

# Market Insights and Expansion Opportunities

By: Nathanael Ochoa  
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# Introduction

- I was tasked with analyzing the data sourced from the [National Database of Childcare Prices](#) to aid in decision-making for market expansion.
- The database includes childcare cost data for 1,779 U.S. counties, organized by provider type, age group, and county characteristics, spanning the years 2008 to 2018.

# Key Findings

- I identified the top 10 counties and cities with the highest change in median weekly pricing over time (delta) and specifically analyzed these areas.
- Some of the demographics provided in the data show strong positive and negative correlations with the median weekly prices.

# Interactive Dashboard Overview

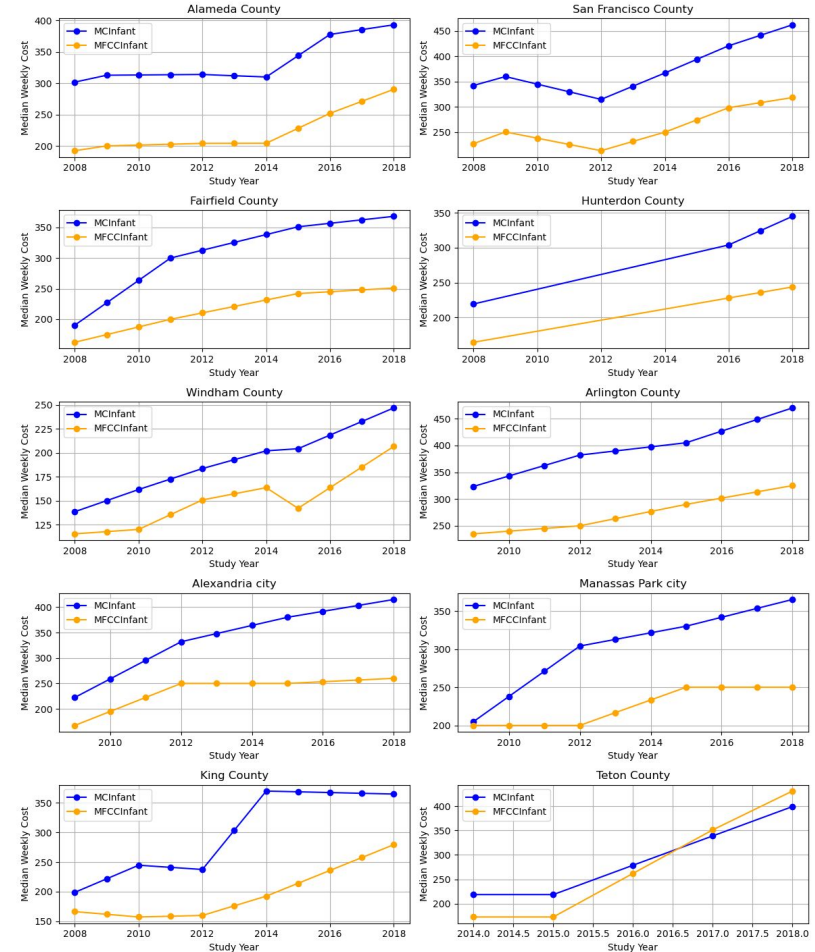
- The top section of the dashboard shows the median weekly care prices by county and care type, with filters available for selecting the type of care and year.
- The bottom section of the dashboard displays the median weekly prices over time, with filters available for selecting the type of care.
- [https://public.tableau.com/app/profile/nathanael.ochoa/viz/Book2\\_17281880498040/Ochoa640M3Dashboard](https://public.tableau.com/app/profile/nathanael.ochoa/viz/Book2_17281880498040/Ochoa640M3Dashboard)

# Pricing Trends Analysis

- Note that MC represents median price of center-based care while MFCC is used to denote median price of family childcare.
- The counties that have the best growth for both types of care were considered.
  - Opening a new center that provides services for both types of care will be most profitable.
  - Opening a new center that provides services for multiple age groups will also increase profit margins.

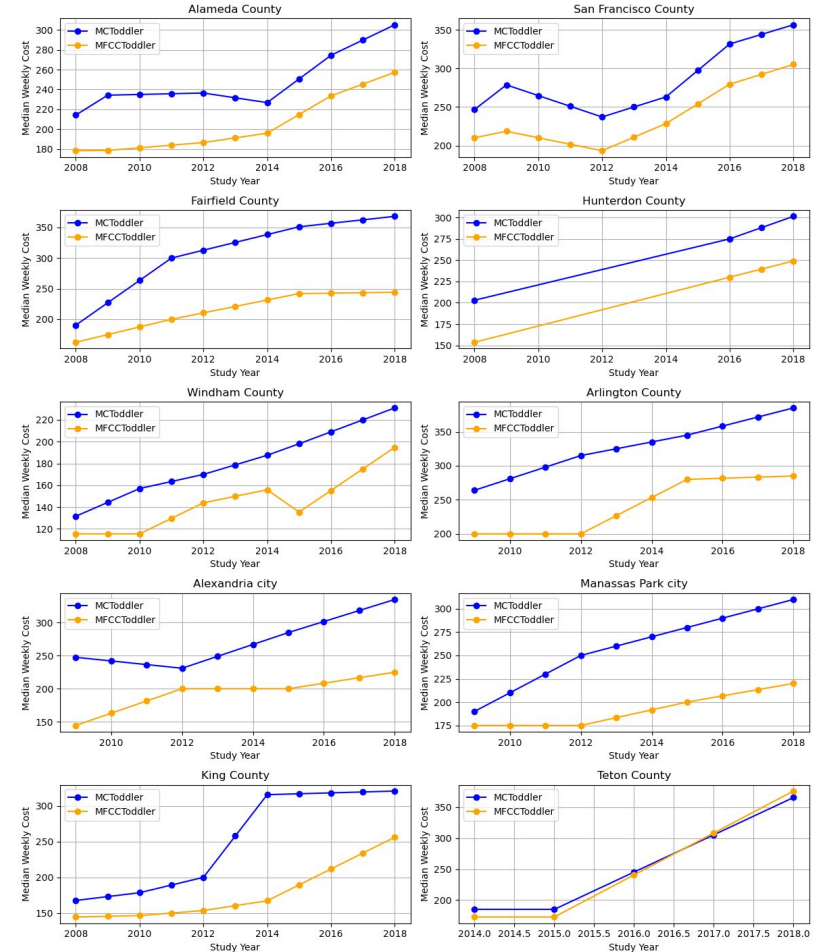
# Infant Care Pricing

- The counties/cities most suitable to offer both forms of infant care are:
  - Fairfield County
  - King County
  - Alexandria City
  - Alameda County
  - San Francisco County



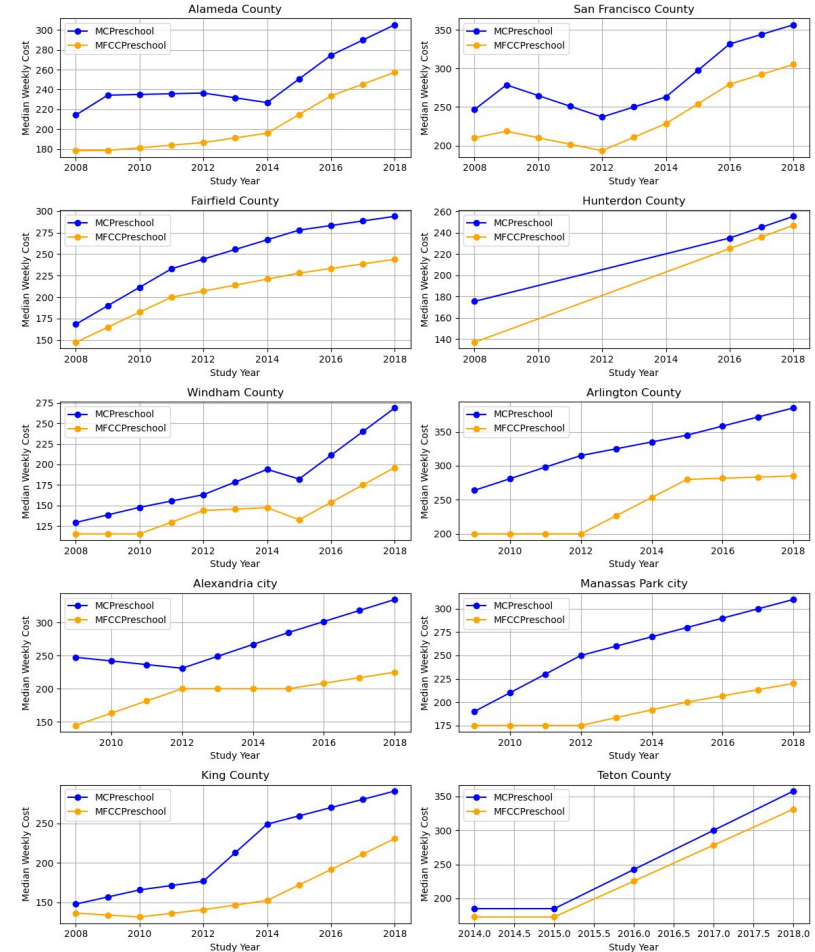
# Toddler Care Pricing

- The counties/cities most suitable to offer both forms of toddler care are:
  - Fairfield County
  - Alameda County
  - King County
  - Alexandria City
  - San Francisco County



# Preschool Care Pricing

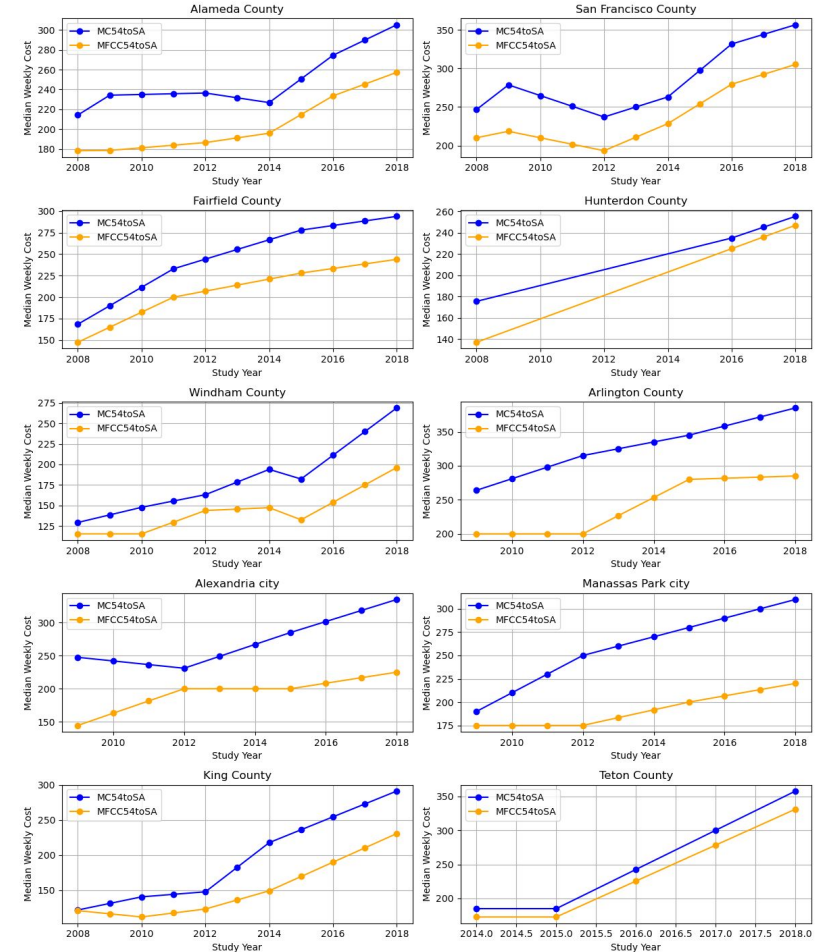
- The counties/cities most suitable to offer both forms of infant care are:
  - Fairfield County
  - King County
  - Alexandria City
  - Alameda County
  - San Francisco County





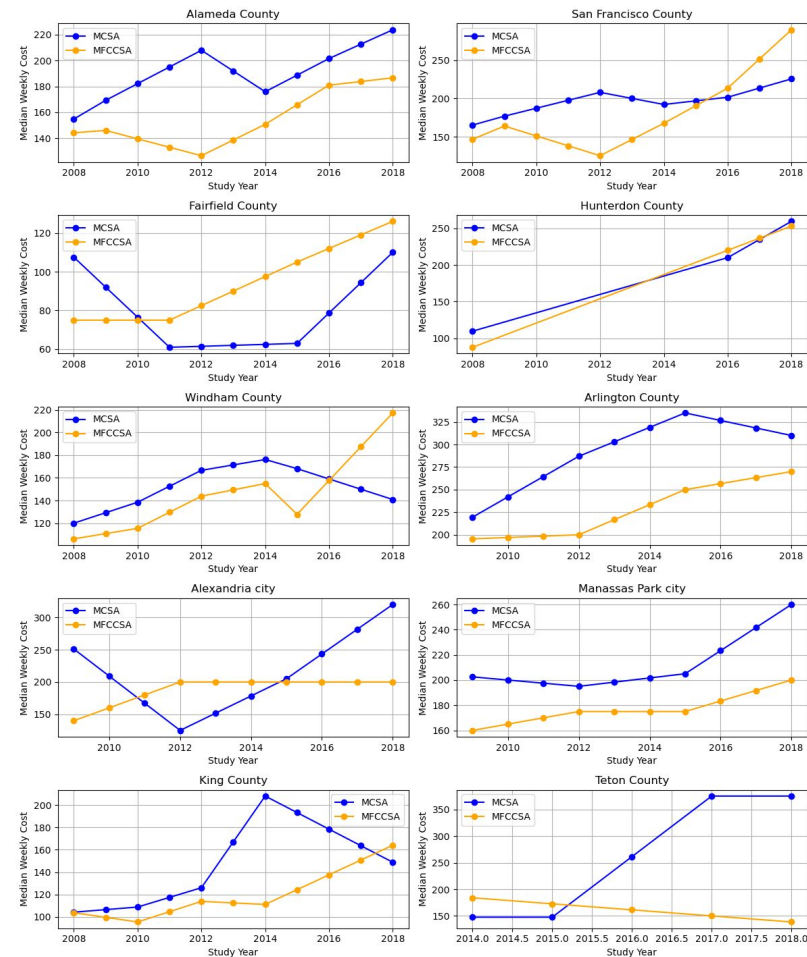
# 54 Months to School Age

- The counties/cities most suitable to offer both forms of infant care are:
  - Fairfield County
  - King County
  - Alexandria City
  - Windham County
  - San Francisco County



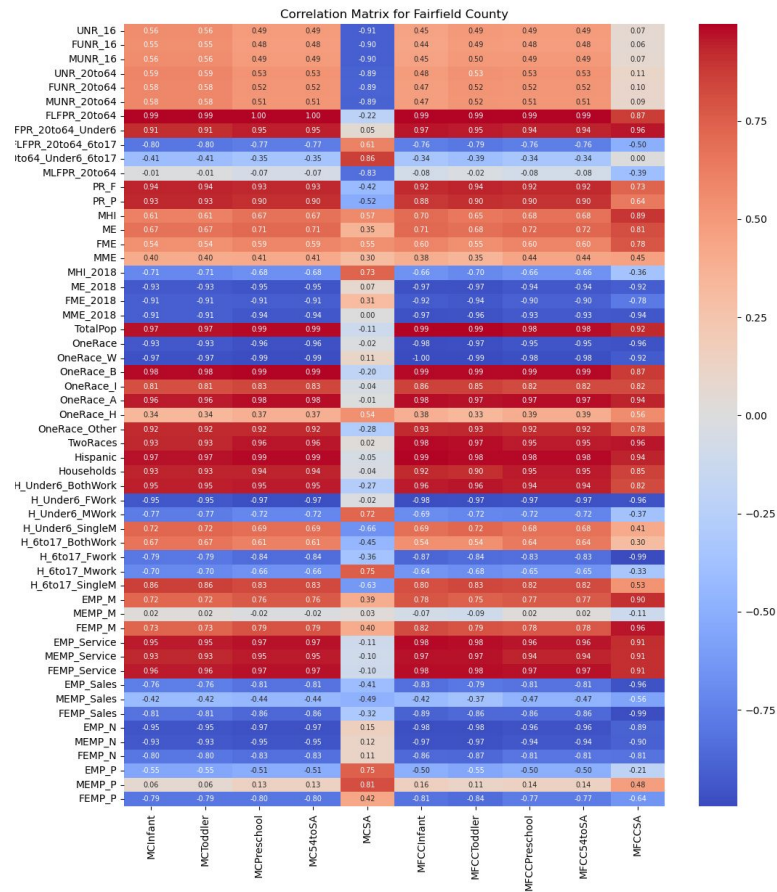
# School Age Pricing

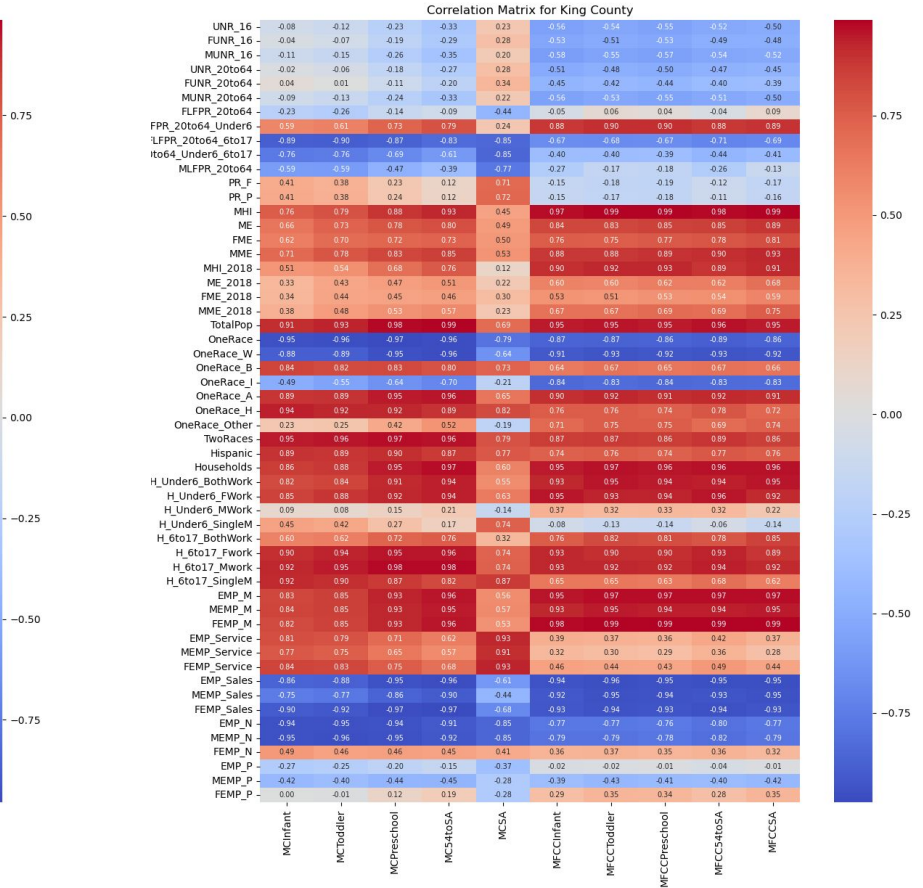
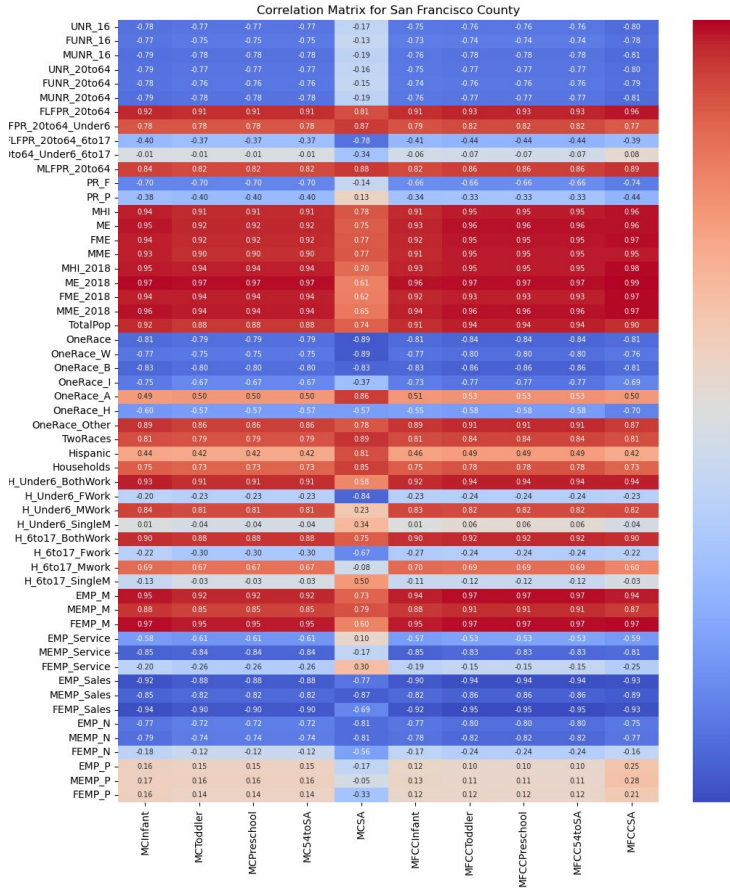
- The counties/cities most suitable to offer both forms of infant care are:
  - Fairfield County
  - Hunterdon County
  - Arlington County
  - Alameda County
  - San Francisco County



# Demographic Insights

- The correlation matrices will focus on the following counties:
  - Fairfield County, CT
  - San Francisco County, CA
  - King County, WA
  - Alexandria City, VA
  - Alameda County, CA
- Correlation does not signify causation.
  - 1: Perfect positive correlation. As one variable increases, the other variable also increases proportionally.
  - 1: Perfect negative correlation. As one variable increases, the other variable decreases proportionally.









# Strategic Recommendations

1. Expansions must be sought out in the following counties:
  - a. Fairfield County, CT
  - b. San Francisco County, CA
  - c. King County, WA
  - d. Alexandria City, VA
  - e. Alameda County, CA
2. Offer center-based child care AND family child care services.
3. Update and continue to monitor trends and demographic variables that have strong correlations with the median weekly price variables.

# Summary Brief Overview

- Will contain the selected counties and their respective line plots and correlation matrices.
- A link to the technical guide for the data will be provided (page 34).
  - <https://www.dol.gov/sites/dolgov/files/WB/media/NationalDatabaseofChildcarePricesTechnicalGuideFinal.pdf>

# Conclusion & Q&A

- Please engage with the dashboard and review the summary brief for further insights.
- Thank you for your time.
- For follow-up questions, please contact me at [nochoa@my365.bellevue.edu](mailto:nochoa@my365.bellevue.edu).