

Client Kick Off scrum

What is the project focus/overall goal?

- Purpose: Understand the current landscape of small businesses in District 4. With more context into the small business landscape, the current gaps that exist can be identified and analyzed.
- Goal: Understand the current issues of small businesses, and see what can attract more small businesses to the area.
 - Create list of businesses within district 4, categorize businesses by type (restaurant, salon, hardware store, etc), identify business owner demographics, and identify trends and gaps to extract data and answer client questions (preferably with visualizations)

What type of data will you collect or be analyzing?

- The list of businesses for district 4. (BPDA data, District 4 shape file)
- Business owner demographics
- Business licenses
- Foot traffic
- Business ratings/reviews

What are potential limitations of the project?

- The data analysis might overfocus on District 4. The current issue figured out might not be specific to District 4, but also happens on small businesses in other districts. Issues for example the impact of covid-19 on small businesses not only appears in District 4. So only working on the data from District 4 might not be so effective to identify the issue then also looking at the data from a bigger area.
- Though analyzing small businesses may help us understand their struggles and challenges, it may be hard to have constructive solutions to their problems.

Why is this project important or Why did you choose this project?

- This project is important because the last few years have shaken up how businesses operate and small, independent businesses are most vulnerable to instability and can be overshadowed by the wants and needs of their much bigger competitors.
- This project can also help us identify what businesses are missing, which is important to know when trying to improve communities and build opportunity for constituents.
- By answering the question “How are businesses doing?”, we hope to provide helpful insights on not only the challenges that small businesses face but also where they are succeeding and how we can promote more of that success

What is your team's next steps? (include action items/tasks)

- Work on the upcoming deliverables.
- Create the data set for district 4.
- Clean the data, categorize them and identify key features.
- Analyze the data set and try to answer the questions.