

Project Title:

Analyzing Gender Disparities and Trends in Sole Proprietorship and Business Leadership

Name:

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Objective:

This project analyzes gender disparities in business ownership and leadership to provide insights that support Shecluded's mission of empowering women in business.

Project Website: For more details on the project, visit:

<https://www.datascienceportfol.io/oche/projects/1>

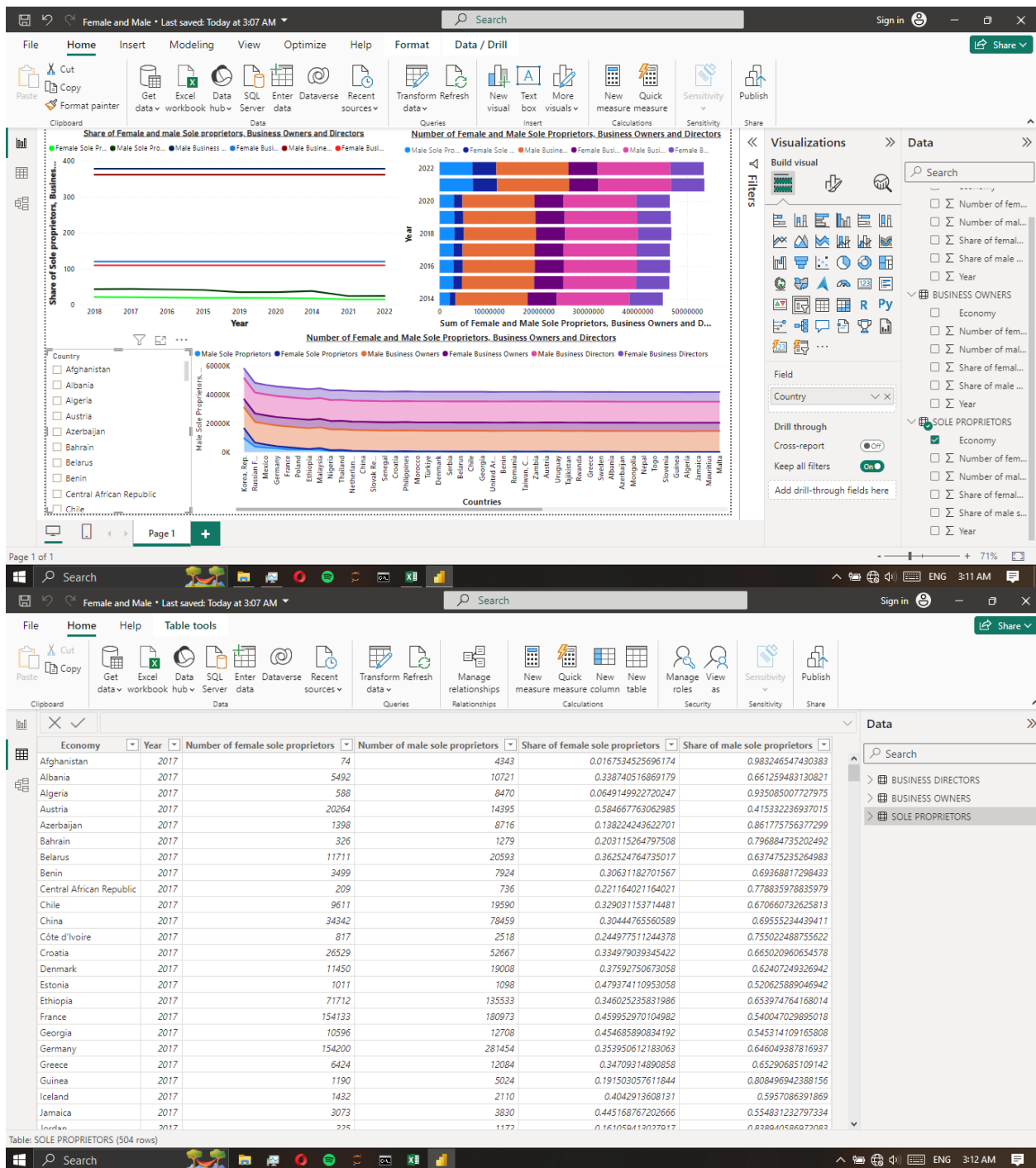
Methodology

- **Data Collection:**
Data was sourced from the World Bank Group: [World Bank Gender Entrepreneurship Data](#).
- **Data Cleaning:**
The data was imported into Excel, where empty rows and columns were removed, and incorrect values were corrected.
- **Analysis Techniques:**
 - **Time Series Analysis:** Analyzed the trends in business leadership over time.
 - **Descriptive Analysis:** Calculated the total number of female and male sole proprietors, business owners, and directors for each year.
 - **Disparity Analysis:** Compared the share of female sole proprietors, business owners, and directors to their male counterparts over time.

Findings and Analysis

The study reveals a minor disparity between the share and number of male and female sole proprietors across various countries. However, a significant gap exists between the number of male and female business owners and directors. Specifically, men hold a disproportionately higher number of leadership positions compared to women in business.

Key Visuals:



Recommendations

1. Targeted Support Programs:

Develop and implement programs aimed at increasing the number of female business owners and directors. This could include mentorship programs, leadership training, and networking opportunities specifically designed for women.

2. **Policy Advocacy:**

Advocate for policies that promote gender equality in business ownership and leadership. Support initiatives that provide financial incentives or support structures for female entrepreneurs.

3. **Awareness Campaigns:**

Launch campaigns to highlight successful female business leaders and entrepreneurs. Showcasing role models can inspire and motivate other women to pursue leadership roles in business.

4. **Data Monitoring and Evaluation:**

Continuously monitor and evaluate gender representation in business ownership and leadership. Use this data to assess the effectiveness of implemented programs and policies, and adjust strategies as needed.

Conclusion

The study underscores a notable disparity in business leadership roles, with women significantly underrepresented among business owners and directors compared to their male counterparts. Addressing these gaps through targeted support, policy changes, and increased visibility for female leaders can help create a more equitable business environment. By implementing the recommended strategies, organizations can work towards achieving greater gender parity in business leadership, thereby aligning with Shecluded's mission to empower and advance women in business.