Case Study · deselt.com

SimpleGEO - US County Data Explorer

SERVICE
Web Design

YEAR
2026

An interactive web app that ranks and compares every US county by jobs, affordability, income, rent, and poverty - pick a profile, scan instant top lists, and drill into the details on a live map. Built on real federal datasets.

Industry: Non-Profit Client: SimpleGEO Service: Web Design

Rankings across all US counties

Five weighted comparison profiles

Interactive drill-down map

Census, BLS & FBI data integration

The Challenge

Public datasets on jobs, housing, income, and crime exist - but they're scattered across Census, BLS, and FBI sources in formats nobody wants to wrangle. Anyone trying to answer a simple question like "where's a good, affordable place to live with strong job prospects?" had to manually cross-reference spreadsheets across thousands of counties. The challenge was turning that raw federal data into something a normal person could explore in seconds.

Our Solution

We built SimpleGEO as an interactive county-comparison engine. It ingests and normalizes multiple government datasets, then ranks all US counties against weighted profiles - Balanced, Affordable, Jobs, Family, and Retirement - so a single click surfaces the top picks. Results flow into an interactive map for drill-down, with search by county name, state, or GEOID. The app is built mobile-first with a fast, accessible UI and a graceful no-JavaScript fallback to the map.

The Results

The result collapses hours of cross-referencing federal spreadsheets into a few clicks: pick a profile, see ranked counties instantly, open the map to explore. It turns disconnected public data into a genuinely usable decision tool.

Tech Stack

ASP.NET Core · C# · Blazor · SQL Server · Leaflet · US Census ACS · BLS LAUS · FBI CIUS

Ready to start a similar project?

info@deselt.com · deselt.com · St. Lucie County, FL