Business & Research Brainstorming

***List of top 3 Business Ideas:***

* Non-for-profit organization that either pays for minorities private health insurance to pay for therapeutic services that aren’t covered by public aid & or require a long wait time to receive services. OR my own therapeutic daycare/ schooling at a discounted rate & or accepting taking public aid. : We have a winner!
* A Reminder watch for elders
* Car Dealership

***Market Research Database website ideas:***

* **Kaggle** (https://www.kaggle.com/datasets): Kaggle offers a variety of datasets across industries.
* **U.S. Census Bureau** (https://www.census.gov/data.html): Provides population, business, and economic data.
* **Data.gov** (<https://www.data.gov/>): Offers datasets from the U.S. government, including business, health, and education data.
* **World Bank Open Data** (<https://data.worldbank.org/>): Good for global economic and industry data.
* **Statista** (<https://www.statista.com/>): Provides statistical data for industries and markets.
* **Google Trends** (<https://trends.google.com/>): Analyze search trends to understand what people are interested in
* <https://datasetsearch.research.google.com/>
* [Pollution Hits Chicago's West, South Sides Hardest - Illinois Answers](https://illinoisanswers.org/2018/10/25/interactive-map-pollution-hits-chicagos-west-south-sides-hardest/)
* [Data Averages - Air Quality Chicago](https://airqualitychicago.org/dashboard/data_averages/)
* [https://www.bing.com/search?q=%2bair+quailty+data+set+in+chicago&filters=rcrse%3a"1"&FORM=RCRE](https://www.bing.com/search?q=%2bair+quailty+data+set+in+chicago&filters=rcrse%3a%221%22&FORM=RCRE)
* [Index of /programs-surveys/popest/tables/2020-2023 (census.gov)](https://www2.census.gov/programs-surveys/popest/tables/2020-2023/)
* [Association between Autism Spectrum Disorder and Environmental Quality in the United States (mdpi.com)](https://www.mdpi.com/2220-9964/13/9/308)

1. What do they do? - Assist minorities in receiving therapeutic services to support their individual growth & help them thrive within society.
2. Who are the customers? - Minority neurodivergent kids & teens 18 & under
3. Who are the suppliers? Donators, grants, insurance companies, etc.

***Target Market***

**Minorities:** This includes individuals from various racial and ethnic backgrounds who face disparities in healthcare access.

**Individuals with Unmet Healthcare Needs:** This includes those who require therapeutic services that are not covered by public aid or have long wait times.

**Low-Income Individuals:** This group will benefit from my non-profit's assistance in paying for necessary therapeutic services.

Here are some key records I will need to track:

***1. Clients (Individuals receiving Insurance Support):***

* **Basic Information:** Name, contact information, demographics (optional for reporting purposes)
* **Financial Information:** Income level (for eligibility), public aid information (optional)
* **Health Information (Maintain Privacy):** Summary of unmet healthcare needs, therapy type needed

***2. Insurance Companies:***

* **Company Name, Contact Information**
* **Plan Details:** Plans offered, covered services (especially therapeutic services)
* **Cost Information:** Premium rates, coverage details, any specific agreements with your non-profit

***3. Funding Sources:***

* **Donor Information:** Individual donors, foundations, grants
* **Donation Details:** Amount donated, date, designation (if any)

***4. Operations:***

* **Staff Activities:** Track time spent on client intake, insurance applications, etc. (for efficiency analysis)
* **Marketing Efforts:** Track campaigns, outreach programs, and their effectiveness (Likely won’t use in project to consolidate)

***5. Reporting :***

* **Client Demographics:** Track trends in race, ethnicity, income levels of recipients
* **Services Provided:** Track types of therapy supported by your non-profit
* **Insurance Coverage:** Monitor effectiveness of different insurance plans
* **Funding Sources:** Analyze donor trends and track grant success rates (Likely won’t use in project to consolidate)

**Conceptual Model:**

* **My non-profit acts as an intermediary between clients, insurance companies, and funding sources.**
* **Clients apply for assistance, providing basic and potentially health information (with privacy controls).**
* **Based on eligibility criteria, I can partner with insurance companies to cover therapeutic needs.**
* **Funding from donors and grants supports premium payments and operational costs.**
* **Data is collected throughout the process to analyze impact and improve efficiency.**

***Logical Database Model and Entity Relationship Diagram Entities***

1. **Client** (Primary Key: ClientID)
   * Attributes: Name, Contact Information, Demographics, Financial Information, Health Information
2. **InsuranceCompany** (Primary Key: CompanyID)
   * Attributes: Name, Contact Information, Plan Details, Cost Information
3. **FundingSource** (Primary Key: SourceID)
   * Attributes: Name, Contact Information, Donation Details
4. **Policy** (Primary Key: PolicyID) (Optional - links Clients and Insurance
   * Attributes: ClientID (Foreign Key), CompanyID (Foreign Key), Start Date, End Date (optional)
5. **Donation** (Primary Key: DonationID) tracks specific contributions
   * Attributes: SourceID (Foreign Key), Amount, Date, Designation

**Relationships:**

* **One Client can have Many Policies (Optional):** Links a client to multiple insurance policies if applicable.
* **One Insurance Company can have Many Policies (Optional):** Links an Insurance Company to the policies they offer.
* **One Funding Source can have Many Donations (Optional):** Tracks individual donations from each source.
* **One Client can be associated with Many Donations (Optional):** Links donations made specifically towards a client.

***Diving Deeper into my Non-Profit's Database & Expanding the Conceptual Model:***

**1. Services:**

* Attributes: Service Name, Description, Cost, Provider Information
* Relationships: Many-to-Many relationship with Clients (Clients can receive multiple services, and Services can be provided to multiple Clients)

**2. Providers (Therapists):**

* Attributes: Provider Name, Credentials, Contact Information, Specialization
* Relationships: Many-to-Many relationship with Services (Providers can offer multiple services, and Services can be provided by multiple Providers)

**3. Invoices:**

* Attributes: Invoice Number, ClientID, Date, Total Amount, Items (Details of services provided)
* Relationships: One-to-Many relationship with Services (An invoice can include multiple services)

**4. Payments:**

* Attributes: Payment ID, InvoiceID, Date, Amount, Payment Method
* Relationships: One-to-Many relationship with Invoices (Multiple payments can be made for a single invoice)

**5. Staff:**

* Attributes: EmployeeID, Name, Role, Contact Information
* Relationships: One-to-Many relationship with Clients (A staff member can handle multiple clients)

**6. Settings:**

* Attributes: Parameter Name, Value (e.g., eligibility criteria, payment thresholds)

***Data Types***

* **Text:** For names, descriptions, and other textual information
* **Numbers:** For numerical values like IDs, costs, and quantities
* **Dates:** For dates and times (e.g., invoice dates, payment dates)
* **Boolean:** For yes/no values (e.g., is active, is paid)

**Normalization:** Normalizing my database to reduce redundancy and improve data integrity. Dividing large tables into smaller, related tables. For example, separating client contact information into a separate table.