

Using Data Analytics to Identify Business and Marketing Strategies in Childcare Provision: Georgia, USA

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Abstract:

Data analytics are deployed to identify opportunities for the development of business strategies focused on the provision of childcare services in the counties of the state of Georgia, ranging from dense urban areas of Atlanta to the state's rural and mountainous areas. Demographic and economic variables are used in a model of the provision of childcare services, thus potentially identifying under-sourced counties fertile for business development marketing strategies. Further, business growth in the county-level economy is enhanced as childcare availability significantly affects female labor force participation, thus potentially opening up a range of consumer-related business opportunities for well targeted marketing strategies. Empirical estimates are provided while controlling for endogeneity in a panel data set for Georgia counties in the pre- and post-pandemic period.