**Project Title: Digital marketing agency – Opportunities to invest in Spain**

**Team Members:**

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**Project Description:**

I will analyze Spain’s patterns of consumption within the period of 2015 (specifically Madrid) in order to be able to provide recommendations to potential investors taking into account the main variables.

**Research questions to answer:**

Taking into account the first API to analyze (API), the main questions:

1. Where do the customers, given each category for the local, come from?
2. Given each category, how does every Company performs?
3. Given each category, what is the percentage of foreign consumers?
4. What percentage of each population’s zone does each category cover?

**Data sets to be used:**

* BBVA API
* INE
* Google Maps API
* Yelp API

**Rough breakdown of taks:**

1. Connect to the BBVA API and analyze the information given (cleaning it and analyze which columns are useful)
2. After analyzing BBVA’s available information, take into account to use Google Maps API to be able to segment the information by location
3. Look if INE’s information available is useful for the analysis (i.e. average income by location)
4. Look up for the availability of Yelp’s information (e.g. available stars per category – this category is the one provided by BBVA, look if this applies)