Ideas for forms of data collection:
A consideration is going to be how we tie all the data together to make sure we have the correct data for the correct business - first idea of how to do this is based on address

Resources:
- Google dataset search:
  https://datasetsearch.research.google.com/search?query=U.S.%20small%20business&docid=L2cvMTFqY2s1NWtneQ%3D%3D
- JPMorgan lists out many other resources here:
  https://www.jpmorganchase.com/institute/research/small-business/small-business-data-resources

Government Filings/Aggregated data:
- Census data on number of businesses and payroll by industry, MSA (geographic area), and business size. Could be used as a metric of competition in the area
  https://www.census.gov/data/tables/2016/econ/susb/2016-susb-annual.html
- Small business trends: https://www.nfib.com/surveys/small-business-economic-trends/
- Workforce vitality numbers: https://workforcereport.adp.com/
- Entrepreneurial dynamics?
  https://www.icpsr.umich.edu/web/ICPSR/studies/37202/datadocumentation
- Small business optimism survey
  https://www.statista.com/statistics/220353/monthly-us-small-business-optimism-index/

Social Media:
- Facebook, Instagram, Twitter, (TikTok?)
  - # of posts
  - Frequency of posts
  - # of followers
  - Network Analysis
  - Associated Accounts/Previous Businesses
  - Follower engagement / average number of likes per post
    - Facebook check-ins, Instagram location tags
- Google
  - Website clicks? Google search position?
- Craigslist/Facebook Marketplace Ads

Reviews:
- Yelp
- Angie's List?
- Google reviews
- Facebook reviews
- Better Business Bureau https://www.bbb.org/
- Amazon reviews?

Payments:
- Paypal/Venmo transactions?

News:
- Featured in any newspapers/articles?
- Sentiment analysis of local news
- Listed on any "best restaurant" or "best of" lists?
  - Eater, thrillist, wirecutter, bon appetit

Geospatial:
- Google Maps
- Crime Stats
- Climate risk factors (flood plains, forest fires, hurricane)
- Satellite Imagery