**Project Title: Digital Marketing Agency | Analysis of Opportunities to Invest in Spain – Bars & Restaurants**

**Team Members:**

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**Project Description:**

In Project I, I analyzed BBVA’s databases which included all BBVA card transactions and any other card transaction in BBVA POS terminals in “brick and mortar” stores in Madrid for October and November 2015.

There are four main databases:

1. **Consumption Pattern**

This file provides typical consumption patterns for a particular area: (i) hourly throughout the day and (ii) daily throughout a week.

1. **Category Distribution**

This file provides category distributions statistics for a particular dimension.

The file returns the average transaction amount and the number of transactions for each period and category or subcategory group as the output.

1. **Origin Distribution by Categories**
2. **Origin Distribution by Ages and Genders**

My purpose is the analysis of 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.

For the purposes of this project I’ll be focusing on bars and restaurants.

**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)

**Link to datasets:**

<https://github.com/gcarrillomonroy/Opportunities-to-Invest-in-Spain-Bars-Restaurants>

**Link to the metadata:**

<https://www.bbvaapimarket.com/documentation/bbva/paystats-download>

**A sketch of the final design:**

**Link to the primary GitHub repository I'll be housing my work in:**

<https://figshare.com/account/home#/projects/61610>