-Which is better excel or non excel csv?

-Difference between nursing and non -nursing datasets.

-Rename Project files

-Look for other useful complementary Datasets

-Sale leadership team, what are they selling?

-My target? App, facilities, professionals?

to provide facilities with a more balanced, demand-driven staffing solution.

Question 1

Temp vs Permanent and the brokendown by facility size

How many of the facilities are small, whats the faicility distribution?

Question 2

This seems to be the main selling point but we really want to drive the point home.

Question 3

Isnt clipboard temporary staffing? Wouldn’t this be a point against them?

Question 4

Dig deeper with thorough EDA

Question 5

How does clipboard benefit because facilities might use this info for themselves

* We do a lot of writing at Clipboard Health (we believe that writing is thinking), so each recommendation should include some writing around how you analyzed the data, what you uncovered, and the specifics of what you’d recommend the sales team do based on your findings.

Why Choose Clipboard Health?

**$0 Direct hire fee**

Hire any worker from our platform for free after just one shift—no direct hire fees, no hidden costs.

Urgent Shifts

Our system automatically reposts last-minute cancellations or no-shows as urgent shifts, achieving an 80%+ fill rate (posted less than 1 hour in advance)

Favorited Workers

Build an ‘A-team’ of your favorite professionals so you can re-invite them to future shifts.

Geo-Tracking

With real-time geo-tracking, you can see exactly where workers are before and during shifts, ensuring full transparency and peace of mind.

**Healthcare Facilities:**

Facilities—such as hospitals, nursing homes, and assisted living centers—are the primary paying customers. They use Clipboard Health to quickly fill open shifts with vetted professionals, streamlining their staffing process while reducing the high costs and delays associated with traditional staffing agencies. As a sales team analyst, your outreach and sales efforts would be largely focused on these facilities, demonstrating how the platform can resolve their staffing challenges efficiently.

**Healthcare Professionals:**

On the other side, healthcare workers like nurses, CNAs, and other licensed professionals are the supply side of the marketplace. They benefit from the platform by gaining access to flexible, on-demand work opportunities and instant pay features. Although these professionals are crucial for the marketplace’s success, they typically join the platform through user-driven sign-ups and marketing, rather than direct sales efforts.

**Granular Role-Based Data:**

The spreadsheet breaks down staffing by multiple roles—such as RNs (including specialized categories like RN Director of Nursing and RN with administrative duties), LPNs, CNAs, and even nurse aides in training. This level of detail can help facilities identify which positions are most reliant on contract versus employee hours. For example, if a significant portion of RN or CNA hours are covered by contract staff, it suggests a potential inefficiency or a gap in stable staffing that Clipboard Health’s marketplace could help resolve.

**Employee vs. Contract Hours:**

With separate columns for employee and contract hours (e.g., Hrs\_RN\_emp vs. Hrs\_RN\_ctr), there's a clear opportunity to analyze how much facilities depend on external staffing solutions. A high ratio of contract hours might indicate that facilities are facing challenges filling permanent roles—information that could be used to tailor sales messaging toward cost savings and improved staffing consistency with a digital platform.

**Temporal Analysis Possibilities:**

The inclusion of date-based fields (WorkDate and CY\_Qtr) allows for time-series analysis. This data can reveal trends or seasonal variations in staffing demand. Sales teams could use this information to demonstrate how facilities might better plan staffing needs in advance using Clipboard Health’s real-time, on-demand marketplace, ultimately reducing last-minute staffing emergencies.

**Correlation with Care Demands:**

The MDScensus field, which reflects the resident census, offers an opportunity to correlate staffing levels with patient care needs. If staffing hours don’t align with resident counts, it may signal understaffing issues. This insight supports the strategic recommendation of leveraging data analytics to provide facilities with a more balanced, demand-driven staffing solution.

**Contract vs. Employee Utilization Across Roles:**

Both datasets break down hours into employee and contract categories. By comparing the two, you can identify whether facilities rely more on contract labor not only for nursing roles but also for ancillary roles. This insight is valuable for understanding staffing challenges that might be addressed by a flexible, on-demand marketplace like Clipboard Health.

**Opportunity Identification:**

If the non-nurse dataset reveals high levels of contract usage in support roles (e.g., therapy aides, dietary staff, environmental services), it might indicate a broader trend where facilities are turning to contractors to fill gaps. This reinforces the value proposition of a digital staffing platform that can offer flexible, reliable staffing solutions.

**Seasonal and Trend Analysis:**

With time-stamped data available in both datasets, you can perform time-series analyses to uncover seasonal peaks or troughs in staffing demand. This enables the sales team to tailor strategies for both nursing and non-nursing roles, ensuring facilities can proactively manage fluctuations in staffing needs.

**Holistic Workforce Management:**

An integrated view of both clinical and non-clinical staffing data helps facilities see the complete picture of their labor needs. For Clipboard Health, this can be a powerful selling point—demonstrating that their platform isn’t just about filling nursing shifts, but about optimizing overall workforce management in healthcare facilities.

**Data-Driven Sales Messaging:**

The granular breakdown in both datasets can support data-rich sales presentations. Highlighting discrepancies, such as high contract utilization in certain roles, can help illustrate where facilities are most vulnerable to staffing shortages. This allows Clipboard Health’s sales team to position their solution as a way to stabilize staffing and improve operational efficiency.