The Small Business Development Centers (SBDC) are non-profit business consulting organizations funded by the Small Business Administration (SBA). There are many SBDCs across the United States offering free consulting services. Each SBDC is responsible of serving businesses within its home state, and most states have multiple centers dividing the state into multiple smaller regions to better serve local businesses. I am collaborating with the Nebraska SBDC, headquartered in Omaha following their request for my skills to answer some program-related questions. Previously, they had a consultant with data analytics expertise that used to handle the projects they are asking for help with, but since that consultant left the program, those projects were left unfinished, and they needed my skills to complete them.

The primary areas of investigation are the consultants’ operations, staffing levels, and client success. To assist them with investigating those areas, they sent me multiple spreadsheets with different staff and client data for the past decade. Additionally, I will need to gather public data describing the population each SBDC center serves. My goal is to analyze the datasets to better understand the staffing levels at each center relative to the region’s population, compare staffing levels across different states, how they can optimize their consulting hours, and what factors contribute to client success.