Small Businesses in the South

Worksheet

**What are you looking at?** [A dataset of Southern small businesses](https://docs.google.com/spreadsheets/d/1Y2bOPwGNax-wHpROOvQ4H257hUB4xUl0HV3vsziX0fo/edit?usp=sharing) with paid employees grouped by:

* state
* industry
* ownership’s gender
* race and
* veteran status

along with the number of companies (or firms) in each category, number of paid employees and the aggregated annual payroll.

**NOTE: We have altered many of these datasets for instructional purposes, so please download the data from the original source if you want to use it in your reporting.**

**Where we got this data:** [census.gov](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ASE_2016_00CSA01&prodType=table). The Census has more than just the basic demographic data, but also info about businesses, assets & capital expenditures, labor costs...etc.

***Before you begin*:**

Take a moment to look at what’s included in each row and column.

* Special challenge! This is a **stacked dataset**, different categories are on top of each other. For instance if you look at Alabama, in column F, you have the number of all veteran-owned firms but also the number of white veteran-owned, the number of black veteran-owned, all male-owned, all female-owned...etc. So you could not just add up all these numbers in column F to figure out how many firms there are in Alabama. This is very common for government data.
* A quick way to check what’s in a very large dataset is to turn on filters and then click on the triangle to see what all the values are in a column.
* Notice that every row includes how many firms meet particular ownership characteristics, i.e. each row is not one firm.

Without doing any analysis yet, what are 3 questions you might try to answer using this dataset?

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**Some questions to answer:**

1. Take a look at the “Totals” tab or worksheet, which is a copy of the main sheet but filtered.
2. What are the total number of firms and total paid employees in the South?

*Hint*: Remember this is a filtered list so some cells are hidden.

Notice how we excluded all subcategories of Gender, Race and Veteran Status and just kept “Total for all sectors” and “All firms” to address the stacking issue.

b. Changing only one filter in this worksheet, have this table display the total number of Black or African-American-owned firms in each state.

Return the filter back.

c. Now changing only one filter, have the table display just the number of veteran-owned and equally-veteran/non-veteran owned firms in each state.

1. The “Food industry” tab has a pivot table on food service firms and their employees grouped by race. Look at the pivot table editor to see the selections made so far.
   1. The numbers are wrong because of the stacked data. (If you want to check, double click on the numbers in the pivot table to get a detailed view.)

Fix this table so that within each row, you don’t double-count the subcategories of Gender and Veteran status. **For an idea how to do this, look again at the set-up in the “Totals” tab and what we had to do to find the number of firms without double-counting.**

* 1. What’s the average number of employees that a food service business employs?
  2. Which *individual minority*racial group has the most businesses?

3. In which state is there the highest percentage of black-owned companies?

*Hint:* Remember our set-up in Question 1b for this. And if you need to display multiple values within a category (say All firms and Black or African-American owned), add that category as Columns in the pivot table editor.

1. In that state, what are the top 3 industries based on the number of black-owned businesses?
2. In the same state, what are the top 3 industries based on the number of businesses generally?

4. Let’s disentangle this data to focus on the trends of Southern firms with veteran owners.

1. In which industry are there the highest percentage of companies with veteran owners? We will count both veteran-owned and equally veteran/non-veteran owned in this.

b. In which industries do veterans employ the largest share of employees?