

Capstone project Proposal Submission -Historical Enterprise Incentive scheme Business data

Client:

Australian Department of Employment

Dataset:

<https://data.gov.au/dataset/neis>

Data Analysis / Wrangling:

- 1) Which businesses are mostly successful as per the data available?
- 2) Which category of people (single Parent families, ex-convicts, indigenous etc) failed the most in running the business successfully?
- 3) Which age groups are running the businesses successfully?
- 4) Success index score/ Competitiveness index score(on a range of 1 to 10) based on factors such as (i) Location of the business (ii) Industry (iii) Personality/age-group of the person starting this business (iv) Any other indicators suggesting the type of support business owner received from the government (v) Number of employees recruited (if applicable)
- 5) Threshold score for each of the 4K Business. This score is slightly different from the index score (mentioned in previous point). This score is calculated based on the (i) Previous business experience of the owner (ii) Owner's state / condition at the time of starting the business (iii) Success rate of similar businesses that were started earlier at the same location. This score could be used by Government as one of the parameter before approving a new business to join this scheme.

Problem to solve:

Target of our problem is to find out whether an individual planning to start a business under NEIS scheme will be successful or not - This will be useful to vet out individual business application prior to approving them and providing mentor support as part of NEIS scheme.