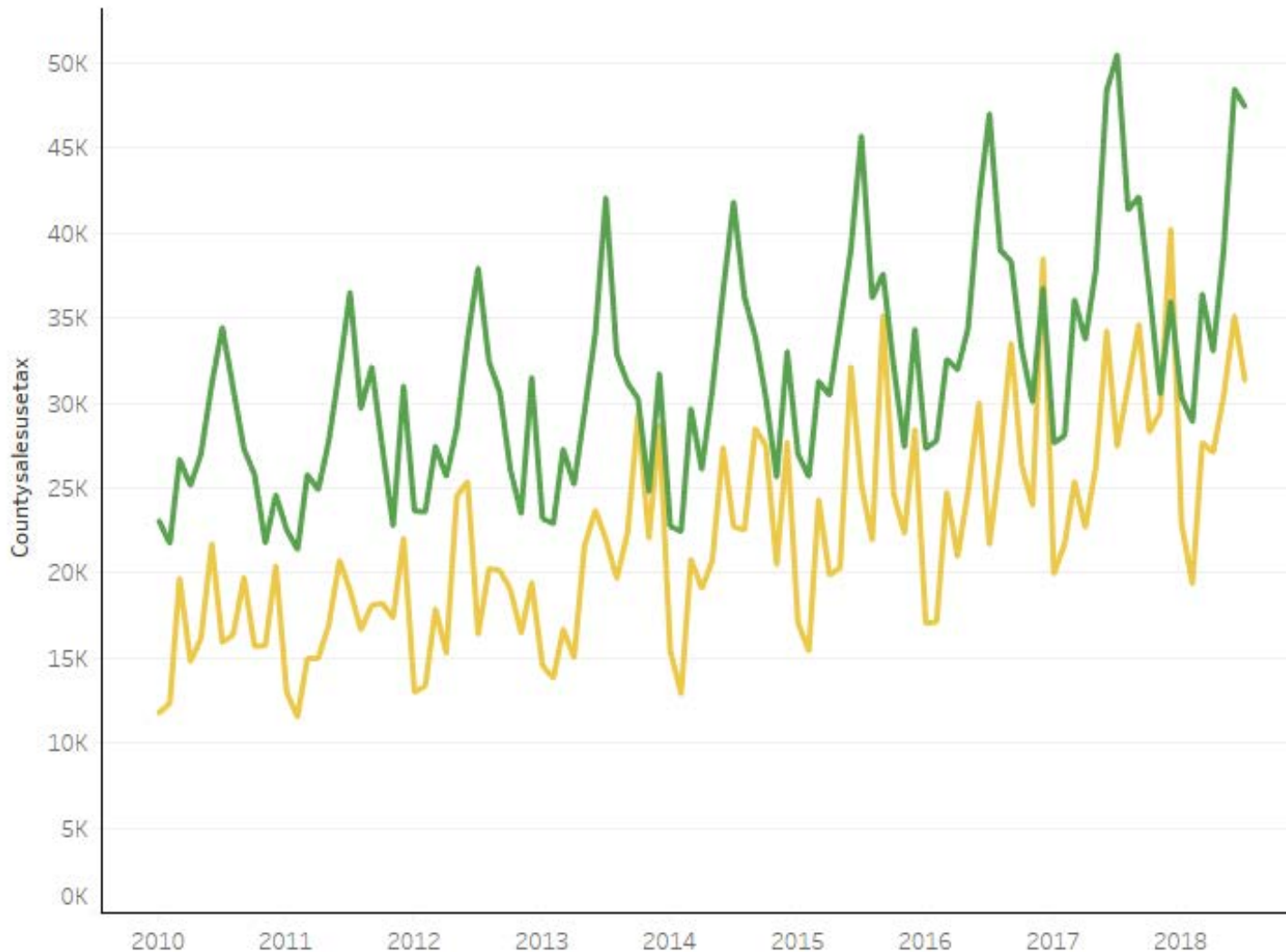
Adjust Time Frame

1/31/2010 7/31/2018



Legend

- 72 Accommodation a..
- 81 Other Services (e..



State: Sales Tax by Industry

State: Compare Multiple Industries Over Time

County: Compare Multiple Industries within a County

County: Compare an Industry Across Multiple Counties

County: Tabular Data

NACIS 72 Accommodation and Food Services Fond du Lac, Portage, Trempealeau Counties

Select Industry

72 Accommodation an... ▼

Select Counties to Compa..

(Multiple values) ▼

CalendarYear

1/31/2010

7/31/2018

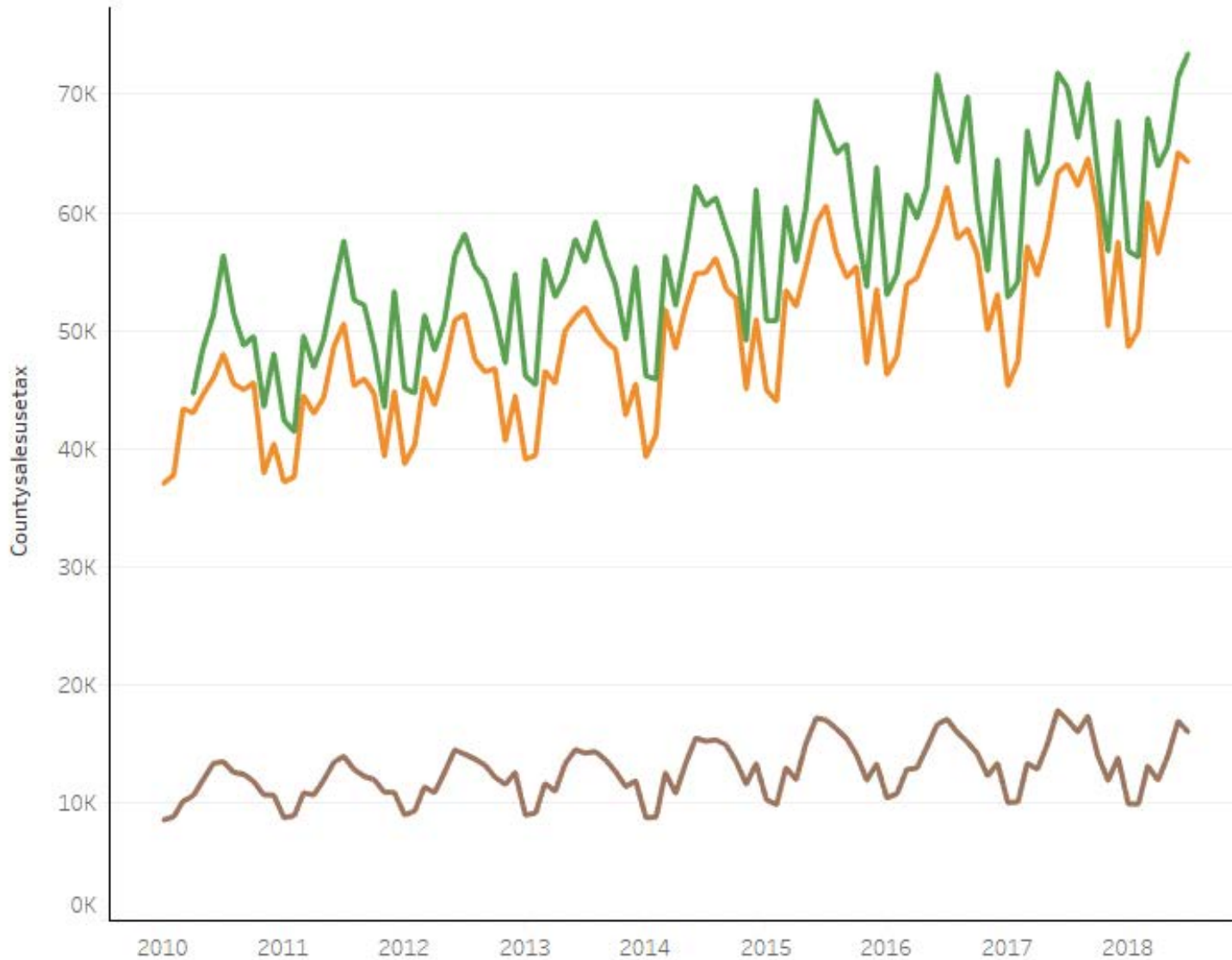


County

Fond du Lac

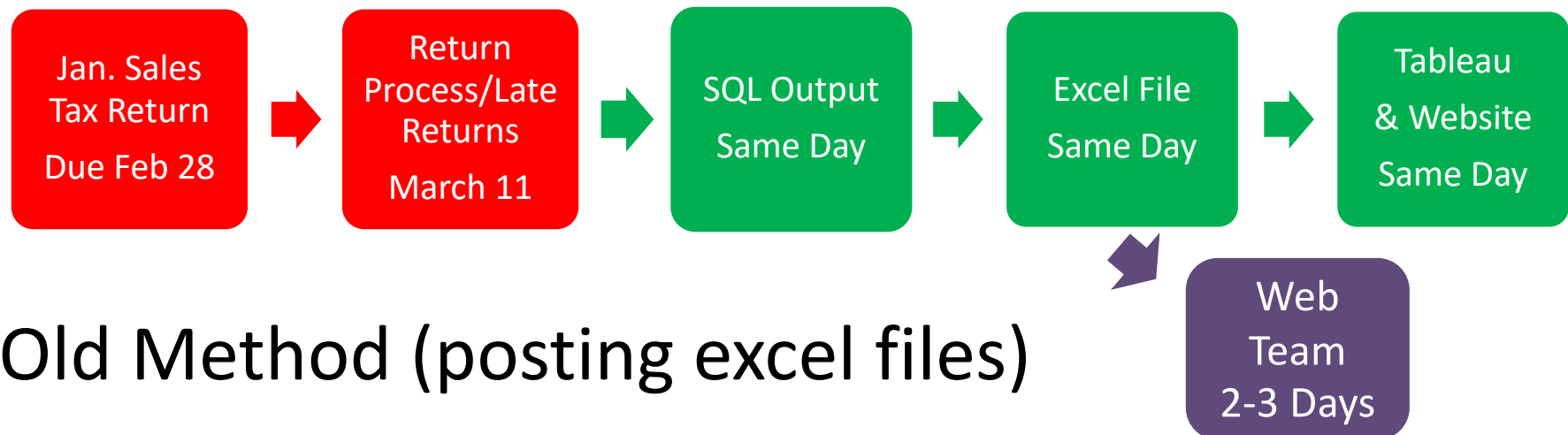
Portage

Trempealeau



Sales Tax by Industry

Process flow and timing – January 1 transaction



Old Method (posting excel files)

Suppression of confidential taxpayer data prevents us from pulling data directly into Tableau –we can't risk a mistake

Getting the Word Out

Data Requests

DOR Website

Social Media

Check out our Local Government Interactive Dashboard!

Compare local taxes, municipal revenues and expenditures.

Overview Quick Glance **Revenues and Expenditures** Data by

hover over graph to see more

Category	Amount (Approximate)
Total Taxes	\$10,000,000
Special Assessments	\$1,000,000
Total Intergovernmental ..	\$1,000,000
Intergovernmental Chrg..	\$1,000,000
Misc. Revenues	\$500,000
Other Financing Sources	\$500,000
Subtotal - Operational & C..	\$10,000,000
Debt Service	\$1,000,000
Other Financing Uses	\$500,000
Total General Obligation ..	\$1,000,000

 **Wis Dept of Revenue** @wi_revenue · Sep 19
 Check out our Local Government Interactive Dashboard! Compare local municipal revenues and expenditures by county or do a statewide comp revenue.wi.gov/Pages/RA/Local... @LeagueWIMunis @WisCounties @WisPolicyForum

 **Wis Dept of Revenue** @wi_revenue · Aug 24
 Fun Friday! Our Sales and Use Tax by Industry interactive dashboard provides a lot of great data. Whether you're a data geek or you're not, it's interesting Check it out! revenue.wi.gov/Pages/RA/Sales... #AccountableGov @WisCounties @LeagueWIMunis @WisPolicyForum @WisBusiness

Overview Quick Glance **Revenues and Expenditures** Data by County Statewide Comparison Tabular

City of Alma (Buffalo) - 2016 Expenditures

Expenditures	Amount	Share of Total (%)
Fire	\$255,577	20.50%
General Government	\$100,983	15.35%

Select Local Government: City of Alma (Buffalo)

Select: Expenditures Revenues

NOTE: 2018 Data Available Through June | Data Revised on a Monthly Basis

State: Sales Tax by Industry Share: Compare Multiple Industries Over Time County: Compare Multiple Industries within a County County: Compare an Industry Across Multiple Counties County: Tabular Data

Select Year: 2018

Wisconsin Sales Taxes by Industry - 2018

Industry	Sales and Use Tax	Share of Total
11 Agriculture, Forestry, Fishing and Hunting	1,771,476	0.07%
21 Mining, Quarrying, and Oil and Gas Extraction	2,313,188	0.09%
22 Utilities	95,032,122	3.63%



Final Thoughts

Successes:

- ✓ Creation of more powerful data tools for internal/external use
- ✓ Simple (in most cases) Interface
- ✓ Low cost of implementation

Future Challenges:

- Keep trying new visualizations
- Automate where feasible

Risks:

- Going too far – sometimes a simple spreadsheet is best
- New normal – we need to be open to and ready for change
- Software changes and contract issues

Questions?

Contact:

Bob Schmidt, Administrator

Division of Research and Policy

Wisconsin Department of Revenue

Email: robertk1.Schmidt@Wisconsin.gov

(608) 266-5773