Exploratory Data Analysis with R: Project Proposal

In my project, I will explore why some cities have larger or smaller populations of affluent (to be defined; however, the standard definition of affluent is $75,000+ per individual in household income) African Americans over a ten-year period, from 2005 to 2015. To control for agglomerations of high-paying industries like professional services, defense contracting, finance, and technology I will control for the income of Non-Hispanic White Americans, who are the majority group nationwide and within most Metropolitan Standard Areas. The variables that I will explore include education levels, the number of higher education institutions (four year colleges), the number and size of Historically Black Colleges and Universities (HBCUs), and incarceration rates.

The data I use will be from the US Census, the Bureau of Labor Statistics, and from SocialExplorer, a highly-regarded platform for data manipulation, visualization, collection, and analysis. I would expect metropolitan areas with relatively high numbers of 4-year colleges. The “African American Consumer Untold Story” report produced by Nielsen, North America’s leading marketing analytics company by market share, indicates that Black Americans nationwide have experienced increases in high school graduation rates, college enrollment rates, college graduation rates, and income that are above the average for all groups. The report confirms that African Americans as a group have grown more affluent but does not show the segmentation of where those who have benefitted most are. (Nielsen, September 2015).

Works Cited: http://www.ethnifacts.com/african-american-consumer-untold-story-sept-2015.pdf