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COLLEGE OF BUSINESS  
UNIVERSITY OF SOUTH FLORIDA

# **Regional E-INSIGHTS report: Economic insights from big data**

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# USING REAL-TIME BIG DATA INDICATORS FOR ECONOMIC BENCHMARKING

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- Examples: Zillow housing prices, market capitalization of firms, Google search index, Twitter sentiment.
- Not tracked by conventional agencies yet can offer real time insights.
- Possible substitute for conventional sources.
- Opportunity for communities to have early visibility of the near-term future.

# THE CONCEPT OF PERSONAS



**The Williams'**

*...We want a new home, happy neighborhood and brightest future for us and our little Mike..*



house for sale  
jobs  
schools  
cost of living  
urgent care  
insurance  
things to do



**Linda**

*...Just raised \$5M to expand our business and settle our office somewhere. Happy to launch our killer service in your city..*

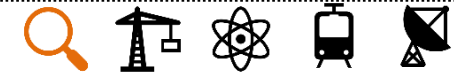


office  
lawyer  
tax  
bank  
real estate



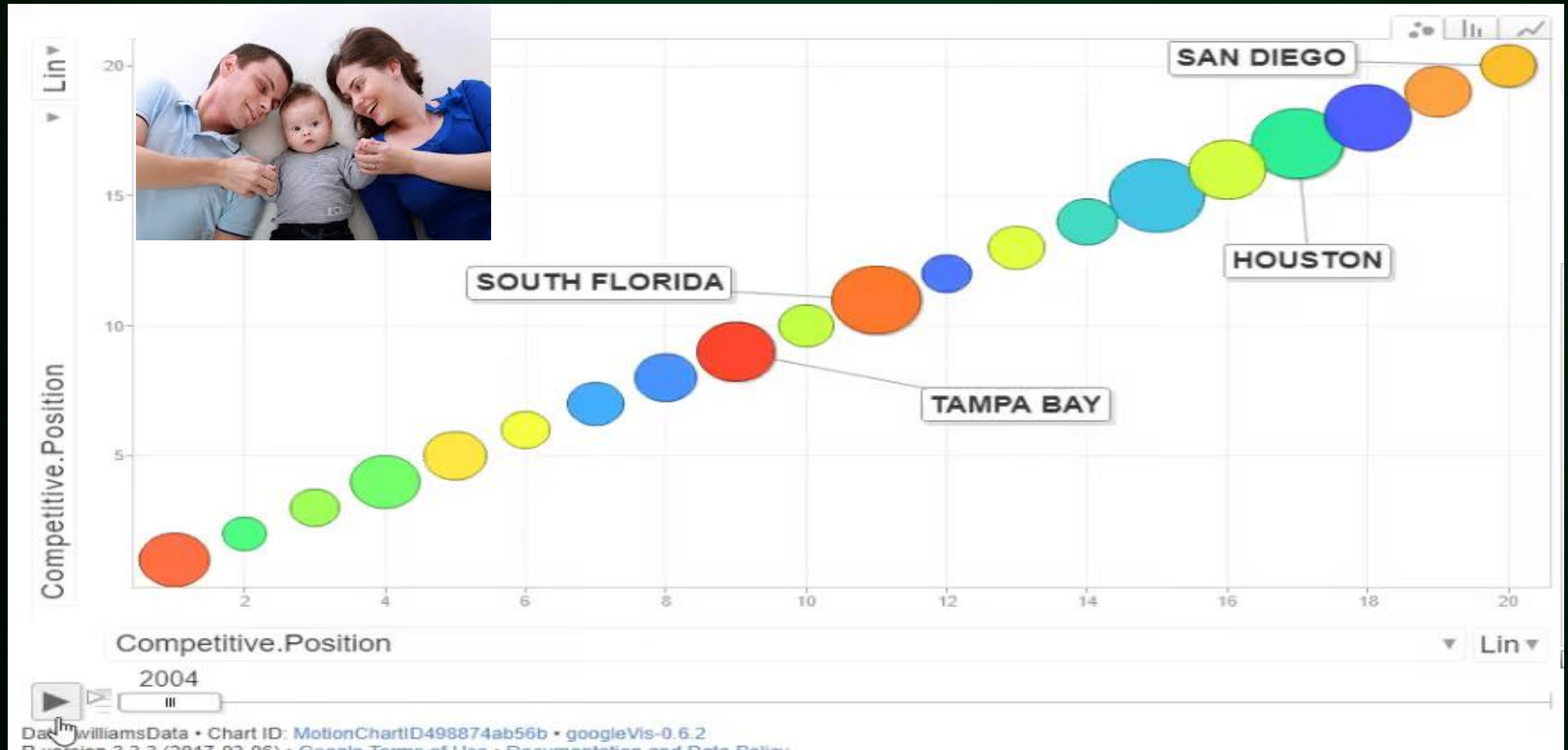
**Jeff**

*... Need a perfect location for new corporate headquarter to place 50 000 people. Ready to invest over \$5B.*



construction  
airport  
transportation  
community  
Internet  
salary  
tax

# THE WILLAMS': RELOCATING FAMILY



# TWITTER SENTIMENT FOR TAMPA BAY AREA (OCTOBER 2017)

***Tampa Downtown:***  
**29.75%**

***Tampa History:***  
**39.6%**

***USF:***  
**45.12%**

***Tampa City:***  
**16.5%**













***Tampa Traffic:***  
**-28.24%**



# DRIVERS OF UNEMPLOYMENT RATE

IF

THEN

 Educational Attainment		1%	Unemployment Rate		by 0.55%
 Net Business Establishment Entry		10 Business units	Unemployment Rate		by 0.01%
 Transit Availability		by 1 mile per capita	Unemployment Rate		by 0.34%
 Patents and Trademarks Per 1,000 Individuals		by 1 unit	Unemployment Rate		by 1.07%



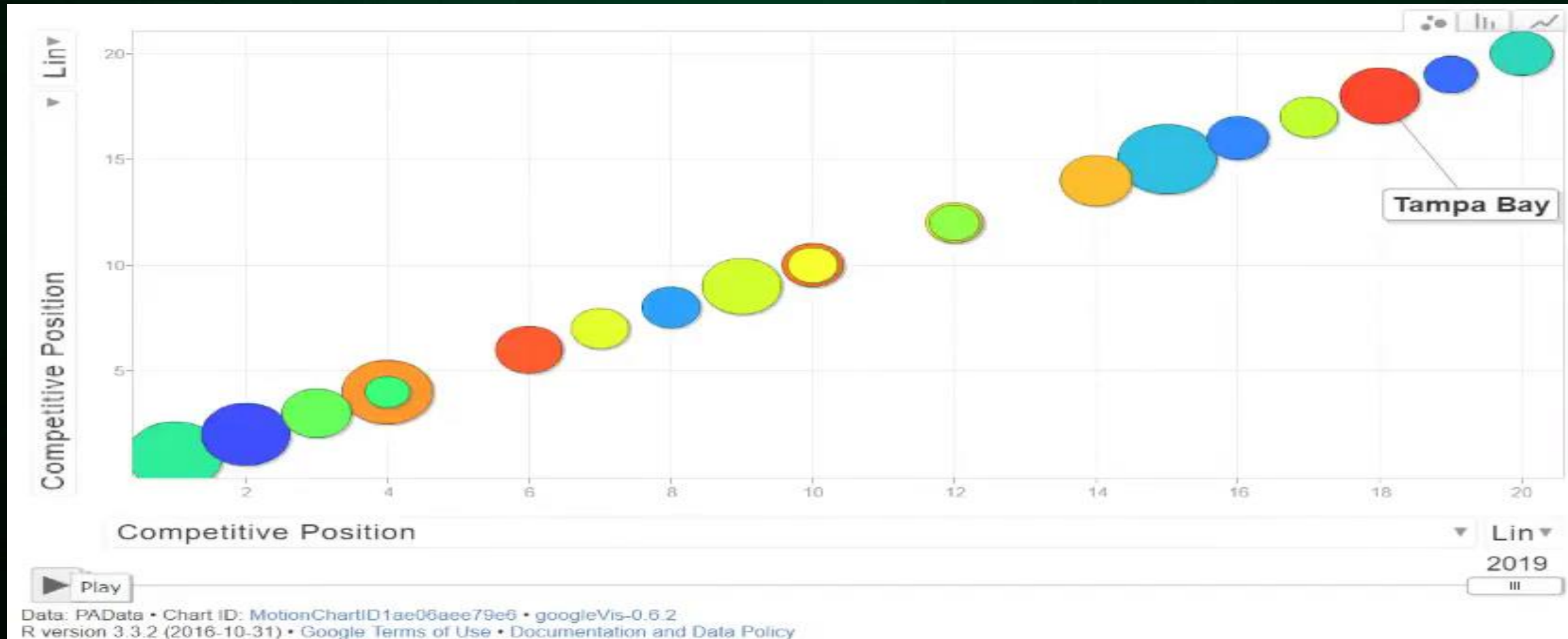
# UNEMPLOYMENT RATE FORECAST: WITH AND WITHOUT INVESTMENT IN EDUCATION, BUSINESS ESTABLISHMENT AND INNOVATION

- *Percentage of individuals with bachelors and higher degrees increased by 0.5% each year for next 3 years.*
- *100 additional business units established each year for next 3 years.*
- *250+ additional patents and trademarks registered from Tampa Bay each year for next 3 years.*





# COMPETITIVE POSITIONING WITH POLICY INTERVENTION



# State of the Region Conference 2018: December 12, 2018

- Survey of Tampa Bay business leaders for real-time business sentiment index
- New sources of real-time big data
- Integration of traditional economic variables and big data variables in models

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