1. Introduction

1.1. Description & Discussion of the Background

The project is about Madrid city. I am currently living in it, so I know it very well and I can see the results with other perspective. Madrid is the capital of Spain and the largest city in the country. It has a population over 6.5 million people in all his region, an about 3.5 million of people in the city, according INE 2019, with a high density of population 5321,05 people/km². Regarding the update data, it is the 5th most populated y in Europe[1].

Located in the centre of the Iberian Peninsule, over 646m above sea level, Madrid is divided into 21 boroughs with 131 neighbourhoods around 604,3 km². It preserved one of the most important historical centres among the great European cities, which is harmoniously merged with the most modern and how infrastructures, a complete offer of accommodation and services and the most advanced technology in audiovisual and communication media. These conditions, together with the drive of a dynamic and open society, but also joyful and welcoming, have made this metropolis one of the great capitals of the western world.

Madrid citizen are mainly young-adult age profile, 44.4% are between 16 and 44 years old (INE 2006). The city has 230.018 M€ of GDP, and a nominal GDP per capita of 34.916€, being the 1st economical metropolis of Spain and the 10th of Europe, behind London, Paris, Rin-Ruhr, Amsterdam, Milan, Brussels, Moscu, Francfort del Meno and Munich.

Due to the economic potential city of Europe, when we think of it by the investor, we expect from them to prefer the districts where there is a high average income cost and the type of business they want to install is less intense. If we think of the city residents, they may want to know which type of social places they have around their neighbourhood to spend money on. However, it is difficult to obtain information that will guide investors in this direction, nowadays.

When we consider all these problems, we can create a map and information chart where the average income per is placed on Madrid and each district is clustered according to the venue density.