



Understanding District 4

Tiffany Chen, Lesley Chen, Thomas Lo Bello, Zula Nyamtur

About the Project

Motivation: An interest in small business growth

Goal: Understand the current landscape of small businesses in District 4

- What will attract more small businesses to the area?
- What issues do small businesses face?

Define “Small Business”:

- Has fewer employees and/or less annual revenue than a regular-sized business or corporation (~50 employees)
- Does not include chain businesses with few employees



Project Tasks

So far:

- Collected list of businesses in District 4
- Preliminary analysis
 - Found what businesses exist
- What businesses are missing?
 - based on what businesses currently exist
 - in comparison with other districts
- How many woman owned or MBE businesses?
 - used Certified Business Directory
- *How many of the businesses are chains vs. independent operators?*

Data Used:

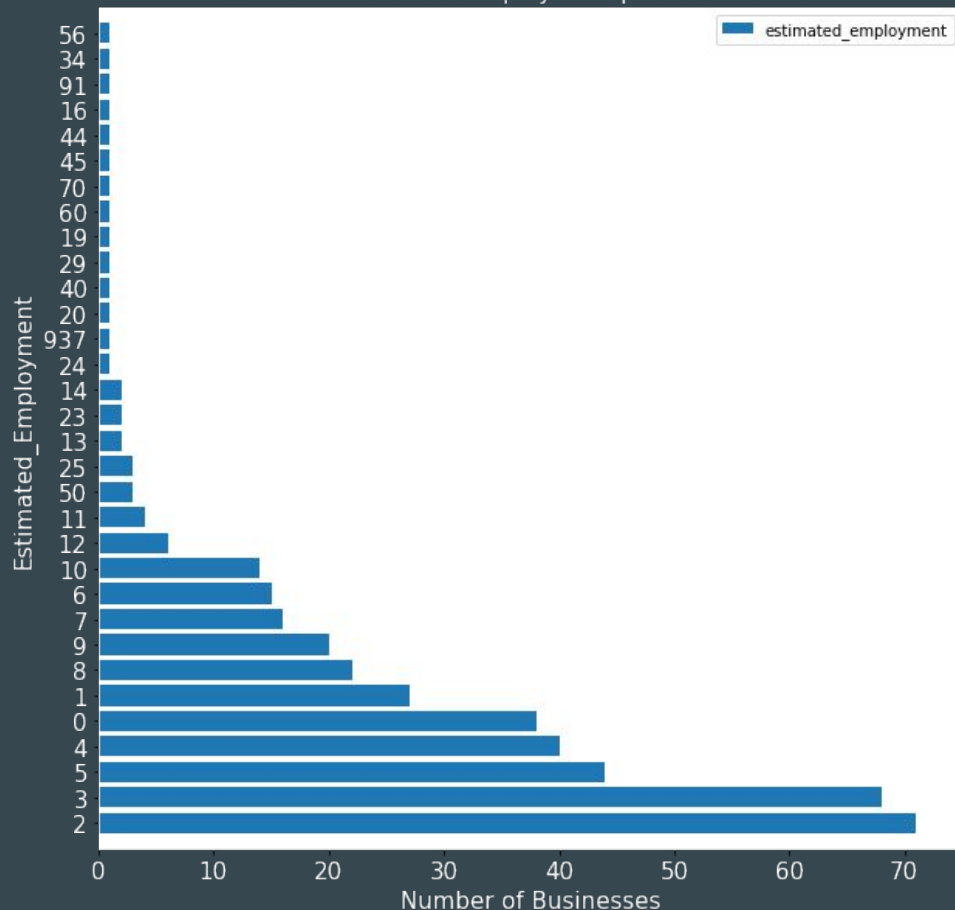
- BPDA data
- District 4 shapefile
- Certified Business Directory

Results/Observations

- Estimated employment per business
- Types of businesses that District 4 is comprised of
- Types of businesses across all districts in Boston
- Majority of businesses in District 4 are not MBE certified (as of now they no longer need to be MBE certified to gain access to aiding resources which explains the low number of certifications)

1. Estimated Employment Per Small Business

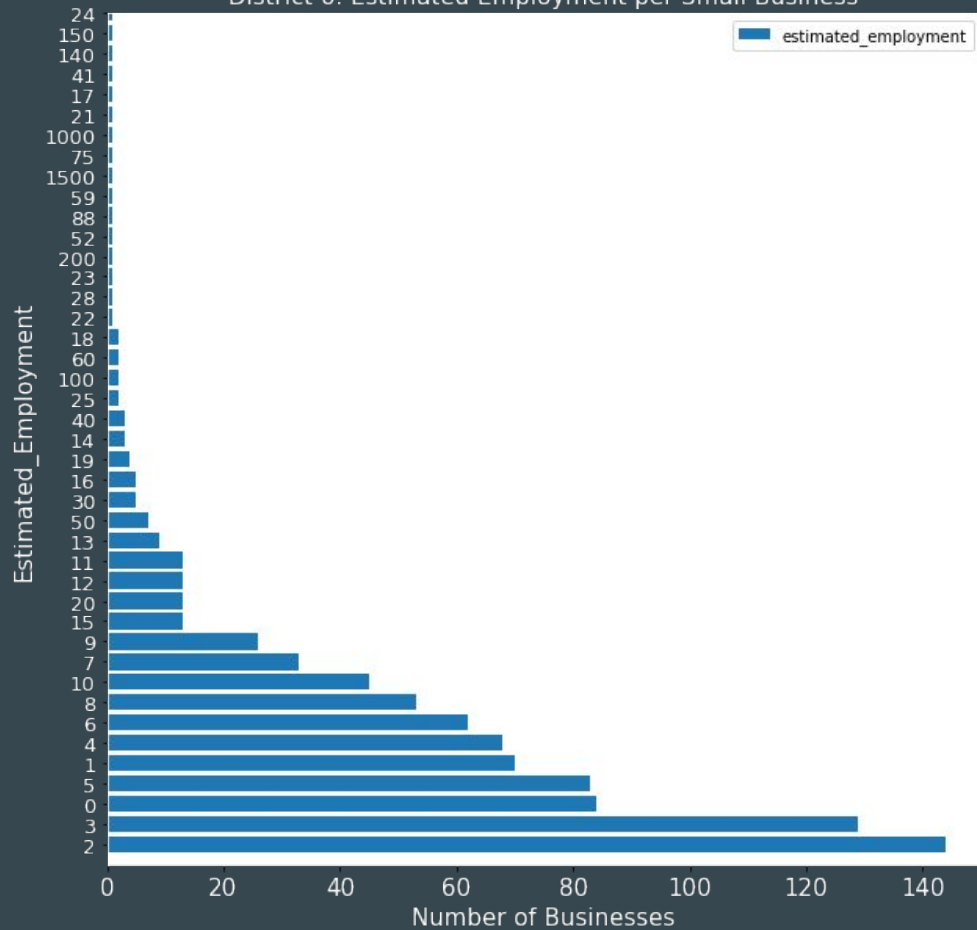
District 4: Estimated Employment per Small Business



- The number of employees the business has the resources for
- Most businesses are in the employment range of anywhere from 2 - 10 employees with some operated by the owner only
- We found one outlier: Fields Corner Store (located just on the border of D4 and D3) with 937 employees - must be an inaccuracy in the dataset

1. Estimated Employment Per Small Business

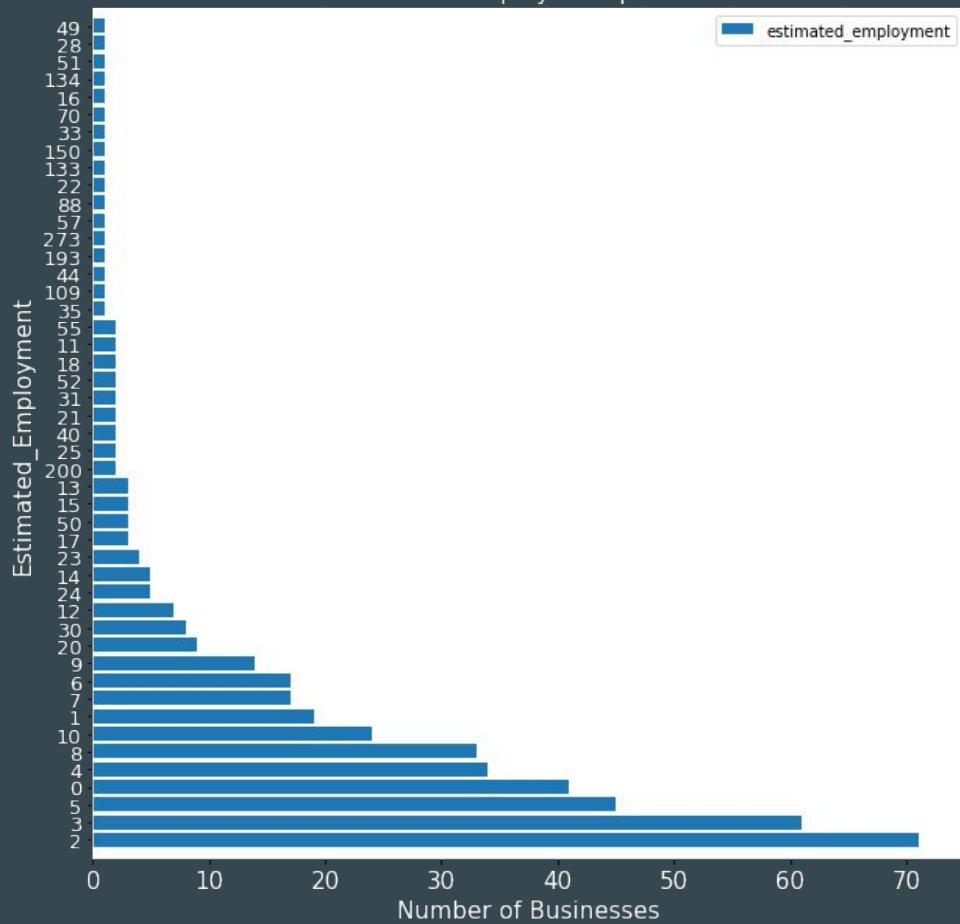
District 6: Estimated Employment per Small Business



- To compare with District 6, a neighboring district in some parts, District 4 lacks the middle ground employment rate that District 6 has
- District 6 not only has more business in the 2-10 range, but also in the 10-30 range as well
- Number of business in the 2-10 range is essentially doubled from D4 to D6
- Larger number of non-small businesses, important to note for extension analysis

1. Estimated Employment Per Small Business

District 7: Estimated Employment per Small Business



- District 7, with a similar demographic to District 4, also outweighs District 4 in similar way that District 6 does
- There is a healthier middle ground in District 7 (10-30), though not as drastic as District 6
- The number of business in the 2-10 range is actually very similar to District 4, but they differ beyond 10 employees

1. More Details on Employment

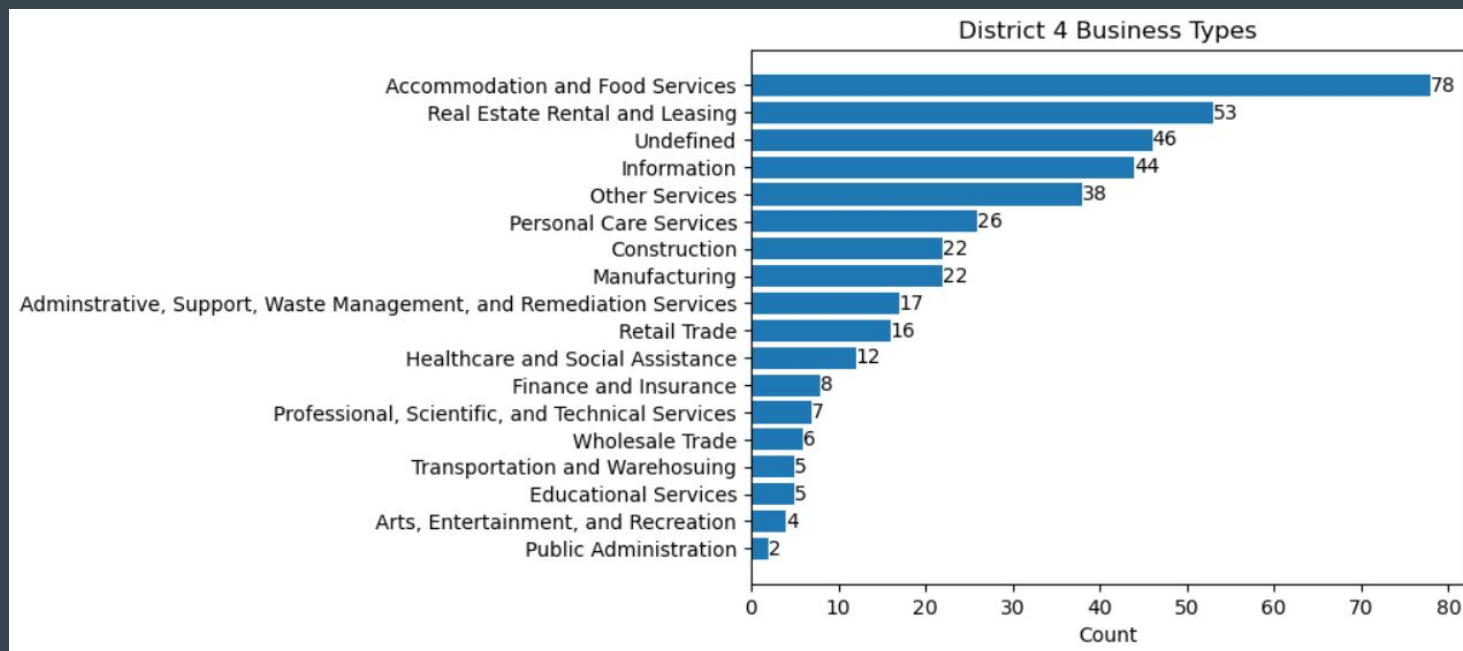
- We found that the majority of business employ a very low number of employees - less than 20 employees
- Indicating that firstly they can be classified as a small business
- Secondly - it is the case that they do not see a benefit/can not afford to expand their employment count
- This is telling information about District 4 under a microscope
- From this we can infer a number of things
 - Most small businesses see roughly the same cash flow per year - the "limit" - so most small businesses owners see a similar amount of profit
 - This "limit" means less opportunity for job seeking individuals - leading them to search outside of the District which in turn further decreases the economy within the district
 - Employment seems to struggle even compared to a similar district

1. More Details on Employment cont.

- Seeing how small businesses in District 4 struggle with growth, we presume that the district as a whole shares this struggle as well
 - We want our small business owners to have a need to continue to hire because this helps grow our economy
- A businesses' need to hire more comes from an increase in customers
 - The key is finding a way to bridge the gap between attempting to increase customer traffic and attempting to increase employment

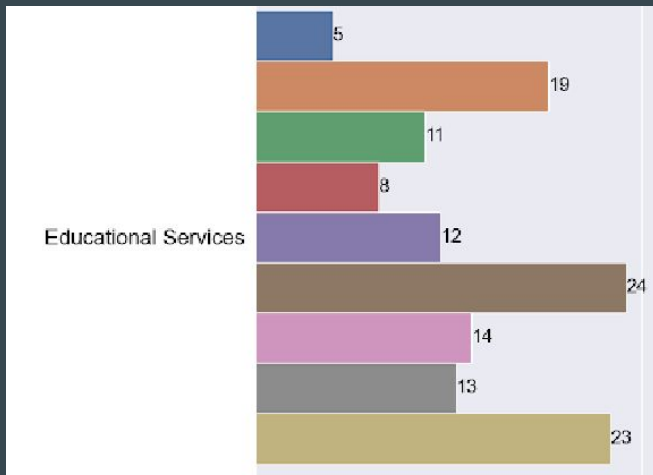
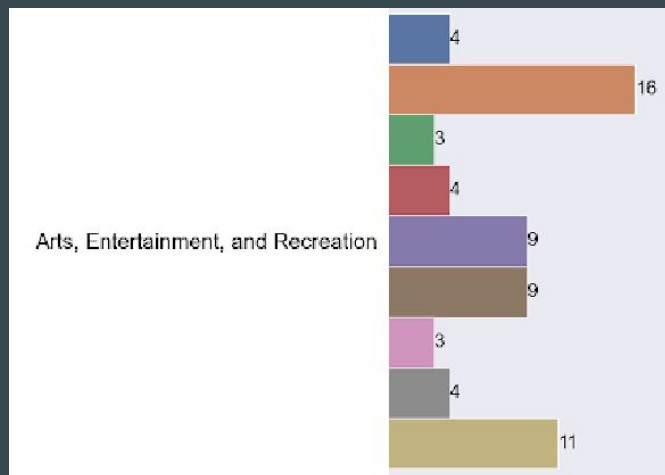
2. Types of Businesses

- 78 Accommodation and Food Services
- 53 Real Estate Rental and Leasing
- 4 Arts, Entertainment, and Recreation
- 2 Public Administration

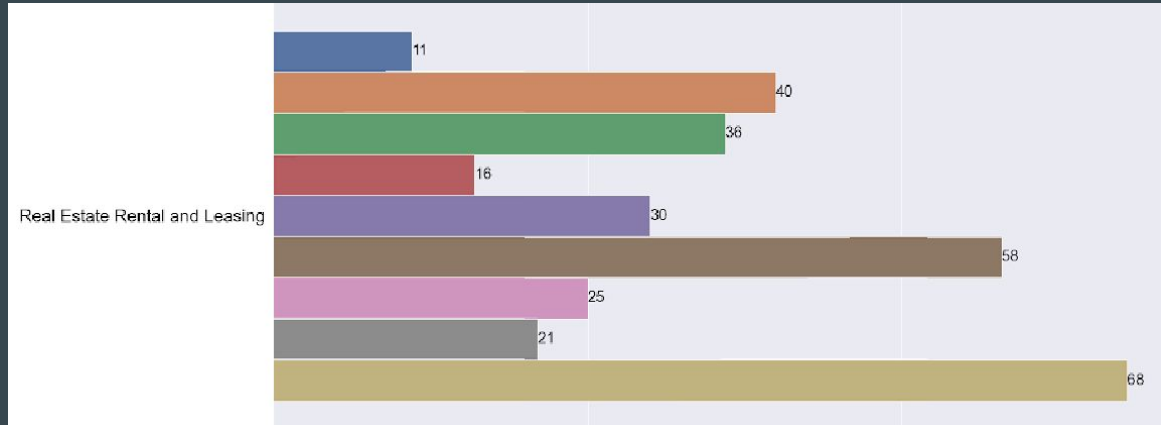
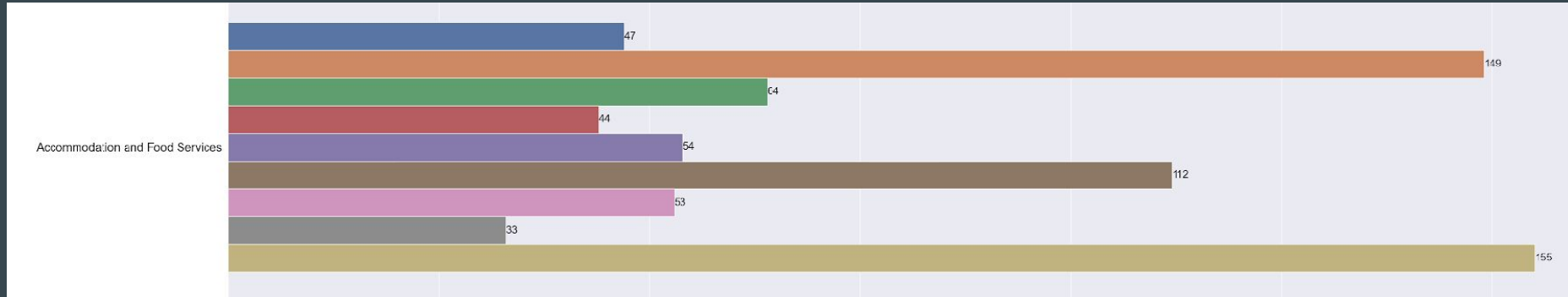


2.Types of Businesses - What's missing?

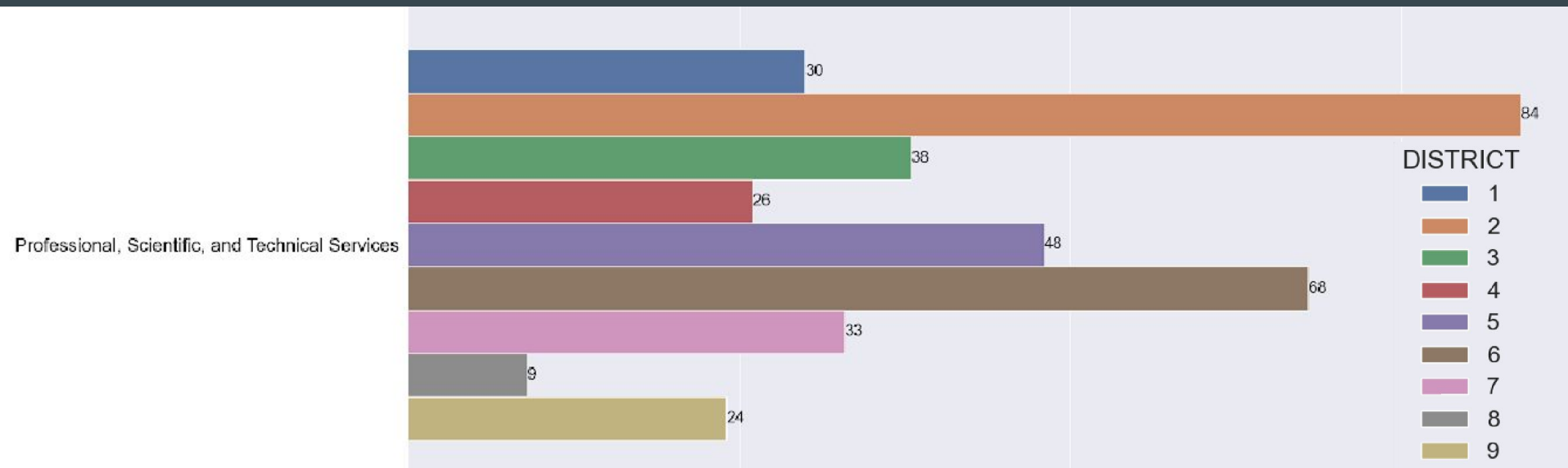
- Lack of services in arts, entertainment, and recreation
 - One fitness center and one fitness instruction site
- One gas station in district 4
- There is room to grow for certain small business types given the right opportunity



2.Types of Businesses - all districts



2.Types of Businesses - all districts



3.Certified Businesses in District 4

- Majority of businesses in District 4 are not certified (City of Boston Directory of Certified Businesses)
 - WBE, MBE, SBE, SLBE, VOSB
 - only 10 businesses have a certification
 - Of those 10, three are MWBE
- Advertise this resource to small businesses in District 4

	company_name_x	services_provided	mbe_wbe_ce	small_local_cert	veteran_ci	sdso_certifi	city_regist	address	city	state	zipcode	contact_ni	contact_ti	phone	fax	email	website	business_ty
0	EMZ Rainbow Laundromat, LLC	Laundry services; laun	MBE	SLBE		No	Yes	9 Bowdoin	Dorchester	MA	2124	Caltor McLean		(617) 825-3200		rainbowlaundromat0	Limited Lia	
1	OSA Services, Inc.	Accounting, bookkee	MBE	SLBE		No	No	1773 Dorc	Dorchester	MA	2124	Osazee Owens		(617) 287-(617) 282-		osaservicesinc@aol.c	Corporatio	
2	OSA Services, Inc.	Accounting, bookkee	MBE	SLBE		No	No	1773 Dorc	Dorchester	MA	2124	Osazee Owens		(617) 287-(617) 282-		osaservicesinc@aol.c	Corporatio	
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6	Boston Got Next Entertainment	Arts, Entertainment, M	MWBE	SBE, SLBE		No	Yes	1486 Dorc	Boston	MA	2122	Shamara R Shamara R		(617) 379-0194		djwhyshan.bostongot	Sole Proprie	
7	Boston Got Next Entertainment	Arts, Entertainment, M	MWBE	SBE, SLBE		No	Yes	1486 Dorc	Boston	MA	2122	Shamara R Shamara R		(617) 379-0194		djwhyshan.bostongot	Sole Proprie	
8	LV Home Improvement and Cleani	Residential and Comn	MBE	SLBE		No	Yes	436 Blue H	Dorchester	MA	2121	Harlen Lar	President	(617) 992-4557		lvhomeimpro.clean@gmail.com		
9	LV Home Improvement and Cleani	Residential and Comn	MBE	SLBE		No	Yes	436 Blue H	Dorchester	MA	2121	Harlen Lar	President	(617) 992-4557		lvhomeimpro.clean@gmail.com		
10	Noir Essence Unisex Salon	Unisex Hair Salon, W	MWBE	SLBE		No	No	1741 Dorc	Dorchester	MA	2124	Kareen Wi	Owner	(857) 342-0569		noiressencesalon@gmail.com		

Challenges

- Cell phone traffic data does not provide a point of reference previous to 2019 and doesn't span a substantial enough timeline
- It was difficult at first to filter out which data could be useful/meaningful to us
- Some inconsistencies
 - within a dataset some aspects are not categorized or are categorized inaccurately between multiple datasets
 - some business names not correct on dataset – name may have changed
 - data may be outdated
- Finding Minority owned businesses after seeing such low MBE certification



Extension Pitch

Using the employment and spending data, analyze the district's monetary status as it relates to small businesses and compare with other districts to identify areas of improvement for District 4.

Questions for Analysis

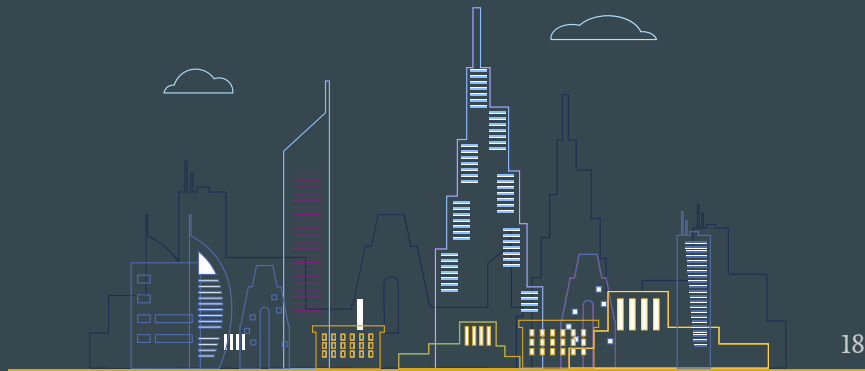
- Are there any features that can help small businesses
 - Type of business: Are food businesses more successful/common than entertainment businesses?
- Are there any barriers to a business succeeding in District 4?
 - Do these businesses tend to spend a lot of capital? More or less compared to other districts?
 - Do similar business types in other minority districts perform better? Or worse?
- Do businesses in District 4 get visibility online?
 - Google maps, Yelp, etc.
- What is a reasonable benchmark for small businesses in District 4?
 - Essentially - what is an achievable goal for the small businesses
- Does a lack of non small businesses (corporations) negatively impact District 4's landscape?
 - Does this affect the number of customers willing to do business in District 4? (travel to District 4 for food, groceries, etc.)
 - District 4's customers will primarily come from only District 4 - an important thing to note
 - Compared to District 2 where many customers come from other districts to do business

Rationale

This extension analyzes the performance of small businesses in District 4. By comparing the performance across businesses, we hope to identify areas of improvement that are likely to aid in the success of a small business. We also hope to identify achievable goals that small business owners entering District 4 can expect to encounter. With this information, our goal is to implement a foundational report on how District 4 can become more appealing to small business owners and furthermore, identify how they can see success.

Datasets

- Certified Businesses of Boston
- Main St. Spending Data
- Estimated Employment



Thank you.