

Soumya Ranjan Prusty
April 2020

Capstone Presentation

Business Opportunity and Audience

Hypothetically, I am a commercial account executive at a local bank and I am considering opportunity in my area.

Little Elm, Texas is an up and coming suburb of North Dallas, and is currently developing at an intense rate. There is construction at every corner. This is a prime time to begin entrepreneurship. Little Elm is also landlocked by other cities, so this is the ideal opportunity to act in the business sector as either an investor or business operator, before the point of entry is saturated and opportunity is more limited.

I am interested in exploring the type of businesses, in Little Elm, that my company should invest it's capitol in. This will influence which types of business loans I approve, and also what sort of marketing my company will undertake in order to attract clients interested in opening businesses in my area. I could also use this information to potentially advise my long term investment clients in the types of businesses to investor their money in, capitalizing on an opportunity to improve relationships with my current clients, increasing their loyalty.

I will explore 5-10 options and compile my target list.

Data Description and Source

Using FourSquare Data, I will explore the types of businesses that already exist in Little Elm and also at least one surrounding city which is more historically developed. I will compare the percentages of businesses in that city to what exists currently in Little Elm and see what will be ideal categories for growth, assuming for the purposes of this project, that Little Elm could support a similar business profile as the comparison city (regardless of actual comparison).

I will also explore how those business categories are rated by users to see how popular they are with shoppers and consider this my likelihood of a successful long term business securing my capitol.

Currently (in the real world), some of the ForeSquare data is affected by CoVid-19 and the lack of visitors, so I might have to make exceptions for some of my findings keeping this in consideration.

And example might be the need of a fitness facility or doctor office. If the doctor offices have better reviews, I will add that to my target list.

Methodology

First, I will use data to determine the count of existing in available business categories provided by the ForeSquare data in Little Elm and one additional city

I will then calculate the percentages in each respective city and determine which categories have the most opportunity for growth in Little Elm

I will use a TBD method, for existing businesses in the comparison city for my proposed categories, to see which of these categories have the best user ratings overall.

I will determine which categories to select for my final target list using a combination of the need for the types of businesses along with the success of those businesses in the comparison city