DAVID K FIELDS. DATA VIZ.

EIGHT DATA STORIES BUILT FROM DATASETS NOBODY HAD, PLUS A RÉSUMÉ, A METHOD AND SIX RULES.

ISSUE · 01 · AUTUMN 2026
BY · DAVID K FIELDS, AI ANALYST & DATA STORYTELLER
INSIDE · SHOES OF THE DC HALF · THE 3:59 CLIFF · RUNNING YOUNGER
PLACE · ALEXANDRIA, VIRGINIA
WRITE · DAVID@DCANALYST.COM
WEB · VIZZER.APP

FROM THE EDITOR

PLENTY OF DATA. NOT ENOUGH SIGHT OF IT.

What most clients bring me

HEL

I’m David Fields. I turn data into something people can act on, whether it’s sitting unused in a client’s warehouse or nobody has collected it yet.

I’m an AI analyst and data storyteller at Arkatechture, based in Alexandria, Virginia. I’ve spent twelve years in analytics: six at the National Peace Corps Association, then five at Notorious 111, where I supported clients like Volkswagen and the National Aquarium.

This magazine is my CV, in five parts. The résumé comes first, in words and then as data. Then the evidence: eight data stories I built in 2026, how I work, an essay on where this field is going, and the apps I build on my own time.

Each story starts with a question I wanted answered, from what D.C. wears on race day to who is running marathons now. Four of them also live online: scan the code in the story to explore it.

David Fields

AI ANALYST · DATA STORYTELLER

David@dcanalyst.com · vizzer.app



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THE PROCESS

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OFF THE CLOCK

DF

DAVID FIELDS

AI analyst and data storyteller with twelve years in analytics. I turn data into something people can act on, whether it is sitting unused in a client's warehouse or nobody has collected it yet. Tableau, Power BI and Sigma for non-technical readers; Claude Code, Python and SQL for everything underneath.

DAVID@DCANALYST.COM · VIZZER.APP · ALEXANDRIA, VIRGINIA

EXPERIENCE

Arkatechture

AI Analyst & Data Storyteller — **2025 – Present**

- Tableau, Sigma and Power BI dashboards for banks, credit unions, shoe companies and coffee chains
- Scoping, specifications and SQL validation of every result
- Client trainings and AI-assisted tools for client data problems

Notorious 111 / HZ

Senior Data Analyst — **2020 – 2025**

- Lead data visualizer on internal projects and annual reports
- Cross-channel analytics across web, social, paid and offline
- Kawasaki, Top of the Rock, Volkswagen, Choice Hotels

National Peace Corps Association

Analyst & Special Projects — **2014 – 2020**

- Reported to the President on growth of the Peace Corps community
- Analysis and presentations for the board and partners

Peace Corps, Ghana

Health & Sanitation Volunteer — **2011 – 2013**

- 150+ toilets and 250+ wheelchairs with USAID Ghana WASH and Joni and Friends
- Audience response systems featured 36 times on national TV

SKILLSET

AI

Claude Code, Claude API, MCP

Tool use, vision and structured output in production: an in-app assistant, an SMS booking agent, vision pipelines.

BI

Tableau 8 yrs · Power BI 7 · Looker 5 · Sigma

Dashboard design systems, migrations and executive reporting for non-technical readers.

BUILD

TypeScript, React, Swift, SwiftUI

Web, iOS and watchOS apps with HealthKit and CoreLocation, shipped through App Store Connect.

DATA

SQL, Python, BigQuery, Snowflake, Supabase

Scrapers and API ingestion, an hourly collector across 44 studios, scheduled jobs on Cloud Run.

ANALYTICS

GA4 10 yrs · GTM 9 · Ads · Meta CAPI

Attribution, conversion tracking and catching bot traffic before it skews the numbers.

VISUALIZE

SVG, three.js, deck.gl, print

Hand-built charts, 3D and maps, scored video reels, and print layout like this magazine.

TRAINING

25

ANTHROPIC · 16

Claude Code, the API, MCP, AI Fluency

Claude 101, Claude Code in Action, MCP Advanced Topics, Claude with Bedrock and Vertex AI, Teaching AI Fluency, and more.

SIGMA · 3

Fundamentals, AI, App Development

ANALYTICS · 6

Google Analytics, Google Ads, Tableau, Power BI

Tableau Desktop Specialist, Power BI Data Analyst (PL-300), Advanced Statistical Analysis, Design Sprint Facilitation.

EDUCATION

Marshall University
B.S. Biology, 2008

West Virginia University
Agriculture studies, 2010

01 · THE CV

12 years turning data into something people can act on.

Tableau, Power BI and Sigma for non-technical readers; Claude Code, Python and SQL for everything underneath.

Marshall University, B.S. Biology, 2008
West Virginia University, agriculture studies, 2010

AI

Claude Code, Claude API, MCP

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2011 – 2013

PEACE CORPS, GHANA
Health & Sanitation Volunteer

150+ toilets and 250+ wheelchairs with USAID Ghana WASH and Joni and Friends

Audience response systems featured 36 times on national TV

2014 – 2020

NATIONAL PEACE CORPS ASSN.
Analyst & Special Projects

Reported to the President on growth of the Peace Corps community

Analysis and presentations for the board and partners

2020 – 2025

NOTORIOUS 111 / HZ
Senior Data Analyst

Lead data visualizer on internal projects and annual reports

Cross-channel analytics across web, social, paid and offline

Kawasaki, Top of the Rock, Volkswagen, Choice Hotels

2025 – now

ARKATECHTURE
AI Analyst & Data Storyteller

Tableau, Sigma and Power BI dashboards for banks, credit unions, shoe companies and coffee chains

Scoping, specs and SQL validation of every result

Client trainings and AI-assisted tools

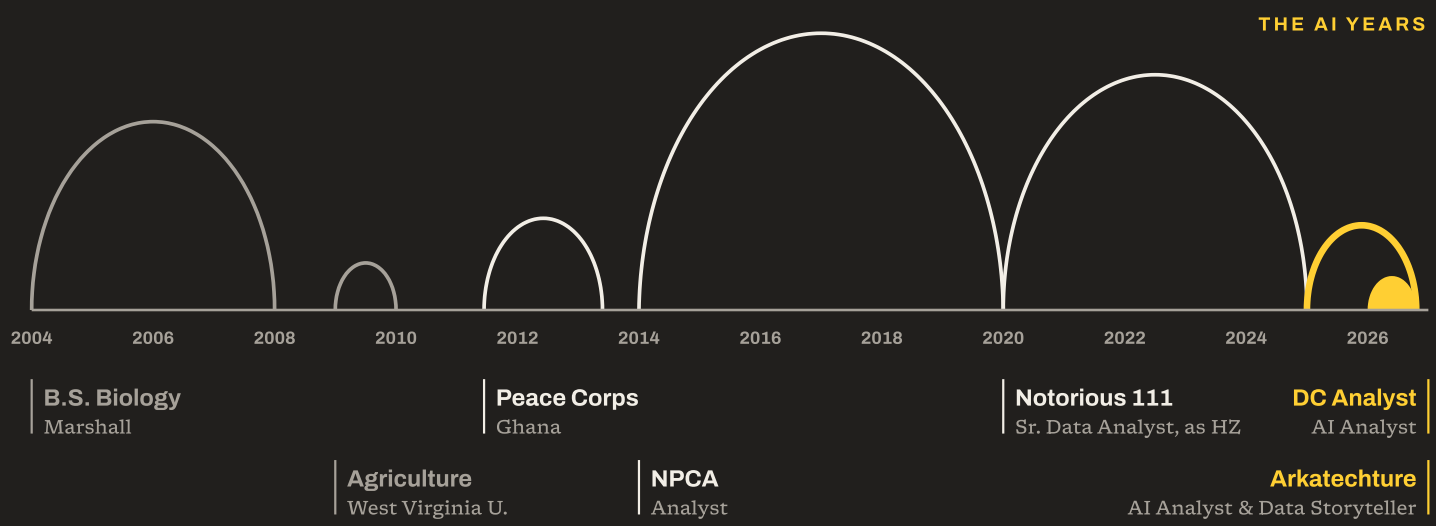


BY THE NUMBERS

2004 to now

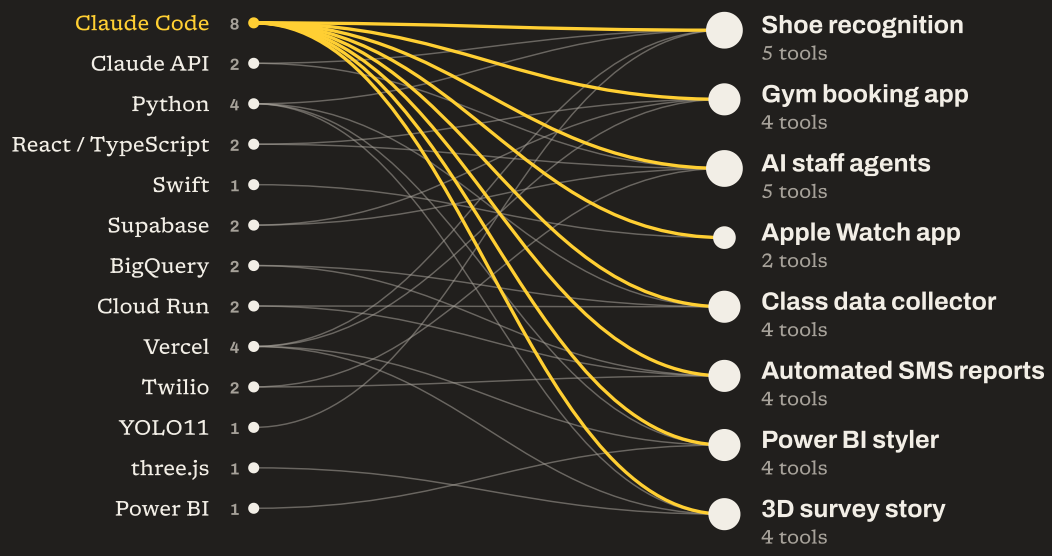
TWENTY-TWO YEARS.

Seven roles and degrees, one through-line: the data.



Each arch spans a role or degree, and the longer it ran, the taller it stands. Grey arches are degrees and yellow ones are the years working with AI. Most of the career is analytics: dashboards, tagging and testing for organizations from the National Aquarium to Volkswagen.

WHICH TOOLS WENT INTO WHICH AI BUILDS



Every build was made with Claude Code, the yellow fan. Two also call a Claude model directly: the shoe census for vision, the staff and SMS agents for tool use. Dot size is tools per build.

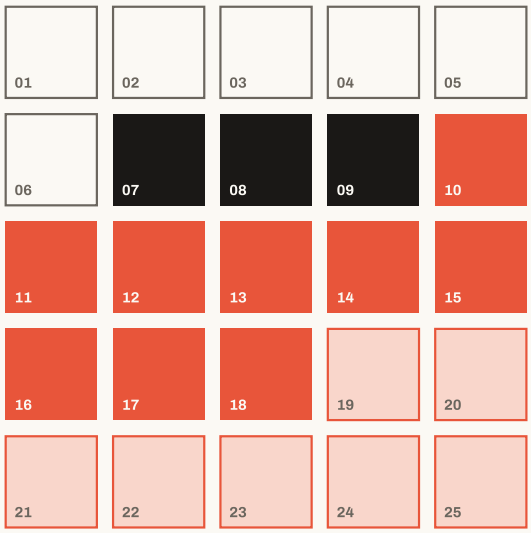
TOOLS AND TRAINING

Updated October 2026

19

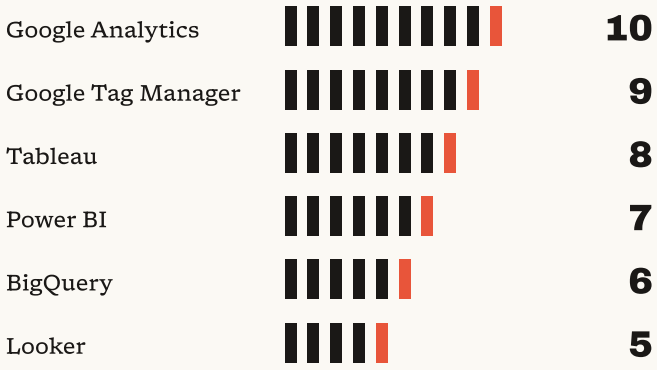
OF 25 CERTIFICATIONS ARE FROM THE LAST TWO YEARS.

The analytics career brought six. Since 2025 I have added nineteen, sixteen of them from Anthropic.



6	Analytics and BI	On the 2024 CV
3	Sigma Computing	2025 and 2026
9	Building with Claude	2025 and 2026
7	AI Fluency	2025 and 2026

YEARS WITH EACH TOOL



One mark per year of use. The red mark is 2026.

PROJECTS BY METHOD

75+ Data visualization

60+ A/B and multivariate testing

45+ Quant and qual research

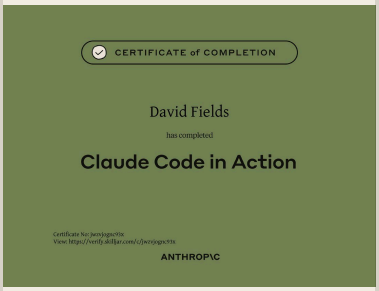
32+ Design thinking

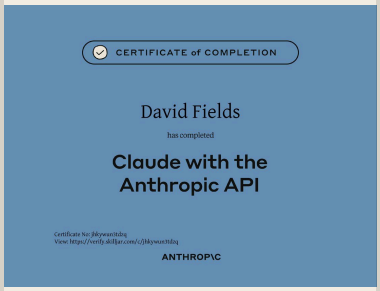
Numeral size follows the project count.

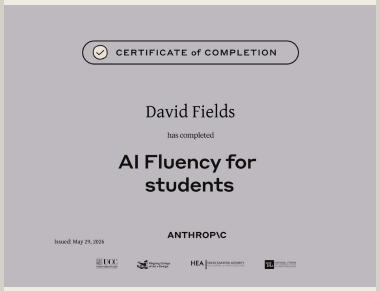
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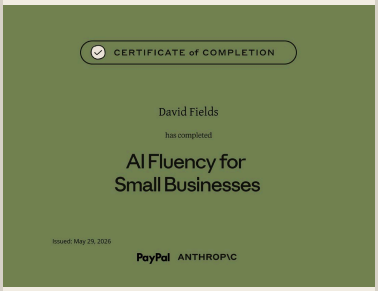
ANTHROPIC CERTIFICATIONS

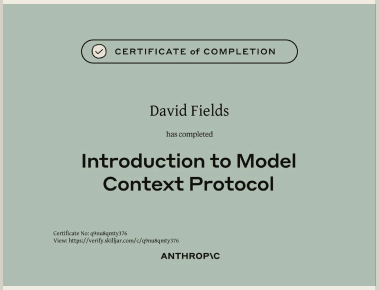
01 Claude Code in Action
02 Claude with the Anthropic API
03 AI Fluency for students
04 AI Fluency for Small Businesses
05 Introduction to Model Context Protocol
06 AI Fluency: AI Capabilities & Limitations
07 AI Fluency for educators
08 Claude 101
09 Claude with Amazon Bedrock
10 Claude with Google Vertex AI
11 Model Context Protocol: Advanced Topics
12 AI Fluency: Framework & Foundations
13 Introduction to Claude Cowork
14 Teaching the AI Fluency Framework
15 Claude Code 101
16 AI Fluency for nonprofits

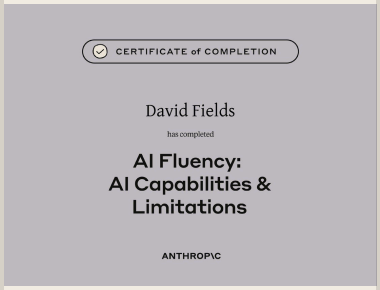

CERTIFICATE of COMPLETION
David Fields
has completed
Claude Code in Action
ANTHROP\C

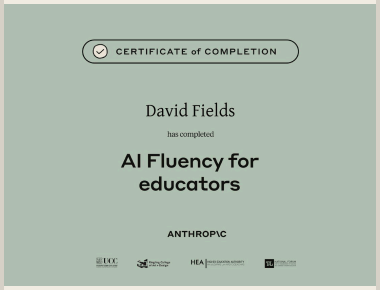

CERTIFICATE of COMPLETION
David Fields
has completed
Claude with the Anthropic API
ANTHROP\C


CERTIFICATE of COMPLETION
David Fields
has completed
AI Fluency for students
ANTHROP\C

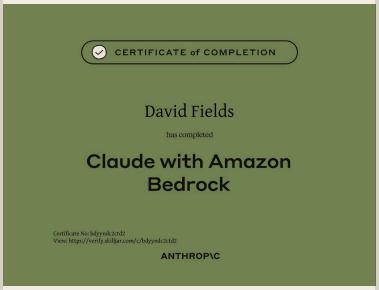

CERTIFICATE of COMPLETION
David Fields
has completed
AI Fluency for Small Businesses
PayPal ANTHROP\C


CERTIFICATE of COMPLETION
David Fields
has completed
Introduction to Model Context Protocol
ANTHROP\C


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AI Fluency: AI Capabilities & Limitations
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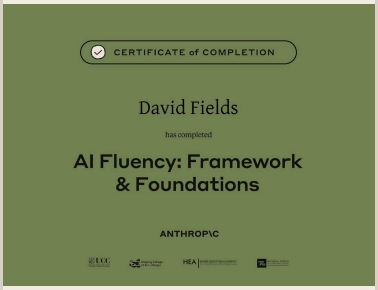

CERTIFICATE of COMPLETION
David Fields
has completed
AI Fluency for educators
ANTHROP\C

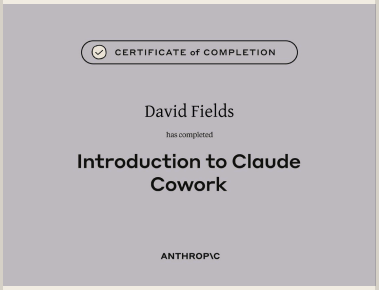

CERTIFICATE of COMPLETION
David Fields
has completed
Claude 101
ANTHROP\C

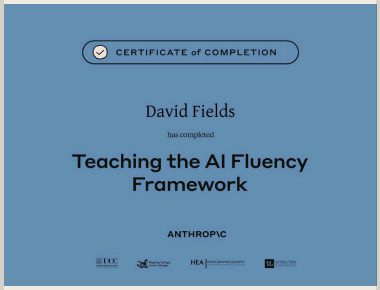

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ANTHROP\C


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Claude Code 101
ANTHROP\C


CERTIFICATE of COMPLETION
David Fields
has completed
AI Fluency for nonprofits
ANTHROP\C
GIVINGTUESDAY

arkatechture

CURRENT EMPLOYER · AI ANALYST & DATA STORYTELLER · 2025–PRESENT

Small banks, credit unions, shoe companies and coffee chains.

2025

REPORTING PEOPLE ACTUALLY TRUST.

Arkatechture's clients run from small banks and credit unions to shoe companies and coffee chains. It makes Arkalytics, a platform that gives banks and credit unions their dashboards and peer benchmarks. My job is to deliver the data visualization tools those clients decide with.

Tableau, Sigma and Power BI dashboards built for non-technical users. The role asked for the PL-300 and Tableau Desktop Specialist certifications, and I hold both.

Documenting what the business needs, scoping it, and translating it into technical specifications, then pointing out where the process itself could improve.

Extracting and preparing data from database connections, Excel and flat files, with SQL to explore it and to check that every dashboard result is right.

Tableau and Power BI trainings for clients, and AI-assisted tools for client data problems, from report migrations to design systems.

No client dashboards appear in this magazine. The work belongs to them. References available upon request.

"BREAK THE EXCEL MENTALITY."

THE BRIEF

ROLE
AI Analyst & Data Storyteller

TOOLS
Tableau, Sigma, Power BI

CERTIFIED
PL-300 and Tableau Desktop Specialist

PREVIOUS EMPLOYER · SENIOR DATA ANALYST · 2020–2025

THE NUMBERS, THE FINDINGS, AND WHAT TO DO NEXT.

Cross-channel marketing analytics across web, social, paid media and offline, from scoping the Power BI dashboards to defining data requirements with the teams that built the infrastructure.

Recurring and one-off reporting: the numbers, the key findings, and the actions they point to. A full year of a client's data, organized into one report they could present, and the findings presented to clients and to our own stakeholders.

Senior data analyst and lead data visualizer for all internal projects.

References available upon request.

ROLE
Senior Data Analyst, lead data visualizer

CLIENTS
Kawasaki, Top of the Rock, Volkswagen, Choice Hotels

CHANNELS
Web, social, paid media, offline

SPECIALITY
Annual reports



FIVE YEARS, CLIENT FACING. SAME COMPANY, NEW NAME.

WHO I've WORKED WITH:

VOLKSWAGEN

KAWASAKI · TOP OF THE ROCK

Choice Hotels

NPCA

NATIONAL AQUARIUM

DOZENS OF BANKS & CREDIT UNIONS

PEACE CORPS

CLIENTS.

Cole Haan, Aroma Joe's

THE WHITE HOUSE

WHO I'VE WORKED WITH

#16

CLIENTS & PARTNERS · 2011 TO NOW

Volkswagen	AUTOMOTIVE · HZ
Kawasaki	POWERSPORTS · HZ
Top of the Rock	ATTRACTIONS · HZ
Choice Hotels	HOSPITALITY · HZ
National Aquarium	NONPROFIT
Dozens of banks & credit unions	FINANCE · ARKATECHTURE
Cole Haan	RETAIL · ARKATECHTURE
Aroma Joe's	COFFEE · ARKATECHTURE
The White House	GOVERNMENT
American Red Cross	NONPROFIT
The Fort NYC	FITNESS · APP
R1SE	COACHING SOFTWARE · APP
Just Adapt It	RESEARCH
NPCA	NONPROFIT · 2014 – 2020
Peace Corps	GHANA · 2011 – 2013
USAID Ghana WASH	SANITATION · PEACE CORPS

Brands, nonprofits and partners, at HZ, Arkatechture, the NPCA, the Peace Corps and on my own time.

”

THE WHITE HOUSE
R1SE
THE FORT NYC
USAID GHANA WASH
Just Adapt It · American Red Cross

SIX RULES I DRAW BY.

1

Start with the question.

If nobody can say what the chart should help them decide, I don't make it yet.

2

Find the signal in what you already have.

Most clients aren't short of data; they can't see the forest for the trees. When the data truly doesn't exist, I build the thing that collects it.

3

Check it before you draw it.

Every model answer gets checked against the raw data before it reaches a chart.

4

One chart, one point.

Everything that doesn't serve that point gets cut, or goes grey.

5

Put it where people already look.

A monument, a Metro vault, a wrist. A familiar frame lowers the cost of reading.

6

Say how sure you are.

Confidence scores, sample sizes and caveats go on the page, not in a footnote nobody reads.



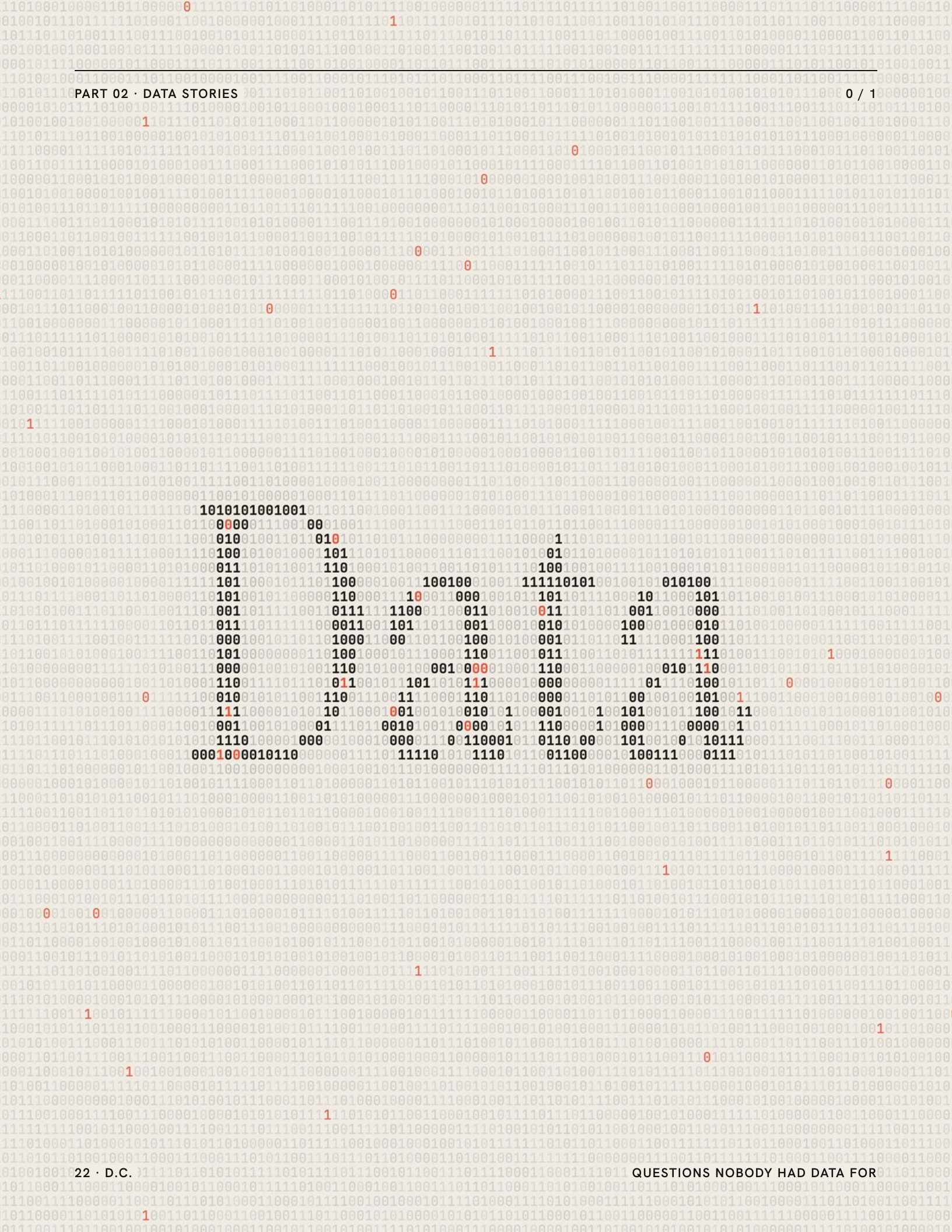
david fields

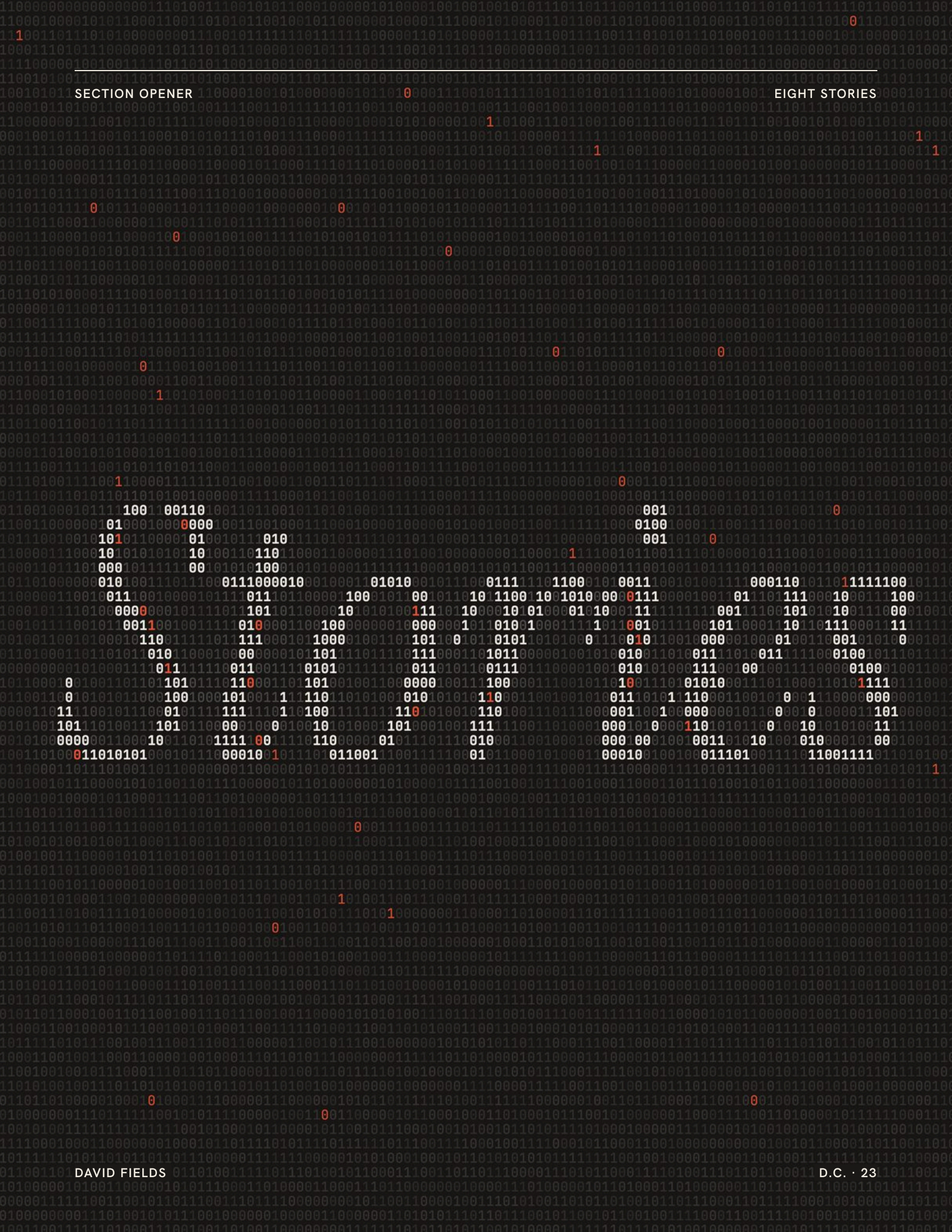
work arkatechture, ai analyst & data storyteller, 2025–
notorious 111 / hz, senior data analyst, 2020–2025
national peace corps association, 2014–2020
peace corps, ghana, 2011–2013

school marshall university, b.s. biology, 2008
west virginia university, 2010

reading one arc per role, clockwise from 2008
the red one is still running

write david@dcanalyst.com
vizzer.app · alexandria, virginia



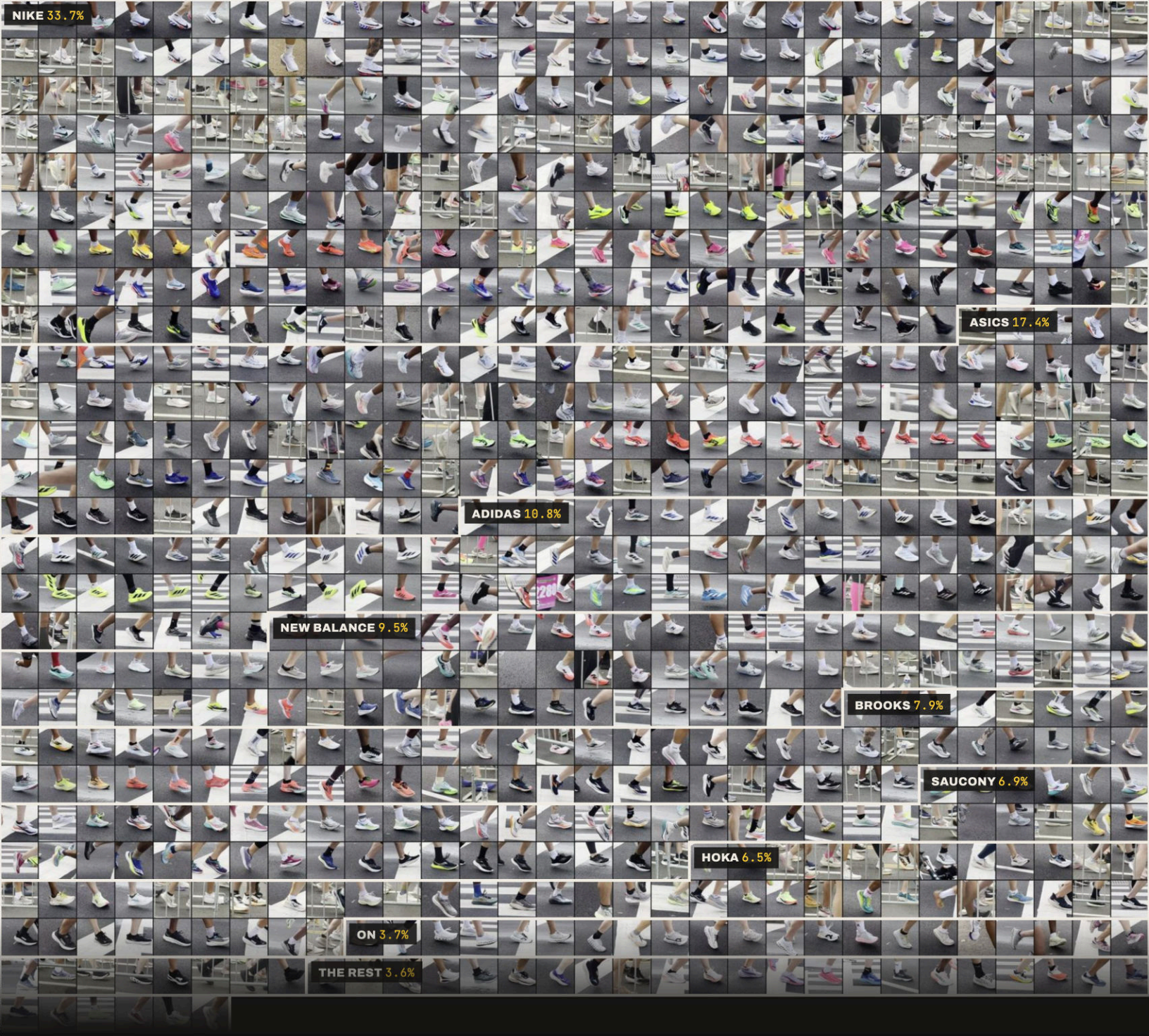




WHAT DOES A CITY RACE IN?

On race morning, September 20, 2026, I filmed the field at mile 3 of the DC Half with a phone held at leg height and let a vision model name every shoe it could.

SHOES OF THE DC HALF
10 CLIPS AT MILE 3
786 SHOES NAMED BY BRAND



6,975

FOOT CROPS, READ ONE BY ONE.

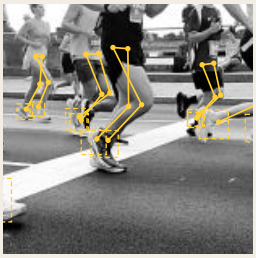
One tile is one runner's shoe. Brands run largest first, light uppers to dark within each. Nike alone is a third of the field.

Every shoe, *by brand.*

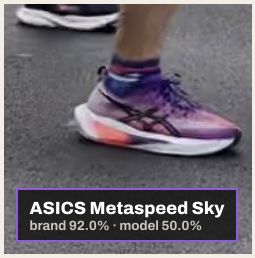
A phone at leg height, a pose model, Claude and a database: how one race morning at mile 3 turned into a census of what D.C. runs in.



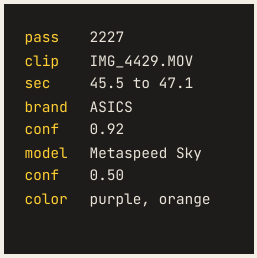
01 FILM
10 clips at mile 3



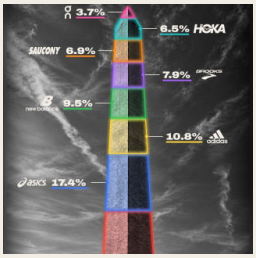
02 DETECT
1,367 runner passes, 6,975 foot crops



03 IDENTIFY
786 shoes named, each 60.0% sure or more



04 LOG
One row per runner pass, in SQLite



05 DRAW
Charts drawn into photographs

Nobody publishes what a city races in, so I went and counted. On race morning, September 20, 2026, I stood behind the barrier at mile 3 of the DC Half with a phone held at leg height and filmed ten clips of the field running past.

A pose model, YOLO11, found every runner in every frame, and a tracker followed each one across the clip. Around each ankle the pipeline cut the sharpest crops of the foot, 6,975 of them. Claude read each runner's crops and returned a brand, a model and the colors, with a confidence for each.

Anything under 60.0% sure was thrown out, which left 786 shoes named by brand and 137 down to the model. Every call went into a SQLite database with its clip, its second and its crops. The charts on the next pages are queries on that table, drawn back into photographs of the city.

THE DESIGN IDEA

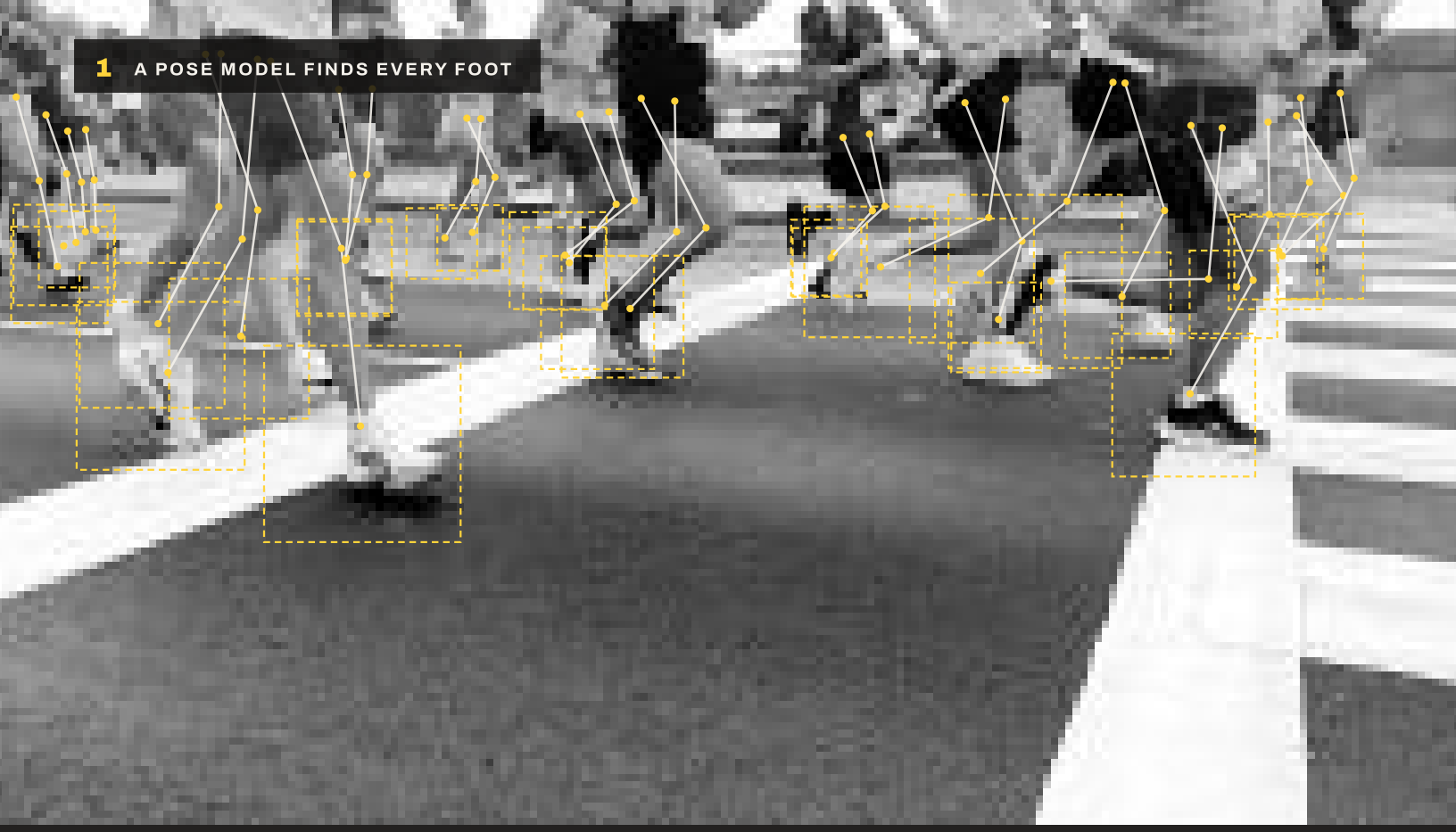
Put the data inside the photograph.

A chart beside a photo makes the reader look twice. Here the photograph does the charting, so the number and the place are read together, in one look.

RACE FRAME	→ boxes, labels and confidence, drawn on the runners themselves
WASHINGTON MONUMENT	→ a stacked bar: each course of stone is one brand's share
METRO VAULT	→ the color legend: each ring of coffers is one color's share

DATA	786 identified shoes, 1,367 runner passes
METHOD	YOLO11 pose + ByteTrack, Claude vision, under 60.0% dropped
LIVE	shoes-of-dc-half.vercel.app

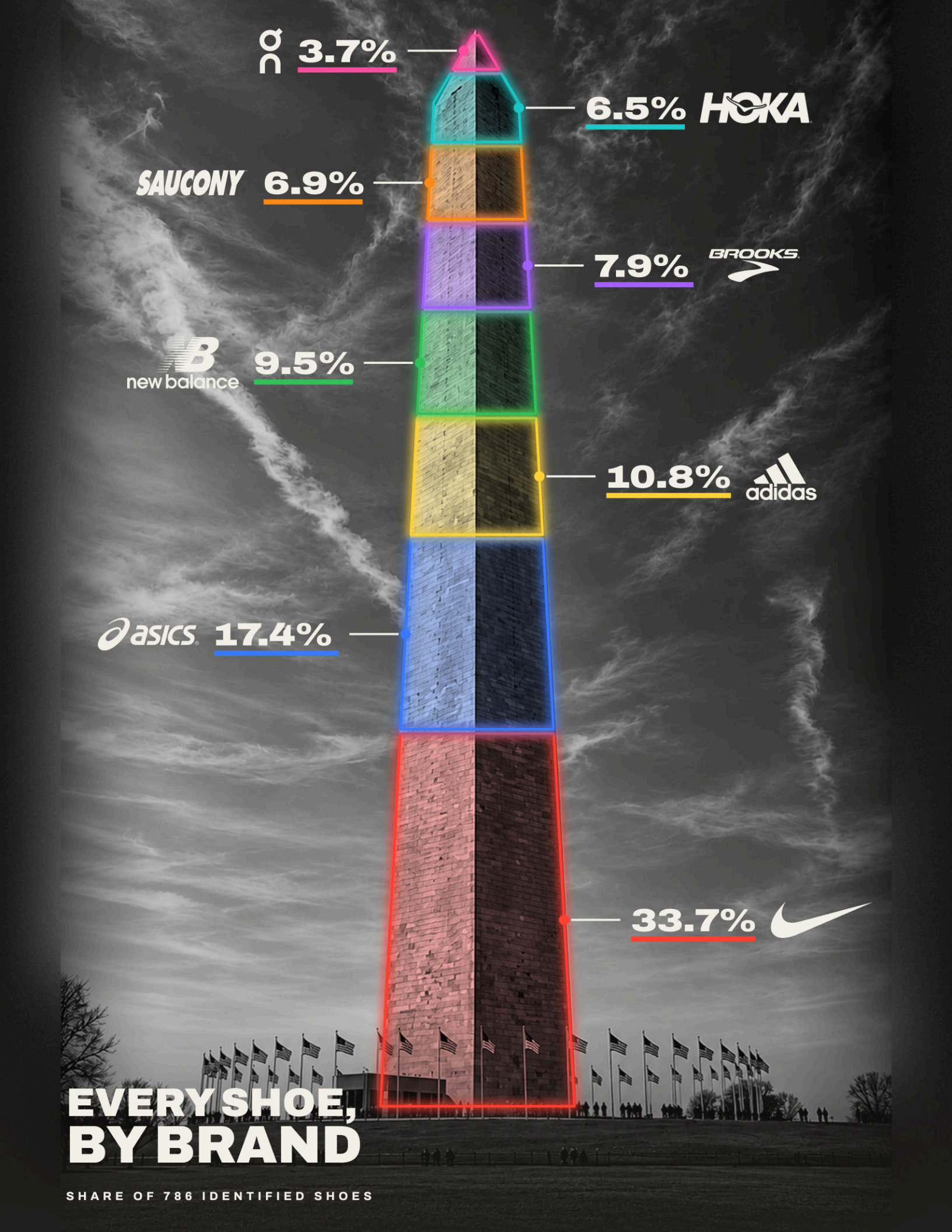
SCAN FOR THE INTERACTIVE VERSION



Find the feet. YOLO11 pose tracks each runner across the clip and drops a box just past the ankle, sized by the length of the shin. The sharpest crops of each foot move on.

Read the shoe. Claude looks at those crops and returns a brand, a model and a confidence for each. Both frames are the same moment, 46.5 seconds into one clip.



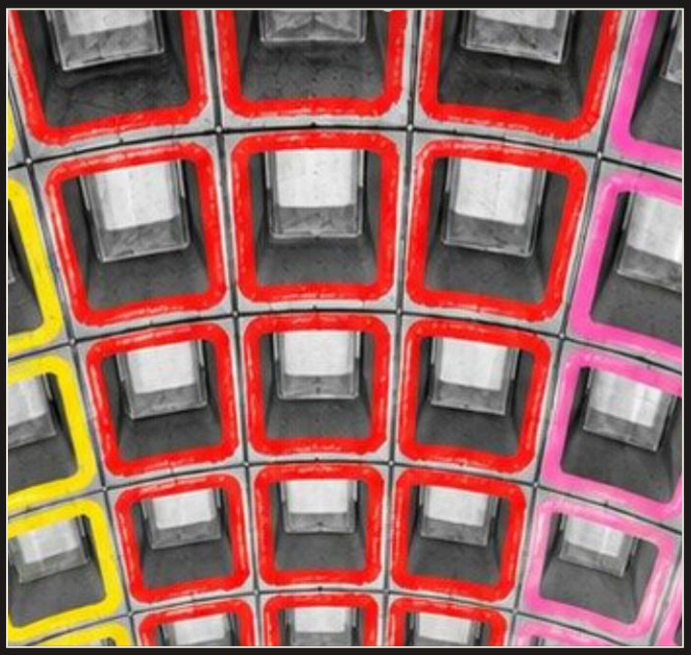


EVERY SHOE, BY BRAND

SHARE OF 786 IDENTIFIED SHOES


WHAT DC RAN IN
red 0.9%
pink 3.7%
yellow 1.1%
orange 2.0%
purple 2.8%
green 1.4%
black 13.7%
teal 1.4%
blue 3.2%
Most popular Primary Shoe Color
...and 56.1% of the field just ran white.
Also in the field: grey 5.7%, volt 4.6% and navy 3.2%.

THE VAULT IS THE LEGEND.



01 Each ring of coffers is one color, sized by its share of every upper the camera could read.



02 The bare concrete is the answer. Everything left uncolored ran white.

56.1% *of the field just ran white.*

Also in the field: black 13.7%, grey 5.7%, volt 4.6% and navy 3.2%. Colors were read by Claude from the same foot crops as the brands.

PULLED APART.

The race publishes results through RunSignup's public API, so every finisher came in clean, with five timing points each.

Your 40s beat your 20s, D.C. beats Maryland, and two thirds of the field slowed in the second half.



9,569

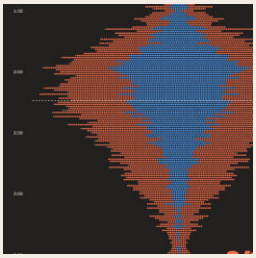
FINISHERS · FIVE TIMING MATS EACH

Every finisher, *by the clock.*

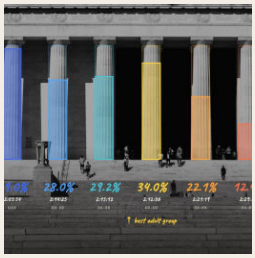
One public API, five timing mats and 9,569 finishers: how the race's own results became a portrait of who runs D.C., how fast, and where.



01 PULL
9,569 finishers, five timing mats each



02 TIME
Every finisher by minute, median 2:14:47



03 AGE
Your 40s finish faster than your 20s



04 PACE
Most of the field slowed after halfway



05 PLACE
All 9,562 on the course at 1:10:00

The DC Half publishes its results through RunSignup's public API, so nothing had to be scraped. Twenty pages of 500 brought back all 9,569 finishers of the race on September 20, 2026, each with five timing points: the 1 mile, 5K, 5 mile and 10 mile mats and the finish.

Those five points are enough to ask real questions of the field. Who finishes fastest by age? Who holds pace and who fades after halfway? Whose home city runs faster? The course is flat, about 90 feet of climbing in all, so a slower second half is pacing, not hills.

Each answer is drawn into one of the city's landmarks: the Lincoln Memorial's columns become bars by age, the Capitol dome a clock of median finishes, the Supreme Court portico the share who slowed. The story opens on the course itself, with every runner placed at 1:10:00 on the race clock.

THE DESIGN IDEA

Let the landmark do the charting.

Each chart borrows a D.C. landmark as its frame, so the numbers read as part of the city that ran them, in one look.

LINCOLN MEMORIAL	→ columns as bars: the share of each age group under two hours
CAPITOL DOME	→ a clock: each ring runs to its age group's median finish
SUPREME COURT PORTICO	→ columns filled to the share who ran the second half slower

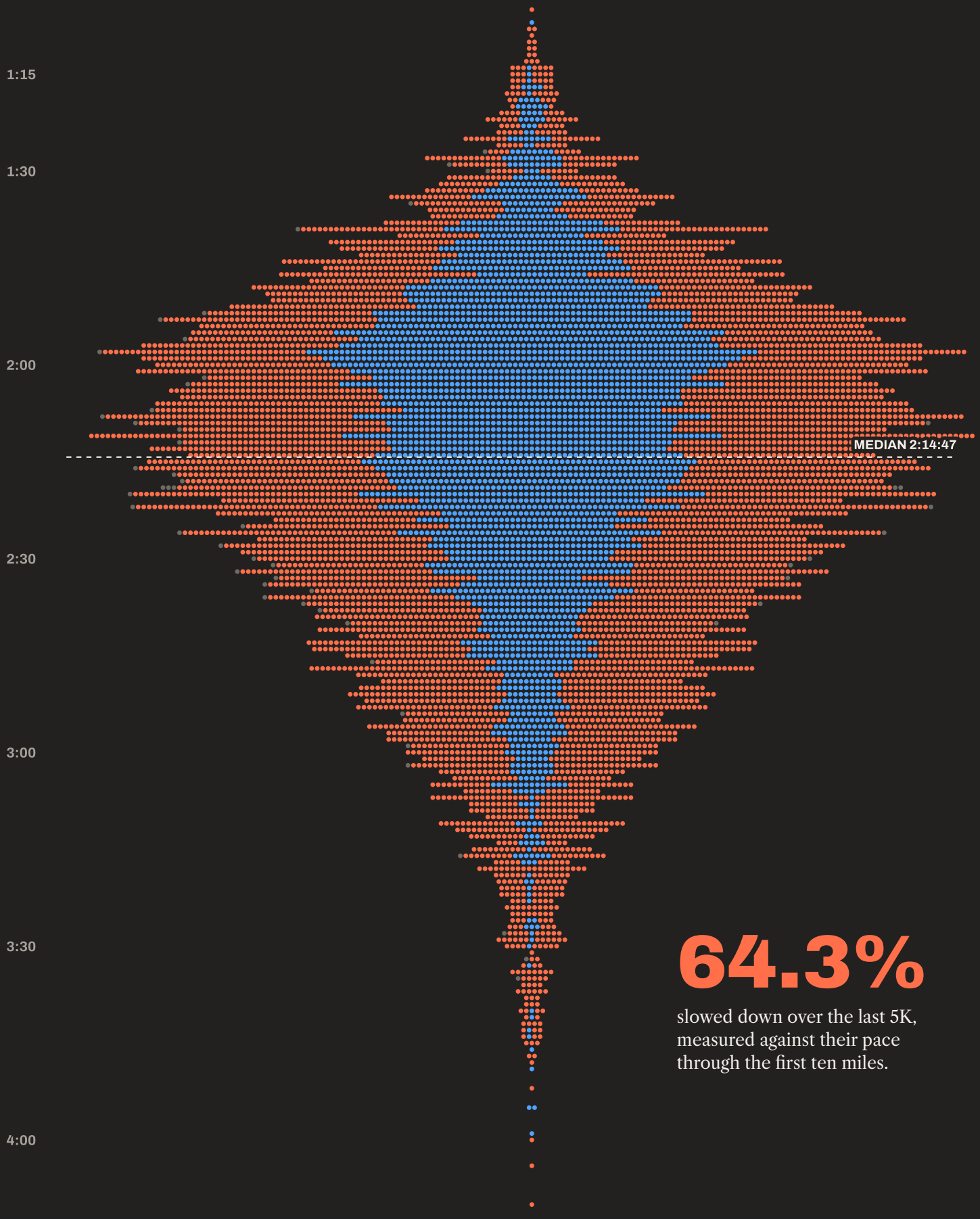
DATA	9,569 finishers, RunSignup public results API
METHOD	Five timing mats per runner; course rebuilt from OpenStreetMap
LIVE	results-of-dc-half.vercel.app

SCAN FOR THE INTERACTIVE VERSION


NINE THOUSAND ON THE POTOMAC
All 9,562 runners on the course at 1:10:00 on the race clock, placed between their five timing mats.
SCAN TO WATCH THE RACE REPLAY
dc-half-replay.vercel.app
START / FINISH

EVERY FINISHER OF THE 2026 DC HALF, BY FINISH TIME

One dot each, 9,569 in all, stacked by the minute they finished.



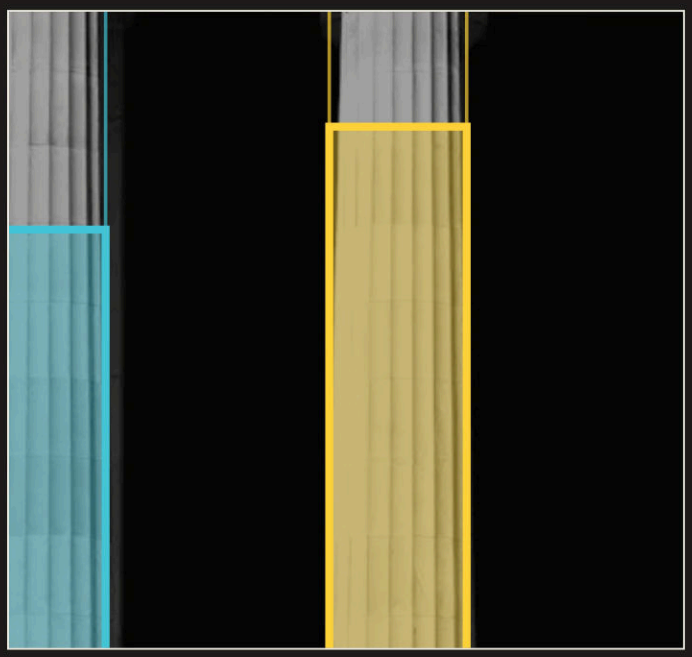
64.3%

slowed down over the last 5K, measured against their pace through the first ten miles.

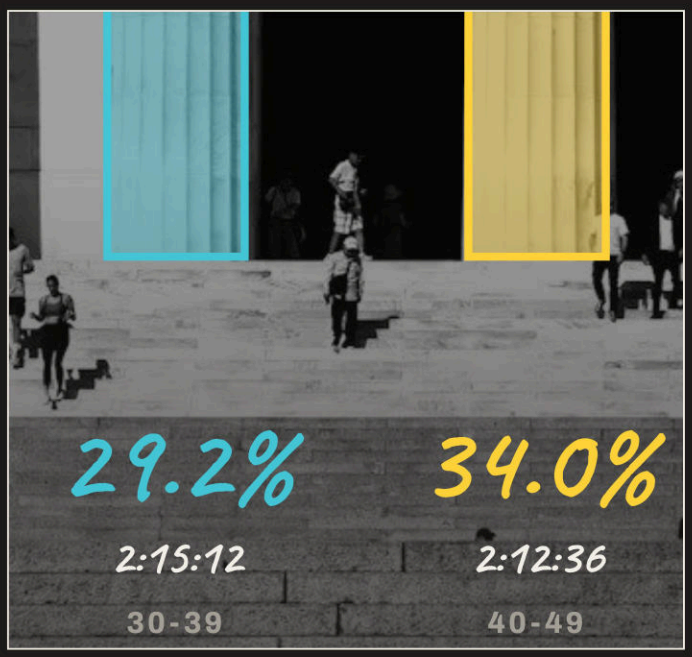
YOUR 40S BEAT YOUR 20S.

34.0% of runners in their forties broke two hours, more than any adult group. Overleaf, the Lincoln Memorial does the counting.

THE MEMORIAL IS THE AXIS.



01 Each column is an age group. A full column is 40%, so the fill shows the share who finished under two hours.



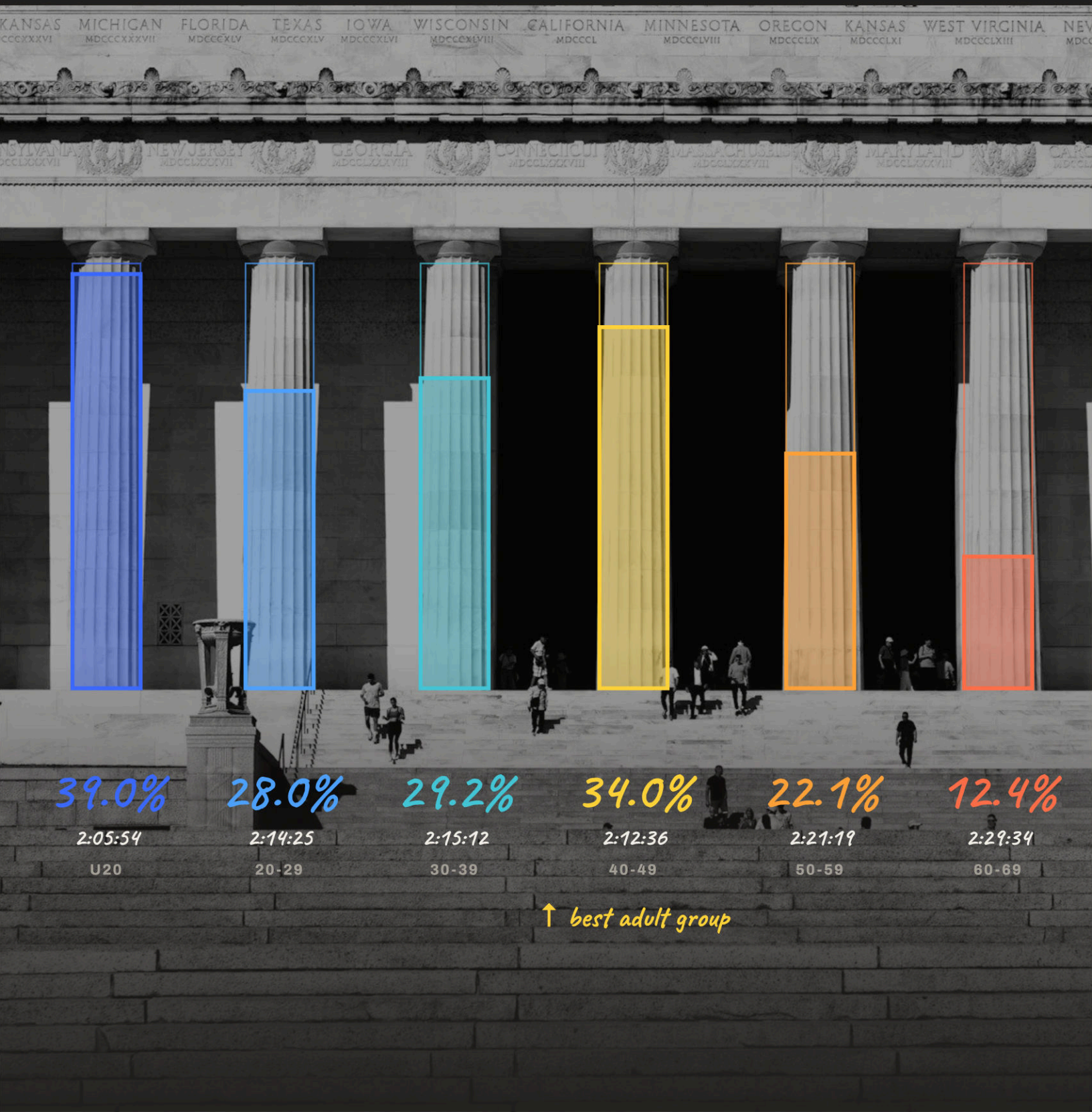
02 Read the steps for the medians. The forties finish at 2:12:36, ahead of the twenties and thirties.

34.0% *of runners in their forties broke two hours, more than any adult group.*

I drew the bars over my own photograph and kept the columns to scale, so the architecture does the counting.

YOUR 40s ARE FASTER THAN YOUR 20s.

Share of each age group finishing under 2:00. A full column is 40.0%.



THE FORTIES CLOSE THEIR LAP BEFORE THE TWENTIES DO.

2:12:36

Looking straight up into the Capitol dome, I read the rotunda as a clock. One lap is three hours, and each ring runs from twelve to its group’s median finish.



Read it like a clock, 2026

DATA OVER PHOTOGRAPH

THE SECOND HALF GETS HARDER.

63.7%

of runners in their 20s

ran the second half slower than the first

89.5%

of runners 70 and over

the oldest group slows the most

Opposite: four columns of the Supreme Court portico, seen from below. Each fills to the share of an age group that ran the second half slower than the first.

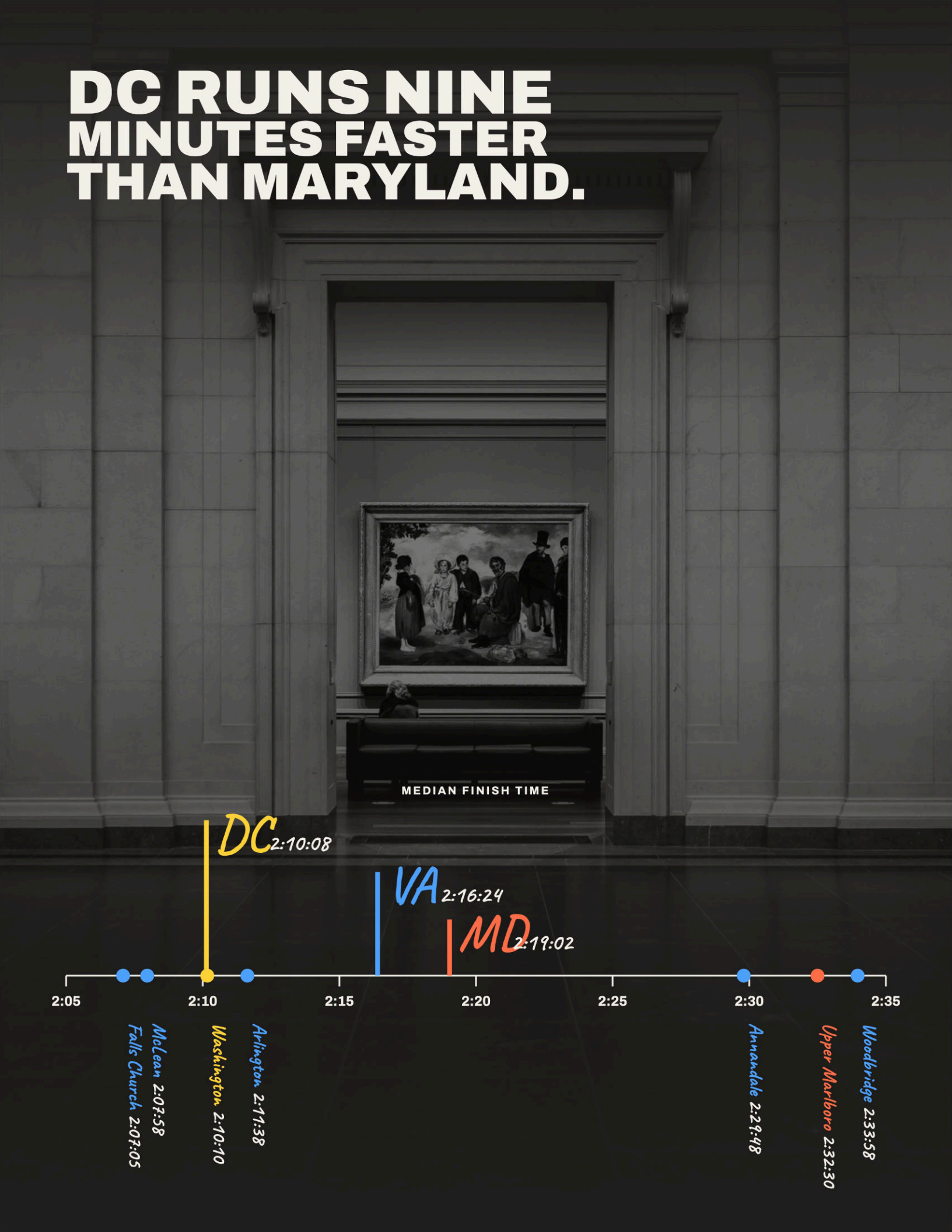
DATA 5 mi and 10 mi timing mats
NOTE 70+ is about 20 runners

AND THE SECOND HALF GETS HARDER.

Share of each age group that ran the second half slower than the first.
Halfway is estimated from the 5 mi and 10 mi mats; 70+ is about 20 runners.



DC RUNS NINE MINUTES FASTER THAN MARYLAND.



Comparing the nation's *two healthiest cities.*

America's two fittest cities sit on either side of one river. Pull the ranking apart and it splits in two: one city does the exercise, the other has the health, and the index gives its title to the health.



01 · THE RANKING

Every July the American College of Sports Medicine scores the 100 largest U.S. cities on 35 health measures and names one the fittest in America. Arlington, Virginia has held the title since 2018. In 2026 its neighbor across the Potomac, D.C., finished second, 85.1 to 80.8. The other 98 cities averaged 50.1.

THE DATA

The index publishes no dataset. I recovered all 100 cities and 42 indicators across nine editions from the widget behind its own comparison tool, and found two editions of it are wrong. The 2021 page swaps the two Arlingtons and lists the fittest city in America at No. 89.

02 · WHO MOVES

Split the index into what people do and how healthy they are, and the two cities trade places. D.C. leads six of the nine health behaviors: the aerobic guidelines, aerobic plus strength, biking or walking to work, transit, fruit and vegetables. Arlington's three wins are smoking, sleep and the loosest activity question on the survey.

41.3% of D.C. workers bike, walk or ride transit to work, 4.8 times the average of the other 98 cities. D.C. has 237.6 miles of trail per 100,000 residents, the most in the country and six times Arlington's. It wins three of the index's five scoring blocks.

03 · WHO IS HEALTHY

Arlington leads nine of the ten health outcomes and loses only asthma, by a tenth of a point. 67.3% of its residents report excellent or very good health, against 58.3% in D.C. Outcomes decide the index, and Arlington wins that block by 19 places.

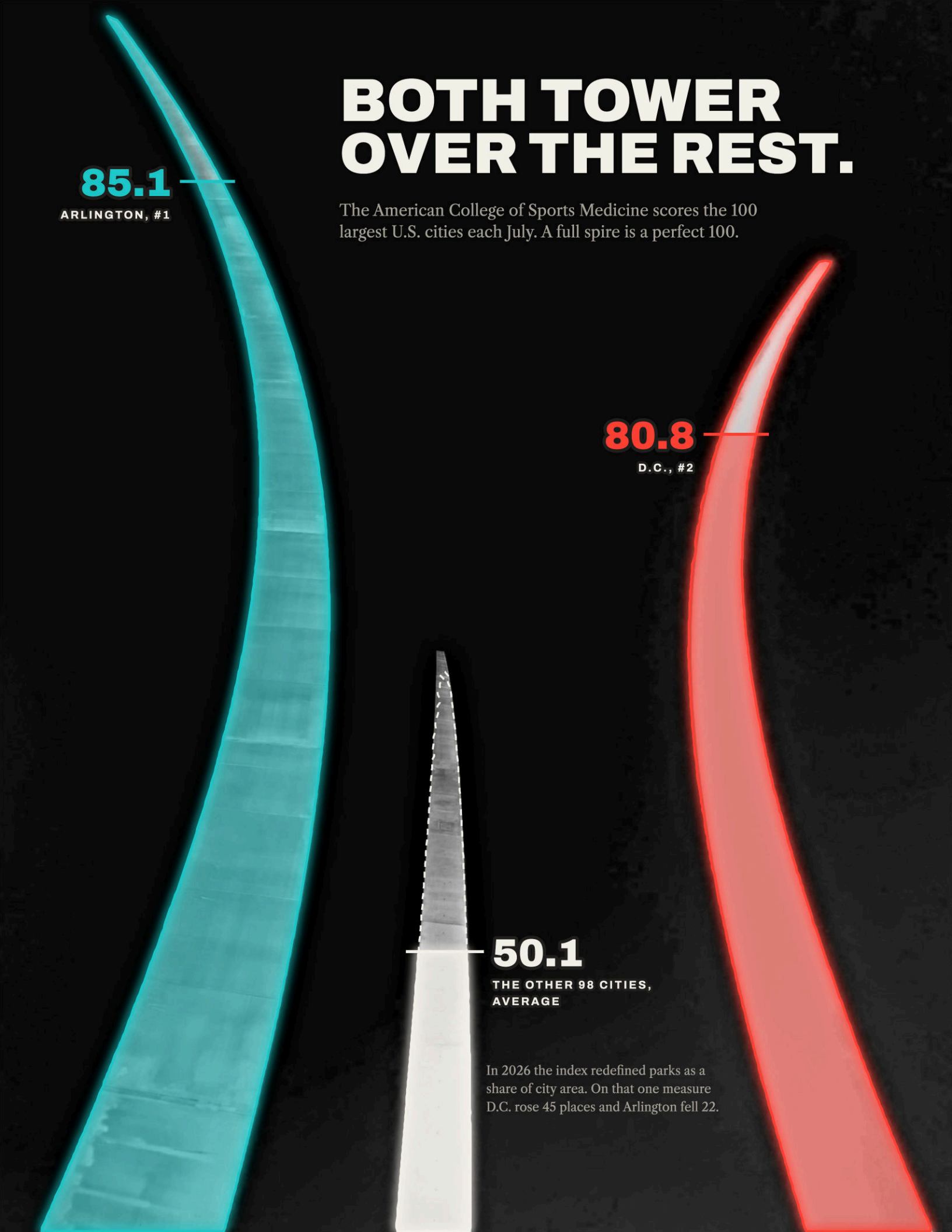
The two have nearly the same median age, 35.6 and 34.9. D.C.'s poverty rate is 17.3% to Arlington's 8.3%, and nothing in the index measures it. D.C. is the city that exercises. Arlington is the city that is healthy. The title goes to the second.

DATA	ACSM American Fitness Index 2026; 100 cities, 42 indicators
CAVEAT	Habits are self-reported; for both, the county and the city are the same place
PICTURES	Air Force Memorial spires filled to each score; the Lincoln Memorial's ring as the share who commute on foot, bike or transit
LIVE	vizzer.app/fittest-cities

SCAN FOR THE FULL STORY

BOTH TOWER OVER THE REST.

The American College of Sports Medicine scores the 100 largest U.S. cities each July. A full spire is a perfect 100.

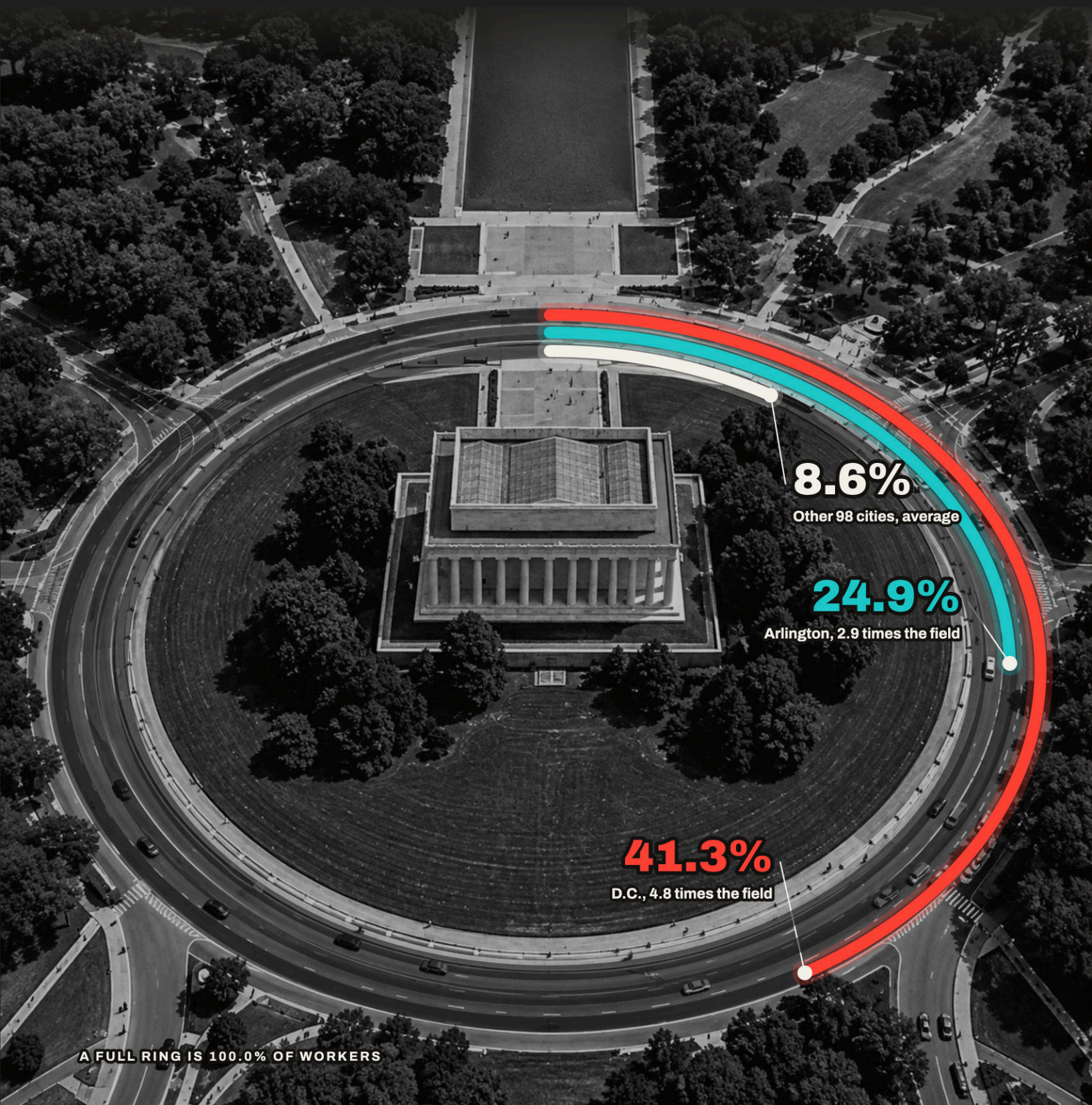


In 2026 the index redefined parks as a share of city area. On that one measure D.C. rose 45 places and Arlington fell 22.

D.C. MOVES MORE.

Share of workers who bike, walk or take transit to work. D.C. is 4.8 times the 98-city average and Arlington is 2.9 times.

D.C. leads six of nine exercise habits. Arlington leads nine of ten health outcomes, and the index gives its title to the healthier city.



3:59

FOUR HOURS, MINUS A MINUTE.

I pooled 1,168,104 marathon finishes from six open-entry races and counted them minute by minute. The count climbs into every half hour, then falls off a ledge: 2:59 has 66.0% more finishers than 3:00, and 3:59 has 29.9% more than 4:00.

DATA
1,168,104 finishes, six races, 2000 to 2025

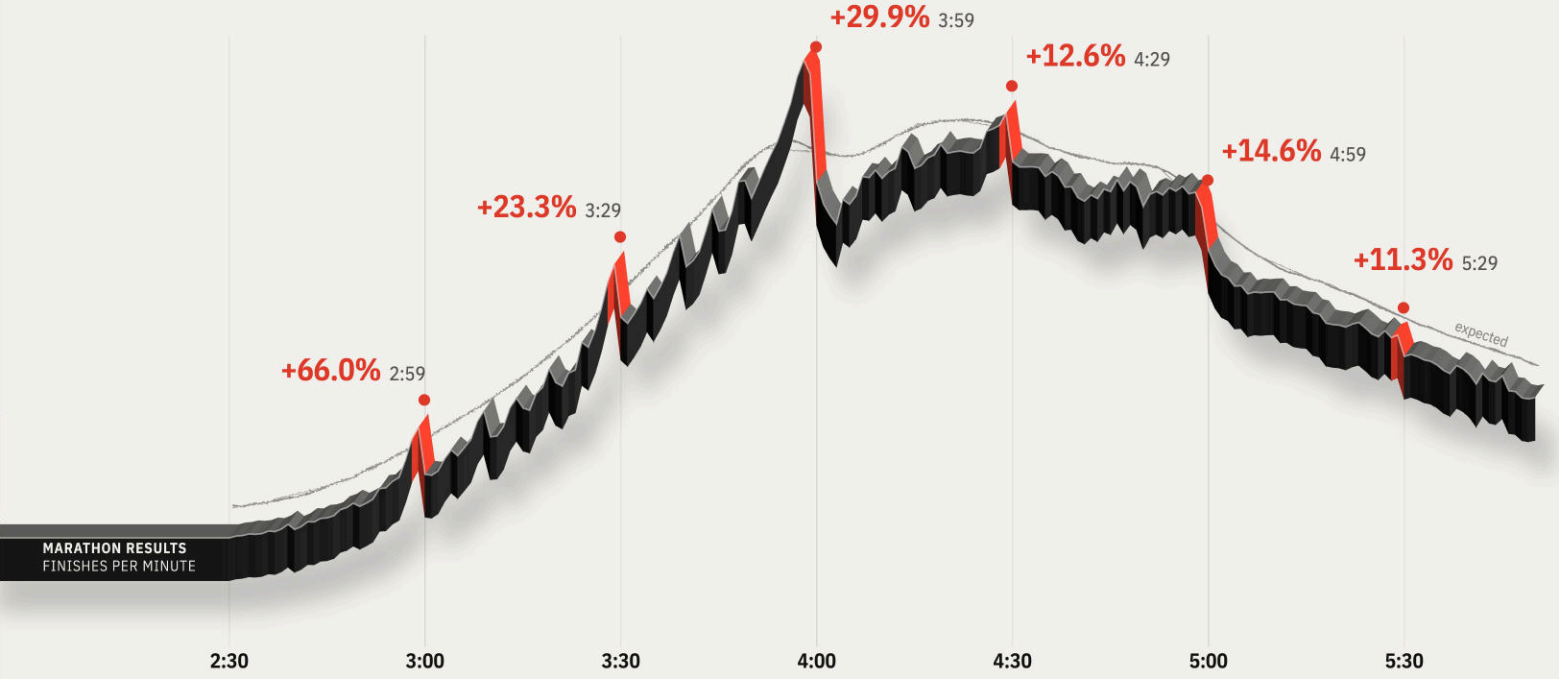
METHOD
Finishes per minute against an expected count

NOTE
Boston left out; qualifying times shape its field

MARATHON FINISHES PER MINUTE · SIX RACES

The 3:59 Cliff

Marathoners bunch up just before round numbers. **66.0% more** finished in 2:59 than in 3:00. The busiest five minutes of the race are **3:55 to 3:59**.



1,168,104 FINISHES IN SIX RACES

● RED: THE MINUTE BEFORE EACH HALF HOUR, % MORE THAN THE MINUTE AFTER

pencil EXPECTED COUNT

Round numbers are finish lines you set yourself.

Boston is left out because qualifying times shape its field. Richmond appears in two source files and is counted once. Every value was measured back off the rendered page to check it.

DETAIL 3:30 TO 4:30



HOW OLD WERE YOU IN 2020?

For twenty years the marathon got older.

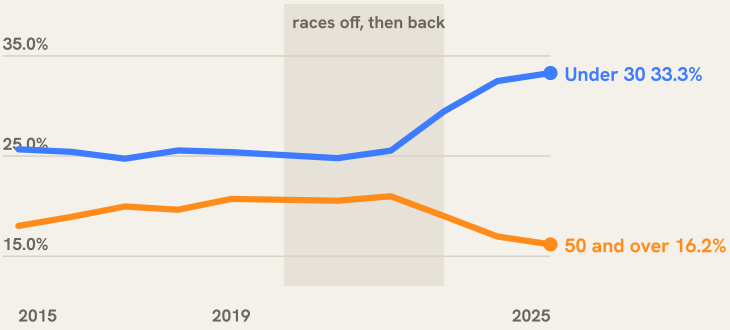
Since the races came back after the pandemic, runners in their 20s and early 30s are racing more than they did in 2019, and most older runners are racing less.

BY DAVID FIELDS. 1,573,325 FINISH RECORDS FROM SIX RACES

At Boston the share of finishers aged 45 and over went from **28.2%** in 2000 to **45.3%** in 2019. Chicago went from **18.9%** to **32.7%** by 2018, and New York kept climbing to **39.6%**. The people who took up running in the boom of the 1980s and 1990s kept showing up, and fewer young runners came in behind them.

The pandemic stopped the races in 2020. When they came back, the start lines looked different. I put together **1,573,325** finish records from six races, and three of them, Richmond, Maine and Rock the Parkway, publish every age for every year before and after.

The under-30 share jumped after the races came back



Share of finishers in Richmond, Maine and Rock the Parkway, marathon and half.

In those three races the under-30 share of finishers sat between 24.7% and 25.7% for five straight years, then reached 33.3% in three seasons. The 50-and-over share went the other way, from 20.7% to 16.2%. The median finisher went from **38** years old to **34**.

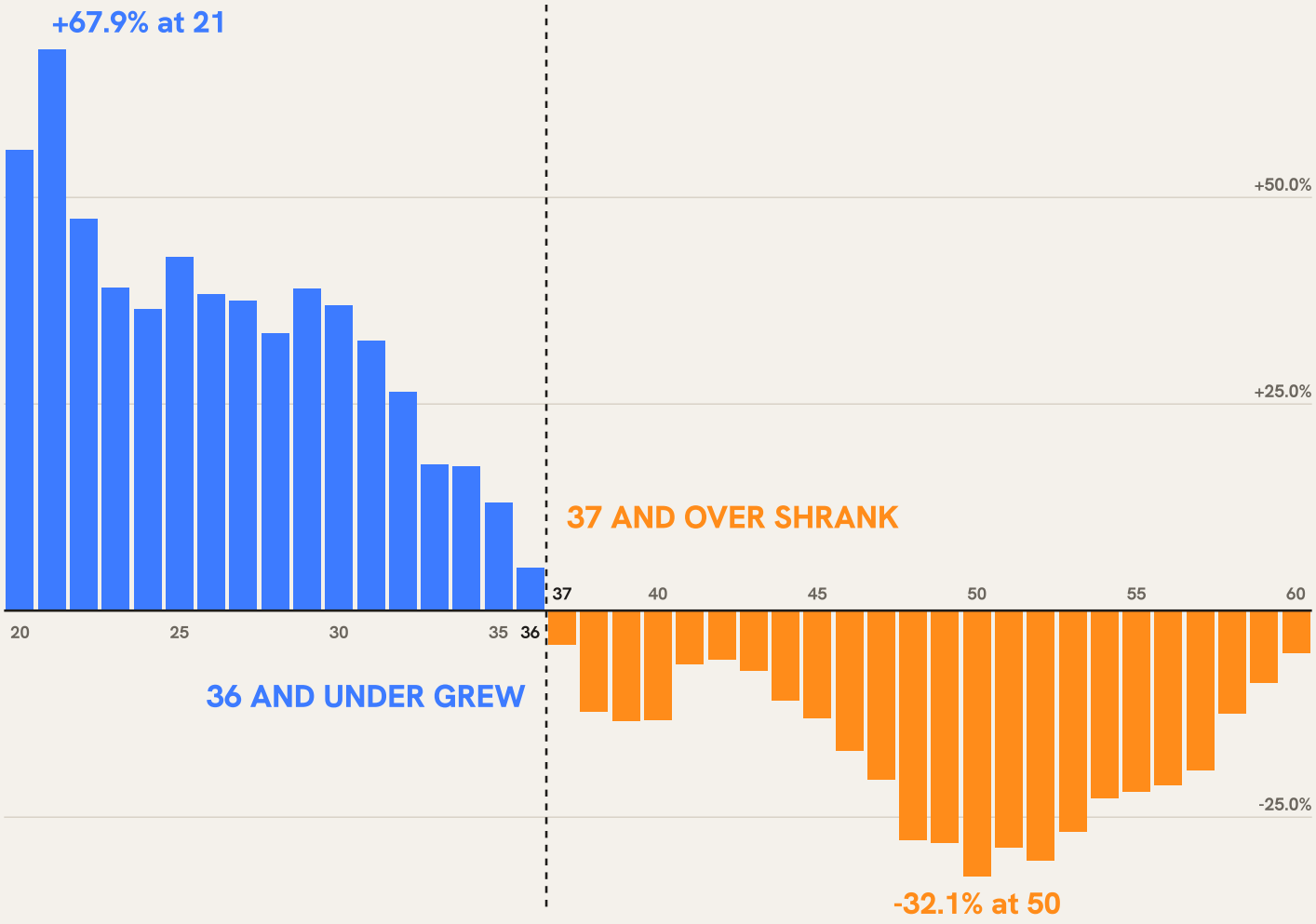
Counted as people instead of shares, under-30 finishers are at 139.6% of their 2019 number and everyone 30 and over is at 95.2%. One group arrived and another left. Line up every age and you can see exactly where they split.

"Every age from 20 to 36 grew. Every age from 37 to 60 shrank."

FINISHERS AT EACH AGE, 2025 AGAINST 2019, NEXT PAGE

Change in finishers at each age, 2025 against 2019

Richmond, Maine and Rock the Parkway, marathon and half, 2015 to 2025 with 2020 dropped. Each bar pools three neighboring ages.



Line up every age from 20 to 60 and the split is hard to miss. Every age from 20 to 36 grew. Every age from 37 to 60 shrank. Twenty-one-year-olds were up 67.9% on 2019. Fifty-year-olds were down 32.1%.

Growth is biggest in the early 20s and gets smaller with each older group, turning to decline in the late 30s. The exact turning point belongs to these three races and these years. It does line up with who was young and unsettled when the pandemic hit, which the next page takes up.

The median finisher in these races was **38** in 2019 and is **34** now. That is a lot of movement for a number that drifted up by about a year each decade before.

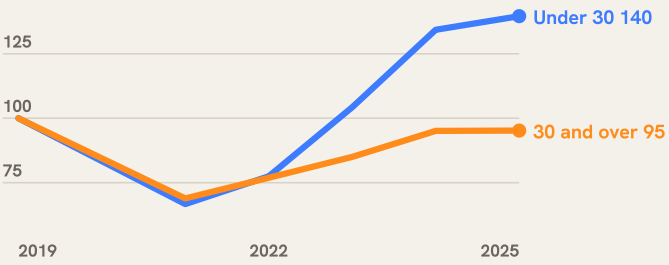
So what happened to everyone who is 36 or younger today?

36 TODAY WAS 31 WHEN THE GYMS CLOSED.

Do the arithmetic. Every age still growing in 2025 was about **31 or younger** in March 2020. Old enough to train for a marathon, and young enough that their weekends were not settled yet. Most were out of college and did not have kids. It is the age when adult habits form.

Then the gyms shut and running stayed open. People in that window built the habit alone, and kept it. The runners who were **32 or older** mostly had a gym, a team or a routine already. They went back to it when it reopened, and kids and a peak career arrived at the same time.

Under-30 finishers came back bigger. Everyone else did not.



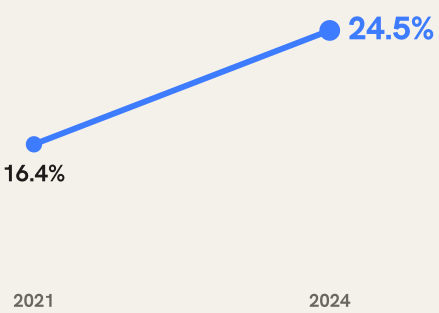
Finishers, 2019 = 100. Same three races.

A 27-year-old in 2019 was young too, and there were fewer of them racing. The growth follows birth years, which means something happened to these particular people.

The rest of the sport sees the same thing in three counts that have nothing to do with my data, below. And those runners are now the ones signing up for the longest race on the calendar.

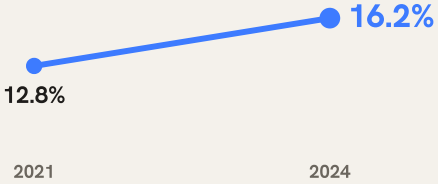
Outside my data, the same shift

20 to 29 share of U.S. marathon finishers



RUNNING USA

18 to 29 share of race registrations



RUNSIGNUP

Strava, Year in Sport 2024

Run clubs on the app grew by more than half in a single year.

STRAVA YEAR IN SPORT

THE MARATHON JUST GOT ITS NEXT THIRTY YEARS.

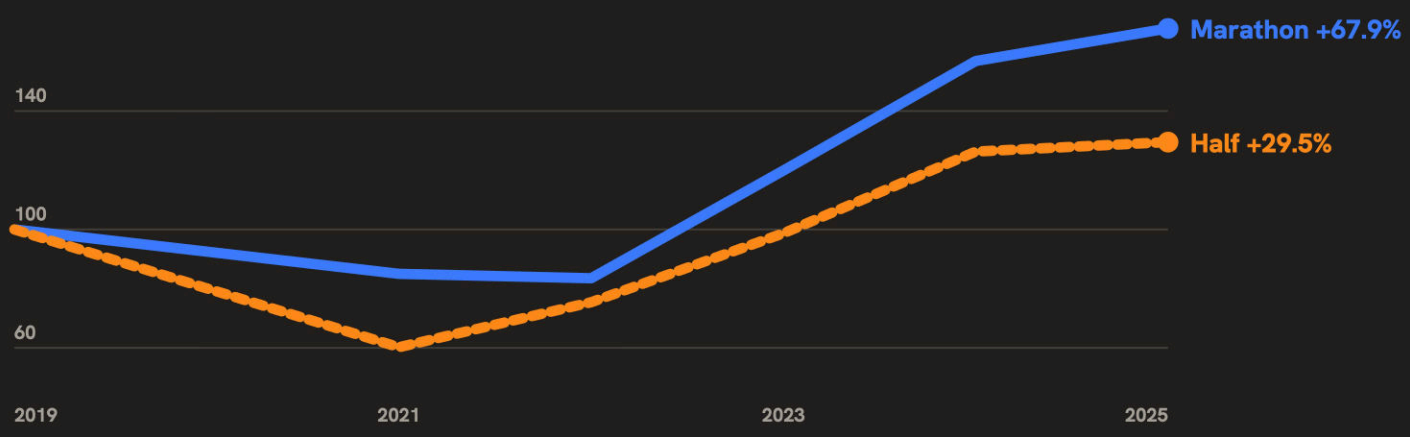
If the new runners were casual, the half would have grown faster. They went for the longer race. Under-30 marathon finishers are up **67.9%** since 2019, from 1,234 to 2,072. Under-30 half finishers are up **29.5%**.

The runners who built the 45-and-over bulge started in the boom of the 1980s and 1990s, and they are the ones leaving now. The group replacing them is 25 to 35. Running booms last. The last one stayed on the start line for three decades.

So I made three calls for this autumn, in the table below. If Chicago and New York come back at their 2019 age mix, this was three regional races having a moment, and I will say so.

And now the field starts aging all over again.

Under-30 finishers by distance, 2019 = 100



My calls for this autumn

Chicago	October 11	Under-30 share above 25.0%
New York	November 1	Median finisher under 40
Richmond	November 14	Under-30 share holds above 32.0%



145 ANSWERS, 145 PEOPLE.

Most surveys end as a bar chart, and every person in them shrinks to a sliver of a percentage. Here each of the 145 respondents stays a person: a figure standing in a night-lit gym, placed by how long they have been on the job. Walk the room and the data stops being a summary. It becomes a crowd you can meet.

WALK THE GYM

the-research-gym.vercel.app

SCROLL OR ↑ ↓ TO WALK · DRAG TO LOOK · CLICK ANYONE · SPACE FOR CHART



HOW IT WAS MADE

Matt Barker surveyed 145 movement educators for Just Adapt It about where research fits in their work. A bar chart would have flattened them, so I built a night gym in three.js where every respondent is a figure you can walk among.

Click anyone to read who they are and how they answered. Each figure is a seven-part rig animated in code; heights, builds and hair are random, because the survey has no body data. The walk-through idea came from The Pudding. Built with Claude Code.

SCROLL OR ↑ ↓ TO WALK · DRAG OR ← → TO


<2 yrs, PE teacher
Preschool/Early Childhood
Maybe interested in contribute



01 · WALK

When research does reach them, can they use it? **57** say turning findings into practice is hard. **49** say it's neither hard nor easy. Only **17** call it easy.

02 · PRESS SPACE

THE GYM BECOMES THE CHART.



71 of 145 are eager to contribute to research

DATA HUMANISM.

Data humanism is the idea, set out by the designer Giorgia Lupi, that data is a record of people and events, not just numbers, and that a chart should show that.

It grew out of *Dear Data*, the year Lupi and Stefanie Posavec spent posting each other hand-drawn postcards of their own weeks. The style favours custom glyphs over stock charts, rewards a slow read, and keeps the mess and the uncertainty on the page.

01

Each mark is one event.

Here every flower is one earthquake. Nothing is averaged into a bar.

02

Encode more than one thing.

Petals, size and position each carry a different fact, so one glyph holds several.

03

Make the reader slow down.

A key on the next page teaches the shapes. The first look is the picture; the second is the data.

04

Keep the context.

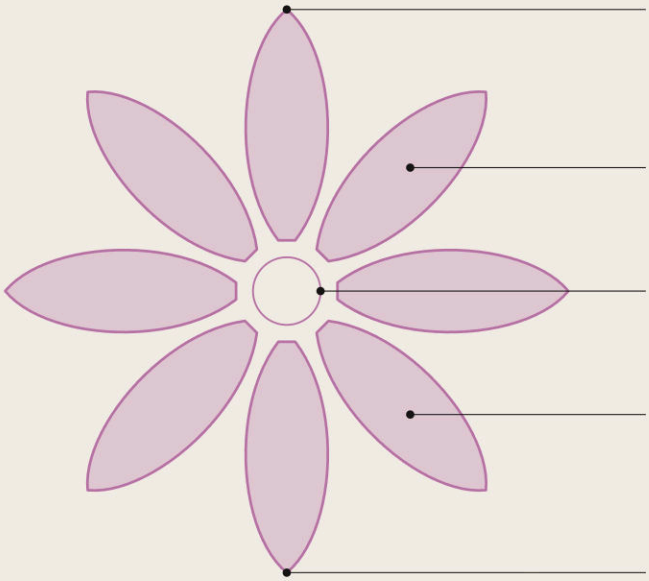
Magnitude alone hides the human cost. The blooms put death tolls next to size.

Every earthquake of magnitude 7.5 or more since 1900 in the USGS catalog, 504 in all, drawn as a flower at its exact date and magnitude.

Earthquake *Blooms*

Every earthquake of magnitude 7.5 or more in the USGS catalog from 1900 to 2025, 504 in all, drawn as a flower at its exact date and magnitude.

FIG. 1
Japan, 11 March 2011



Magnitude 9.1, 29 km deep, 18,423 deaths. Shown here at four times the size it has on the next spread.

SIZE

Grows with magnitude, the same thing its height shows. A display scale, not energy.

COLOR

Deaths, in five bands. A gray outline means neither source records a toll, which is different from zero.

CENTER RINGS

Depth: one ring under 70 km, two to 299 km, three at 300 km or deeper.

PETALS

Eight on every flower. Decoration only; they measure nothing.

POSITION

Its date, left to right across the spread, and its magnitude, bottom to top.

DEATHS

211 OF 504 EARTHQUAKES HAVE A RECORDED TOLL



1-10
69 EVENTS



11-100
56 EVENTS



101-1,000
42 EVENTS



1,001-10,000
26 EVENTS



Over 10,000
18 EVENTS



No toll on record
293 EVENTS

DEPTH



Under 70 km



70 to 299 km



300 km or deeper



Not recorded

Size and death toll part ways. The largest, Chile in 1960 at magnitude 9.5, killed 1,655. Tangshan in 1976, at 7.5, killed 255,000 by the official count.

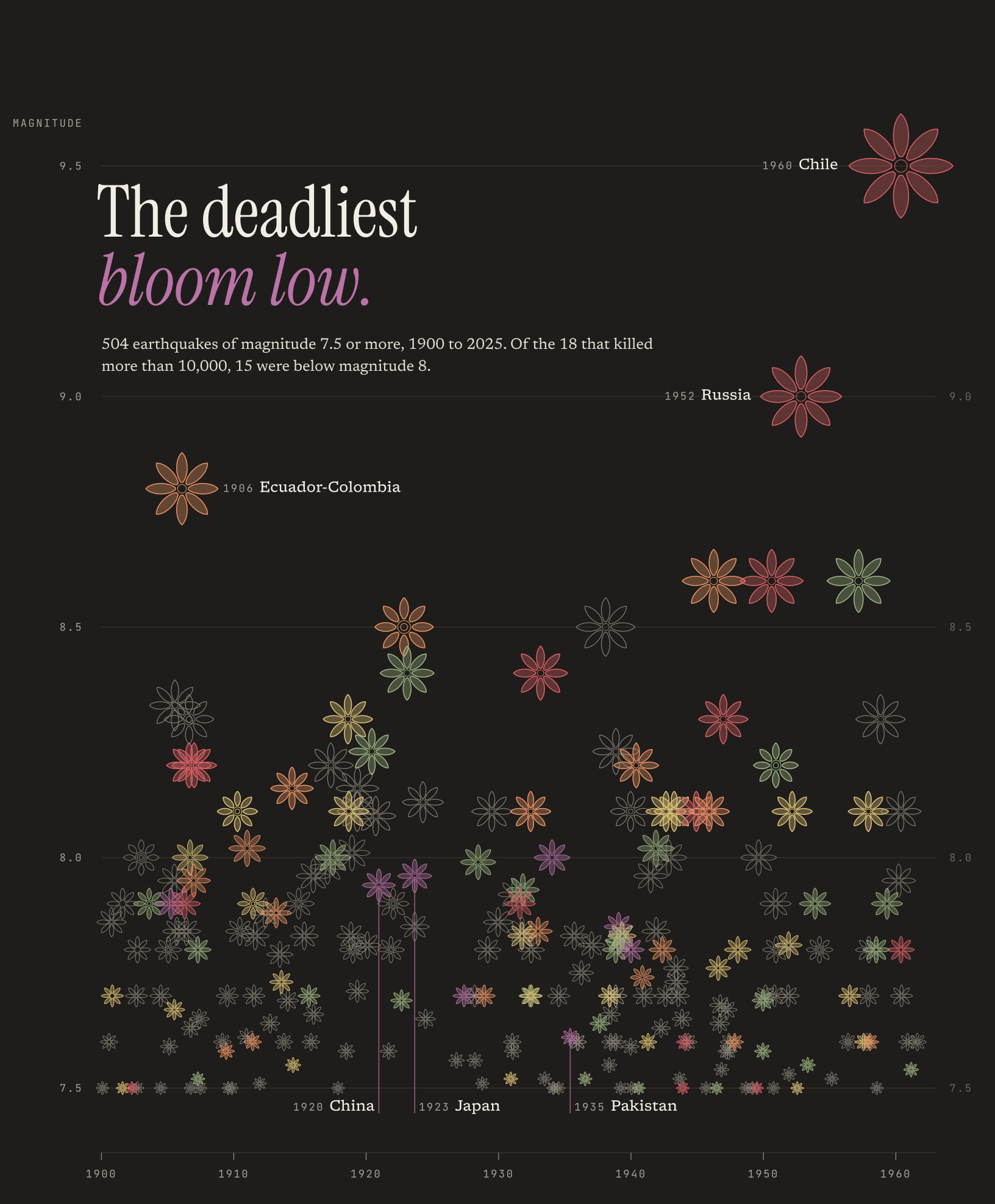
Sources: USGS ComCat, magnitude 7.5 and above, 1 January 1900 to 31 December 2025 UTC, aftershocks included (retrieved 11 October 2026). Deaths: the USGS table of significant earthquakes (revised 24 June 2013) where it lists the event, otherwise the NOAA NCEI Global Significant Earthquake Database, total deaths including tsunamis. Tolls are estimates and the two sources sometimes disagree. Catalogs grow more complete over time, so this is not a trend.

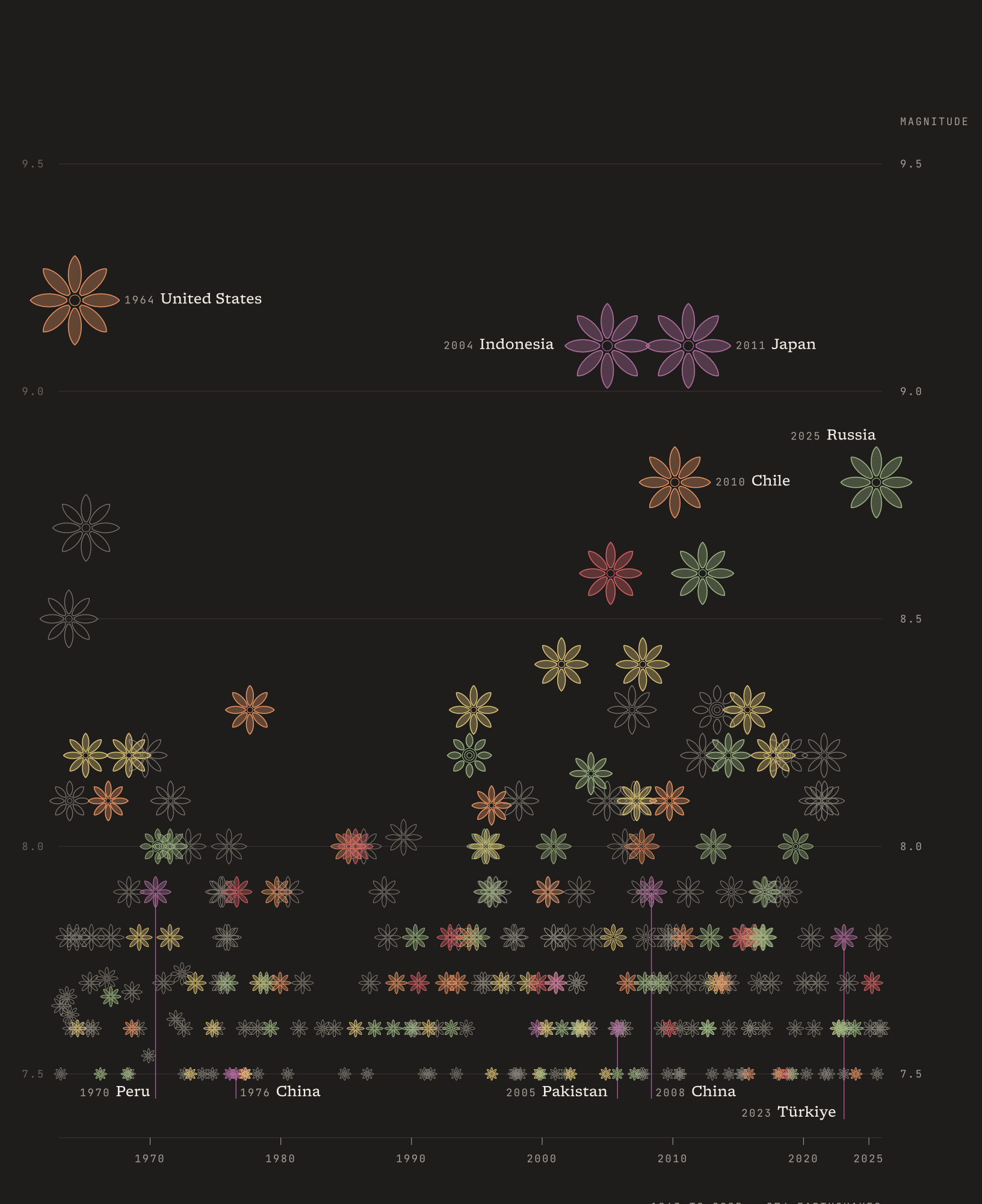


CLOSE-UP OF THE NEXT SPREAD · 1993 TO 2017 · MAGNITUDE 7.5 TO 8.0 · THREE TIMES ACTUAL SIZE

504 earthquakes, *in bloom.*

Every earthquake of magnitude 7.5 or more since 1900, from the USGS catalog, placed by date and size. Color is the death toll where a record exists. Eight of the nine that killed 50,000 or more were below magnitude 8.


MAGNITUDE
9.5
1960 Chile
The deadliest
bloom low.
504 earthquakes of magnitude 7.5 or more, 1900 to 2025. Of the 18 that killed more than 10,000, 15 were below magnitude 8.
9.0
1952 Russia
9.0
1906 Ecuador-Colombia
8.5
8.5
8.0
8.0
7.5
7.5
1920 China
1923 Japan
1935 Pakistan
1900
1910
1920
1930
1940
1950
1960
1900 TO 1962 · 230 EARTHQUAKES


MAGNITUDE
9.5
9.5
1964 United States
2004 Indonesia
2011 Japan
9.0
9.0
2025 Russia
2010 Chile
8.5
8.0
8.0
7.5
7.5
1970 Peru
1976 China
2005 Pakistan
2008 China
2023 Türkiye
1970
1980
1990
2000
2010
2020
2025
1963 TO 2025 · 274 EARTHQUAKES

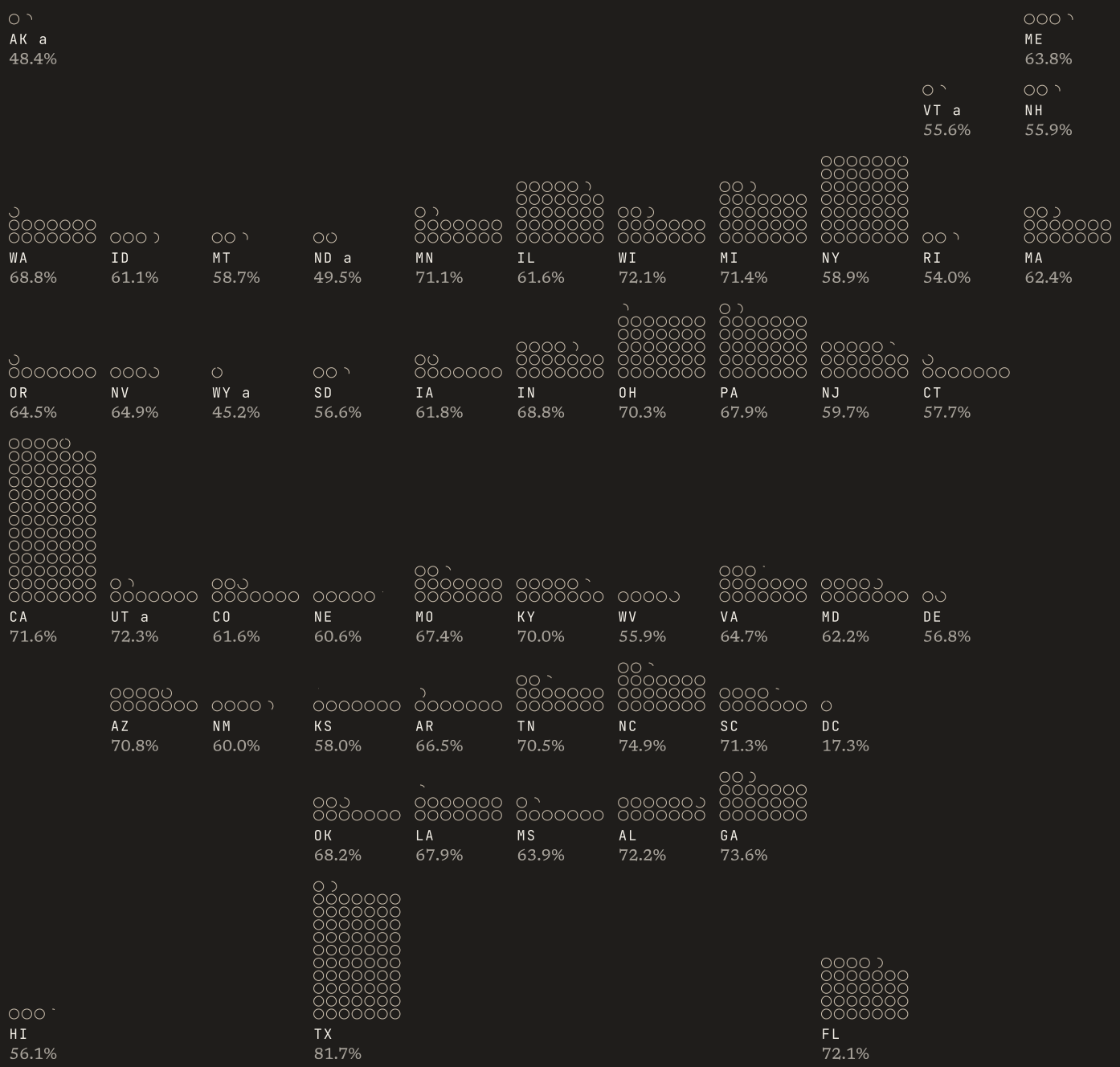
THE GEOGRAPHY OF BELONGING

Living in their *birth state*

192.2 million

people live in the state where they were born.

Of the 284.0 million people born in one of the 50 states or D.C. and living in one, 67.7% live in their birth state. Each ring is 250,000 of them; a part ring is the remainder.



Percent: of everyone born in that state, the share who live there now. Texas at 81.7% means 81.7% of people born in Texas live in Texas, not that 81.7% of Texans were born there. a One or more of that state's destinations is suppressed by the Census Bureau, so its percent counts published cells only. Living in your birth state does not mean you never left.

Source: U.S. Census Bureau, State of Residence by Place of Birth, 2024 American Community Survey 1-year estimates.

2024 AMERICAN COMMUNITY SURVEY

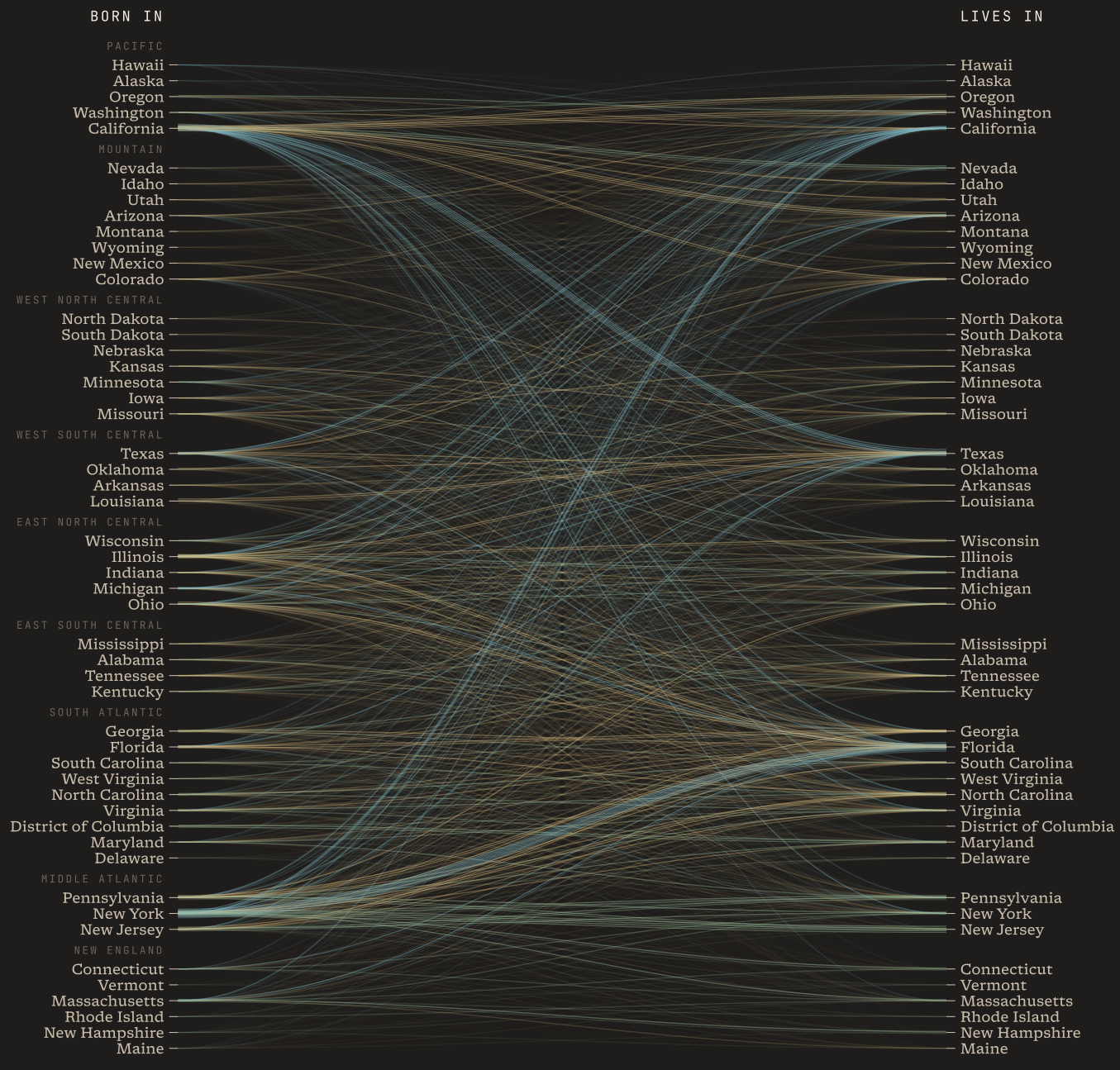
Living in *another state*

91.8 million

people live in a state other than the one they were born in.

LARGEST CONNECTIONS

NY to FL	1,684,660 ± 37,848
CA to TX	1,025,899 ± 24,817
NY to NJ	983,909 ± 22,647



Under 250 miles · 250 to 999 miles · 1,000 miles or more

One full-strength thread is 250,000 people; a fainter thread carries the remainder of each pair. Color is the distance between the two states' approximate centers, not anyone's route. Six pairs the Census Bureau suppresses are left out. This is where people were born and where they live now, not moves made in 2024. Margins of error are at 90% confidence.

Source: U.S. Census Bureau, State of Residence by Place of Birth, 2024 American Community Survey 1-year estimates.

THE PROCESS

Question, find, check, draw, ship. Five steps, the same on every job, from a client's warehouse to a race course.

question

DO

Write down the decision the work is for, and who has to make it.

RULE

If nobody can say what the chart should help them decide, I don't make it yet.

IN THIS ISSUE

What does a city race in? How old were you in 2020?

find

DO

Find the few tables that answer the question. When the data doesn't exist, build the collector.

IN THIS ISSUE

RunSignup's API, 9,569 finishers. A phone at leg height at mile 3.

1 **Question**

2 **Find**

check

DO

Clean it, then try to break it. Is the effect big enough to matter, and does it survive a second look?

IN THIS ISSUE

Shoe calls under 60% sure, thrown out. Boston, left out of the 3:59 Cliff.

draw

DO

Sketch the one comparison, pick the frame, then build it by hand in SVG, three.js or the client's BI tool.

IN THIS ISSUE

The Lincoln Memorial's columns, as bars by age.

ship

DO

Put it where it will be seen: a dashboard, a printed page, a text every morning. Then watch how people use it.

IN THIS ISSUE

results-of-dc-half.vercel.app. A GA4 report, texted daily.



Check

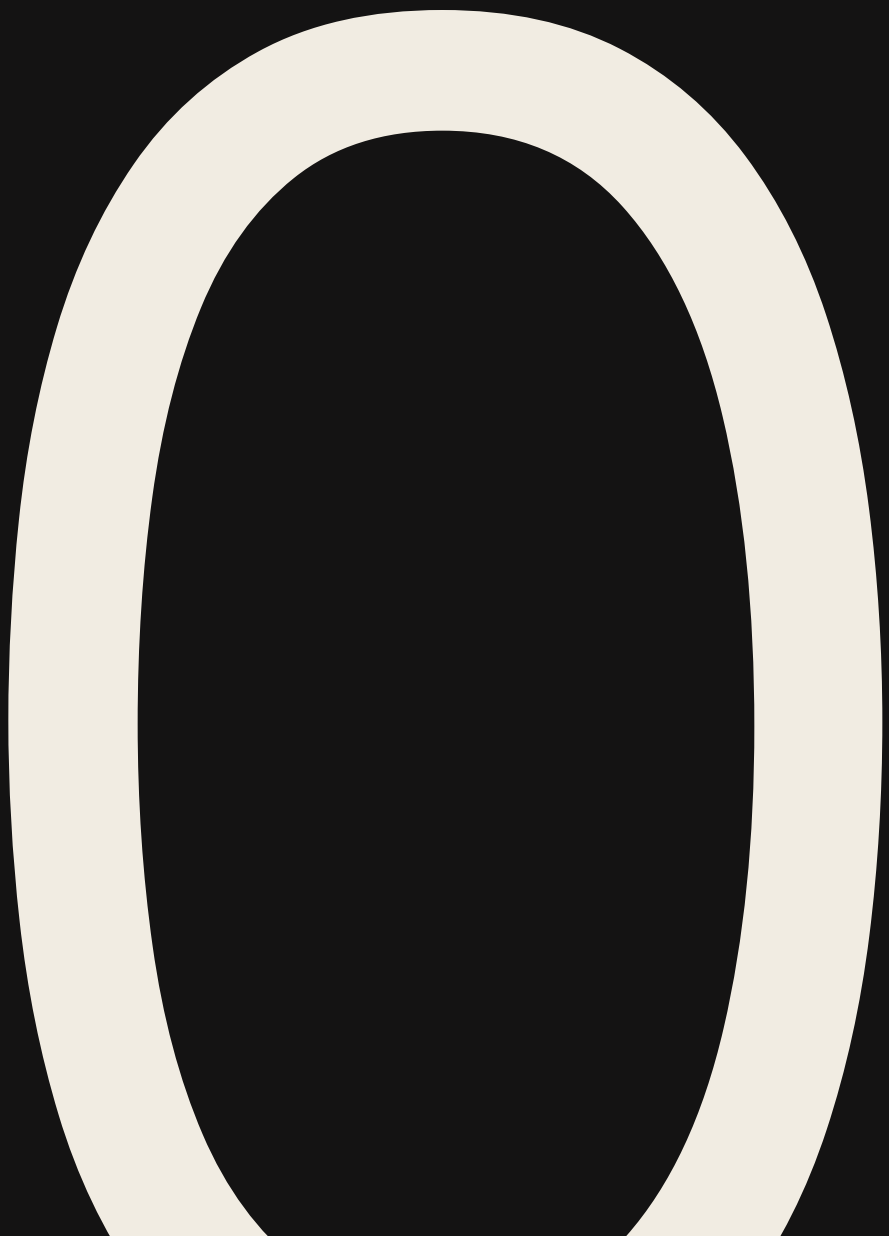


Draw



Ship

What it costs to draw a chart, in 2026.



WHEN CHARTS ARE FREE.

When anyone can make a chart in seconds, judgment becomes the job. An essay in three parts.

I. THE NUMBER THAT WINS

Most decisions I have watched get made were made in a meeting, in a few minutes, by people who had not read the appendix. The number that wins is rarely the most important one. It is the one somebody can see.

That is the whole job. Not decoration, and not a prettier spreadsheet. A good chart takes the one comparison that matters and makes it impossible to miss: your forties beat your twenties, marathoners bunch up just before four hours, D.C. moves more than anywhere else on the list.

Most of the time the data already exists. Clients come with warehouses, CRMs and years of exports, and the problem is not a lack of rows. They can't see the forest for the trees. My work starts by finding the few numbers in all of it that answer the question on the table.

A table tells you what happened. A chart tells you what to look at. That is a lot of power to hand to the person drawing it, which is why the other half of the job is restraint.

Drawing the data also keeps people honest, me included. When the shape is on the page, a weak claim has nowhere to hide. If the bars don't show it, I don't say it.

And it widens the room. A table gets read by the person who built it. A chart on a wall, a slide or a page like this one gets read by the client, the board, the volunteer, and the runner who just wants to know where they finished.

34.0% The forties under two hours. One column in colour and the comparison is made.

3:59 The minute before four hours, 29.9% busier than the minute after.

WHEN THE DATA GETS CHEAP.

Not long ago, a census like the shoe count in this magazine would have needed a team and a budget. I built it with a phone, a pose model and Claude, on weekends. One person, one race morning, 786 shoes.

That is the change in a sentence: collecting, cleaning and charting data is getting very cheap. Scrapers that took a week take an afternoon. The SQL writes itself. A dashboard is a prompt away.

It means more questions get answered, by more people, and that is good. It also means more wrong answers get made, faster, and they look exactly as finished as the right ones. A confident chart built on a bad join is still a confident chart.

The same goes for the data clients already own. AI can summarize a warehouse in seconds. It cannot tell you which of a thousand true numbers is the one your board should act on.

786

shoes, one phone, one race morning

60%

the confidence below which every call was thrown out

“A CONFIDENT CHART BUILT ON A BAD JOIN IS STILL A CONFIDENT CHART.”

0

client dashboards in this magazine. The work belongs to them.

JUDGMENT IS THE JOB.

So the valuable part moves. Less of my time goes to typing the code, which Claude Code writes with me. More goes to the parts a model cannot own: choosing which question is worth asking, checking every model answer against the raw data, and saying plainly how sure we are.

The charts change too. Dashboards nobody opens give way to answers that arrive where people already are: a text every morning, an assistant inside the app, a printed page they can hold. The chart stops being the destination and becomes the proof behind the answer.

None of that makes visualization matter less. It makes it matter more. When charts are free, the ones that get trusted are the honest ones, the clear ones and the ones people remember.

That is the work I want to do. Find the signal, whether it is buried in a client's database or waiting at the side of a race course. Check it until it holds. Then draw it so the right person can act on it in the few minutes they have.

LOOK AT THE SHAPE FIRST. THEN READ THE NUMBERS.

PART 05

05

OFF THE CLOCK

Three apps in production, and sixteen certificates.

RUNWINDOW

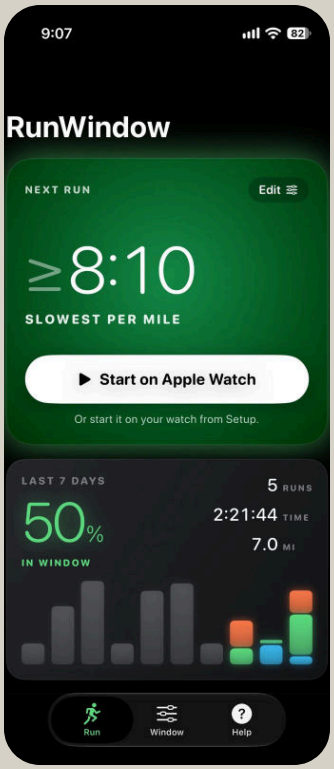


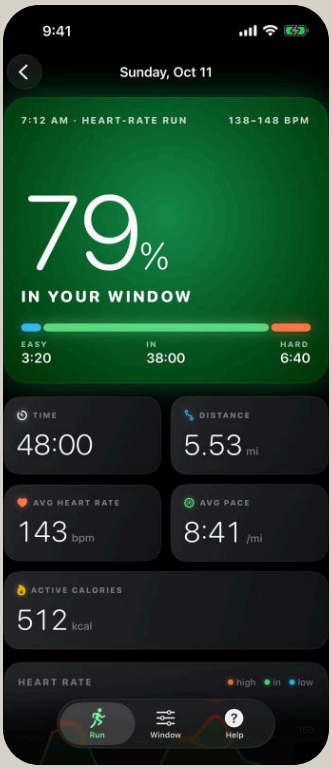
138–148

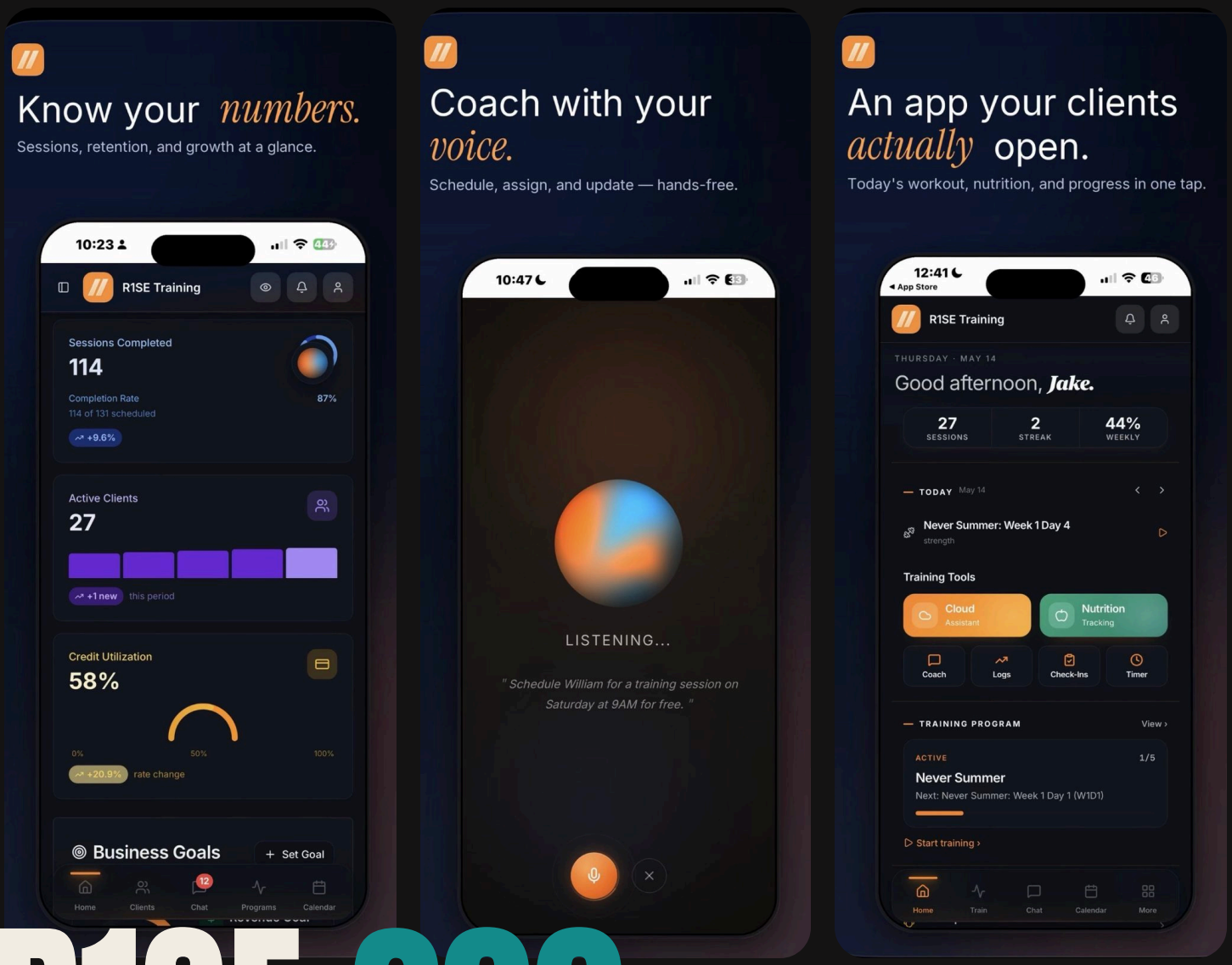
Beats a minute: the window in these screens.

An Apple Watch app that taps your wrist when you drift outside your heart-rate or pace window, so you never have to look. The screen turns a color and the shade deepens the further you drift, and each cue plays its own pattern of taps.

Native SwiftUI on HealthKit and CoreLocation · On the App Store







R1SE 200+

tools in the Cloud Agent.

Built for personal trainers, online coaches and gym owners: build a program, move a session and refund the credit, or find the clients who have not logged in this week. My side is analytics and growth: the Google Ads build, a GA4 report texted every morning, and spotting the scraper bot hiding in the traffic. **r1setraining.com**

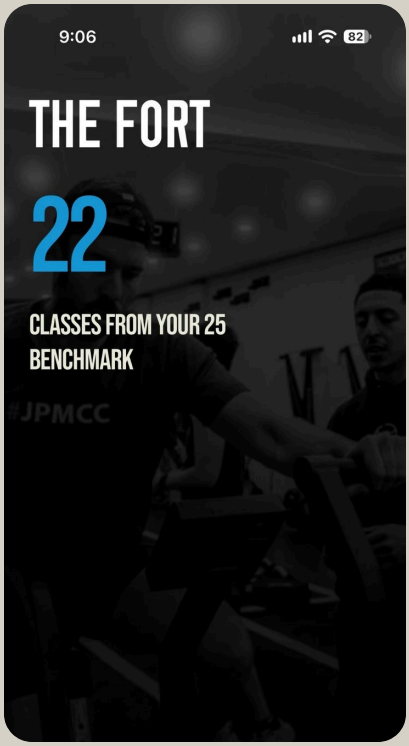
THE FORT NYC

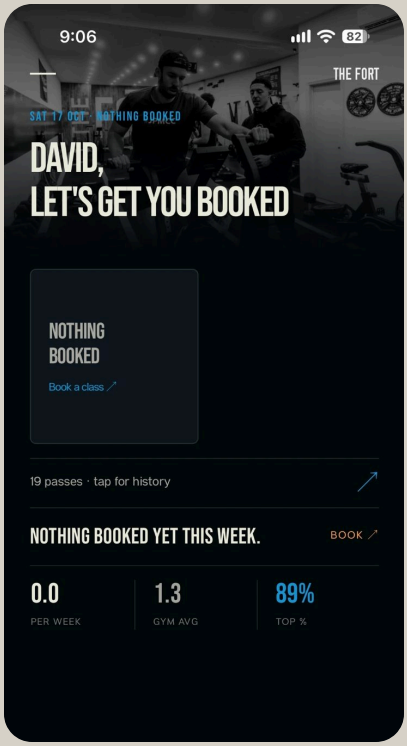
The booking app for a New York fitness studio, built on React, Supabase and Vercel and wired to Pike13, the studio's booking system.

Members see how full every class is, hold standing slots and ask an AI assistant to find a class; a separate staff side runs the day. The iPhone version is in TestFlight. The screens are from my own account.

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app.fortnyc.com



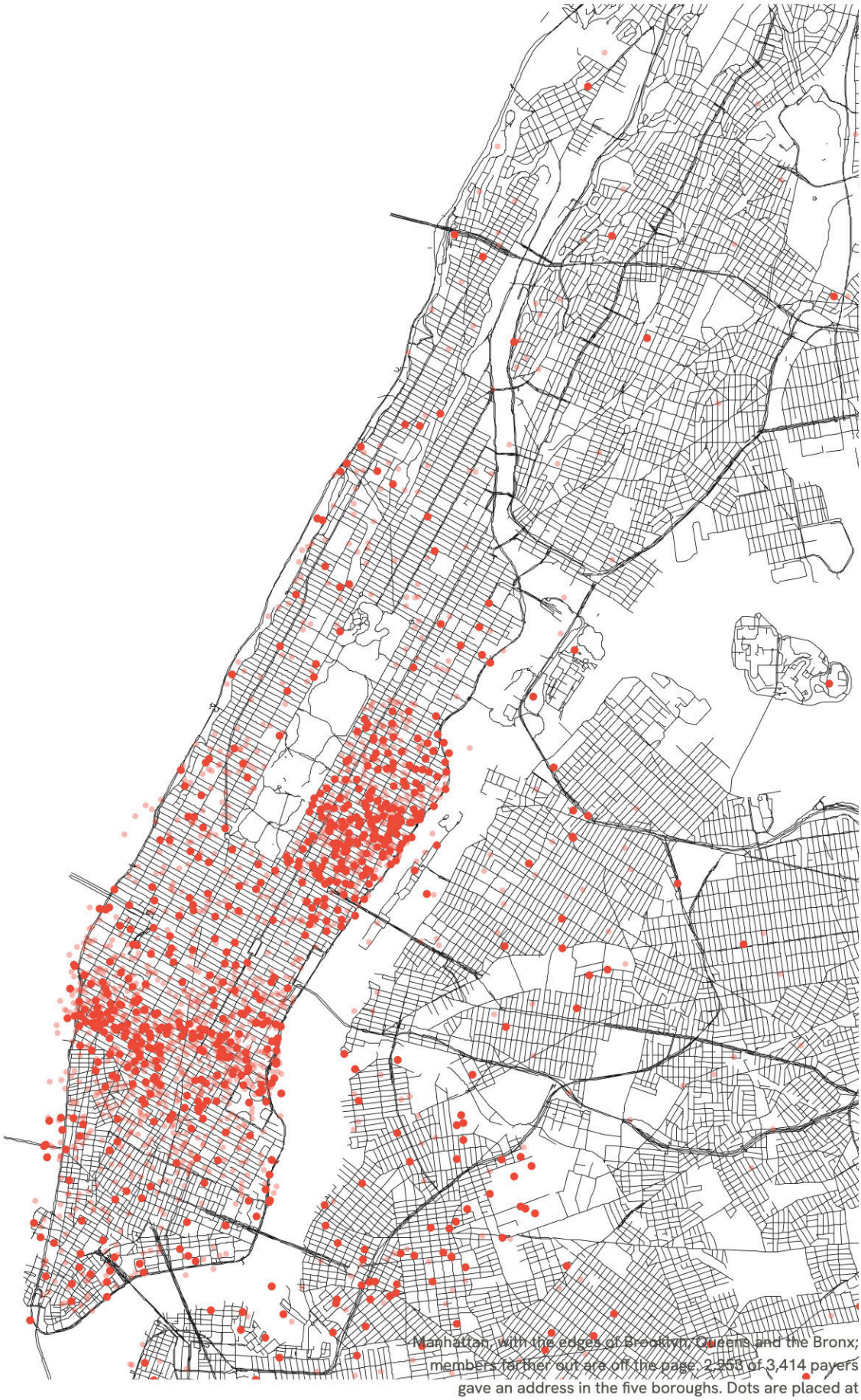






Every dot opposite is someone who has paid The Fort, placed inside their own ZIP code.





711 current members

1,542 past payers

Manhattan, with the edges of Brooklyn, Queens and the Bronx; members farther out are off the page. 2,293 of 3,414 payers gave an address in the five boroughs. Dots are placed at random within each ZIP code, never at an address. Source: The Fort's payer export, October 17, 2026.

PEACE CORPS, GHANA.

Before the dashboards, two years as a Peace Corps health and sanitation volunteer in Ghana. With USAID Ghana WASH and Joni and Friends, the work was counted in toilets built and wheelchairs delivered, and the audience response systems I set up were featured on national TV.

150+
toilets built

250+
wheelchairs delivered

36
times on national TV







Health & Sanitation Volunteer · Peace Corps, Ghana



GHANA · 2011–2013

TOOLS

What holds the data, moves it, and puts it in front of people.

01

PYTHON

AI, data pipelines and machine learning.

02

SQL

03

APACHE SPARK

04 · Warehouse + lakehouse

SNOWFLAKE & DATABRICKS

05 · Enterprise BI

POWER BI & TABLEAU

Industry-standard enterprise dashboards.

06 · Embedded + search

SISENSE & THOUGHTSPOT

07 · Conversational AI

JULIUS AI, CHATGPT & CLAUDE

08 · AI presentations

GAMMA & BRICKS AI

SKILLS

What no tool does for me:
judgment, structure and the story.

09

PROMPT & AGENT FLUENCY

Precise workflows that orchestrate and validate multi-agent AI systems.

10

DATA STORYTELLING

Visual layouts tailored for executive decision-making.

11

SEMANTIC MODELING

Certified, structured data layers that prevent AI hallucinations.

12 · Auditing AI code and data quality

CRITICAL THINKING

13 · dbt + Airflow

WORKFLOW AUTOMATION

BE A COOL.
BE A KIND.
BE A FRIEND.
BE A FIND.

AI analyst and data storyteller.

SEE THE WORK

vizzer.app

David@dcanalyst.com

vizzer.app

Alexandria, Virginia