

# Cambridge Local First



Cambridge Local First (CLF) is a non-profit network of 450+ local and independent businesses in Cambridge, Massachusetts. Their mission is to support, promote, and celebrate a “local economy community” by educating the public and government about the significant environmental, economic, and cultural benefits of a strong local economy.

## Project Description

**The HDAG team will work on a set of 3 CLF strategic initiatives over the semester.**

1. **Data insights for State of Small Business Report.** CLF is looking to better understand the welfare of small businesses in Cambridge and are drafting a State of Small Business Report and hope to use these data insights in the report itself, which will be shared with the public.
2. **User engagement analysis.** Review and generate visual insights (user engagement, etc.) from any/all of our three social media accounts ([Instagram](#), [Facebook](#), and [Twitter](#)) and [our website](#) (via Google Analytics and Jetpack)
3. **Surveying businesses on the impacts of bicycle safety:** CLF are looking to collect data from businesses on Mass Ave to assess the impact of protected bike lanes on business revenues. This would involve (1) creating a survey, (2) working to amplify the survey with affected businesses, and (3) generating insights from the survey.

**Client Partners + Meeting Expectations:** Executive Director, Associate Director of CLF; weekly meetings expected

**Datasets:** [Menino Survey of Mayors](#), CLF internal survey data from Cambridge business canvassing, social media + website analytics tools, creating own dataset for bike safety sentiment

**Deliverables:** Midpoint and final deliverable,

**Preferred Coding Languages:** Any

## Specific Skills

1. **Econometrics:** Researching key questions and designing surveys to collect data.
2. **Data Analytics:** Exploring, processing and deriving valuable insights from data
3. **Data Visualization:** Creating useful and interactive visualizations

Expected Technical Difficulty: **Easy**