

Plan / Proposal

1.

Our final project will take a different direction from our precious Shiny App Project. Instead of investigating the stock market, we will now explore the topic of sustainability and environmental concern among the top companies in the United States. Our project will aim to address the following questions:

- (1) What is the relationship between revenue, revenue growth, and sustainability?
- (2) What is the relationship between sustainability and geography in the U.S.?
- (3) Which sectors have the most sustainable companies?

For ‘Top Companies,’ we will focus our investigation to companies listed in the Fortune 500, and will scrape company name, yearly profit, and yearly revenue data from the Fortune website. There are several organizations and datasets that provide sustainability and ESG ‘ratings’ for companies in the Fortune 500 list. These ratings and metrics provide insight into how companies make efforts to achieve environmentally-friendly and sustainable practices, and they will be a key component of our sustainability measurements and visualizations. Investors Business Daily provides a list of the 50 best ESG companies, and we plan to scrape this data for our interactive ‘Sustainability Map.’ We would also like to get access to Bloomberg, if possible, as the site provides ESG rates for every publicly traded company. We plan to ask you about this on Tuesday, although Yahoo Finance also provides ESG data for all publicly traded companies, so we may decide to use this resource if we are unable to get access to Bloomberg.

2.

Our blog will include an interactive map that will show the average ESG score for each state in the US. The average score will be determined by averaging the ESG ratings for the companies that are headquartered in each respective state.

The blog will also include visuals that display the relationship between ESG ratings and company revenue, revenue growth, sector, size, and age (from when it was founded) for Fortune 500 companies. These visualizations will include a series of point plots to investigate the linear relationships between these variables.

Lastly, our Blog will include a written report that summarizes the findings of our data analysis and conveys the implications of sustainability on current and future company revenues and revenue growth.

3. Checkpoints / Group Deadlines:

October 29th: Create Initial Proposal for Blog

November 4th: Wrangle and tidy datasets for ESG ratings and company attributes (revenue, headquarters, etc.). Make sure that our data is ready to be implemented into visualizations.

November 7th: Create Visualizations and Interactive Map in RStudio.

November 14th: Write Blog and Implement Visualizations and Interactive Map into Blog page.

November 16th: Finalize Presentation, make any necessary changes and/or revisions to our code and Blog.