Our team compiled this research and created data-driven recommendations on how to elevate the town of Princeville. Princeville now has $13 million in funding and 53 new acres of land and intend to utilize our plan to guide their decision making.

Conducting deep research into the retail leakage of Princeville, NC and the neighboring towns

Use newly compiled data to identify areas of business potential

Organize my findings into a deliverable for the Princeville Town Officials

8 different towns were the subject of intensive research and analysis on the following topics:

- Retail Leakage
- Race and Ethnicity
- Population Trends
- Age Distribution
- Household Income
- Internet Access
- Market conditions
- Princeville History

Conclusion and Future Outlook

Our team compiled this research and created data-driven recommendations on how to elevate the town of Princeville. Princeville now has $13 million in funding and 53 new acres of land and intend to utilize our plan to guide their decision making.

Key Takeaways

- Back claims with thorough research
- Several facets to consider with econ. dev.
- Analysis of data is what makes it useful