

Analyzing Minority Business Enterprises in the Greater Boston Area

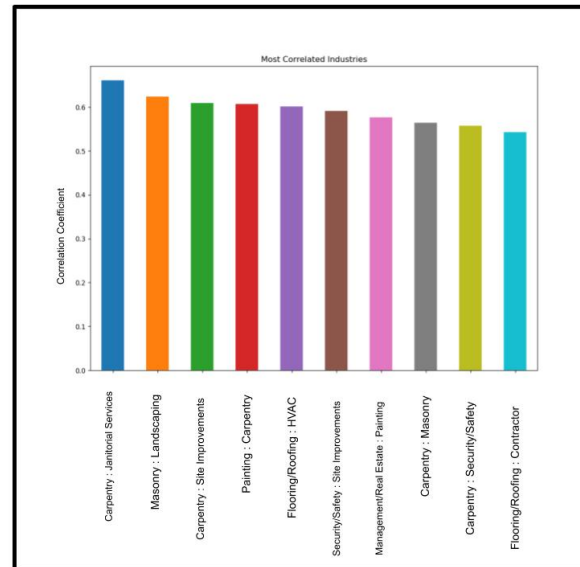
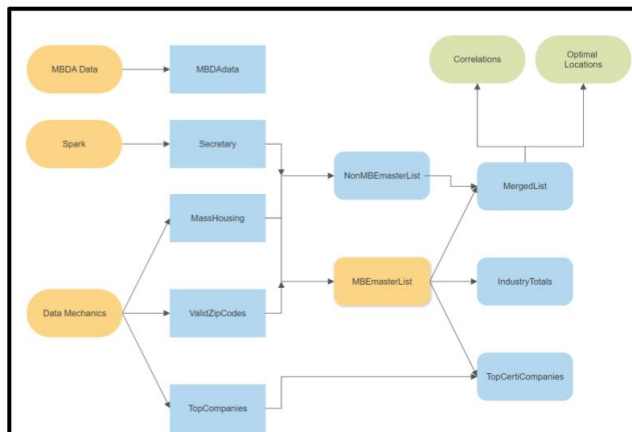
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Introduction

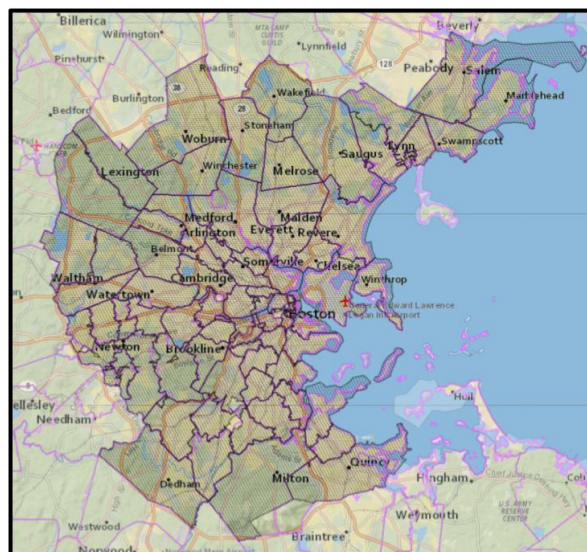
The Pacesetters Program is a partnership with the Greater Boston Chamber of Commerce members who use their collective purchasing power to create opportunities at scale for local enterprises of color, for example, by locating those businesses that are not receiving benefits and helping them obtain MBE certifications. However, there is no system in place for the members to visualize and locate the current MBE-certified entities around the Mass belt. In order to help these organizations use their resources efficiently and help promote healthy competition, we combined multiple data sets to generate a master list of all MBEs around the Mass belt and generated important statistics to assist in any decisions to allocate resources effectively.

Dataset

- Extract data from different web portals
 - Clean the data frames using different transformations
 - Merge data to combine necessary information for statistical analysis
 - Generalized 46 MBE industries by hard-coding key words
- (The flow of the creation of different data sets is provided)



Target Zip Codes in Data



Analysis & Results

- Out of 1080 pairs of industries, “Carpentry -- Janitorial Services” have the highest positive correlation: 0.66.
- Blue collar jobs are usually located in a similar location
- Another pair that supports this claim is Masonry -- Landscaping which has a positive correlation of 0.62.

Out of the 80 zip codes surrounding the I-93 belt, the zip codes with the most number of MBE additions we suggest are: 01801, 02169, and 01880 (8 additions/zip code). This means that the cities of Woburn, Quincy, Braintree, and Wakefield and good locations for new MBEs to start and be successful.

Conclusion & Future Work

The inequalities faced by the minority communities in terms of business opportunities, financial aid and the like, have served as obstacles for their growth. Under the Spark! Pacesetters project, we were able to learn about the resources & datasets that can help classify and locate certified MBEs. We believe that with this knowledge and modification to our final website, we can help numerous certified and non certified MBEs to grow by allowing organizations to visualize identify the necessary funding regions without much hassle. In the end, the goal is to provide MBEs (and potentially other groups) a chance, and the role of our field is to build help build that bridge.