Small Business Analysis - A Case Study

by

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Abstract

More than 50% of small businesses fail within the first five years of operation. Small businesses should be closely analyzed to ensure growth. These statements spawned the idea for this project: analyzing a small business. Data was obtained from a business in Taylorsville, NC, and I also conducted a survey on customer satisfaction. Growth, customer satisfaction, finances, and business operations were all analyzed for this thesis. Based on one year and four months of data, the business has an average growth rate of 62.01%. The most prominent recommendation from the survey was to stock some less expensive options. The business should not deviate from its unique choice in merchandise and exceptional customer service. Analysis of sales data shows that the busiest day of operation is Saturday, followed closely by Friday. Last, finances were taken into account and all of the financial ratios analyzed were above the industry average, which is a significant positive attribute.

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Biographical Sketch

Briquelle Martin is a senior at Appalachian State University. She is majoring in Mathematics with a concentration in business and will be graduating in May of 2019. Briquelle was raised in Taylorsville, NC with her brother Brett Martin. Her parents are Loren and Jennifer Martin. She attended Statesville High School, graduating in June of 2015 with honors.

She conducted research on adaptive contact network epidemiology using data science and analytics to display her model. This research was conducted in Greensboro, NC at North Carolina A&T University. Over the fall of her senior year, she was inducted into the mathematical honors society Pi Mu Epsilon and has been placed on the chancellors list the past five semesters. She will be furthering her education in the fall at North Carolina State University to get her master of science in financial mathematics. She plans to use this opportunity to advance her intended career as a quantitative financial analyst in a large city.