Attracting New Investments with the Establishment of a New Center of El Corte Inglés in Huelva

CAPSTONE PROJECT - THE BATTLE OF NEIGHBORHOODS
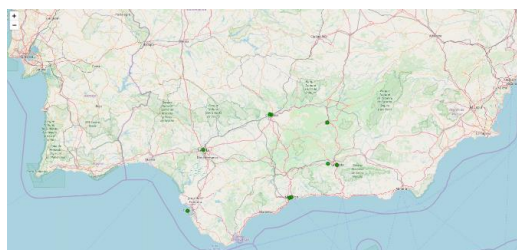By Isabel Delgado Arenas

Which kind of business would get successful with the establishment of a center of El Corte Inglés in Huelva?

Introduction/Business Problem

El Corte Inglés is ones of the largest group in Spain that operates in sectors like commerce and distribution, insurance, travel, information technology and it has consolidated the leadership of its department stores in an increasingly demanding and competitive market.

In our project, we have a location for a new center in Huelva. In order to get more attractive our establishment, to new investors or town government, we are going to find out **which kind of business would get successful with the establishment of a center of El Corte Inglés.**
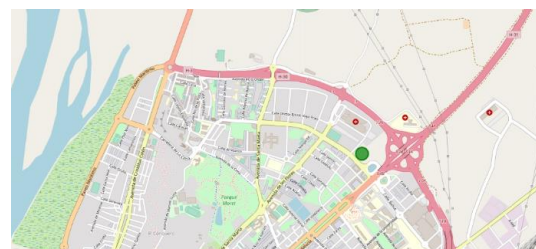
This analysis would help then to support the establishment of the new center. Also the own company would see convenience develop a new activity as a result of the investigation.

Data

Centers
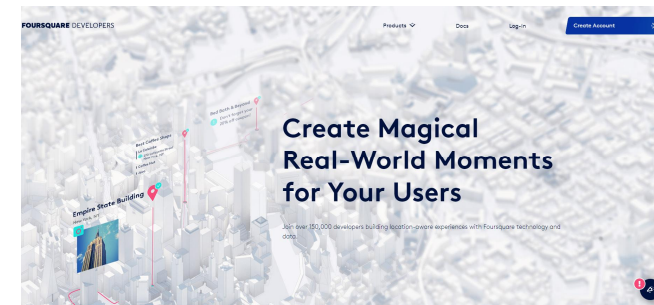
	Centro	Direccion	Telefono	Latitude	Longitude	Dir_sp	Region
0	El Ejido	Paseo de Pedro Ponce, s/n, 04700 Almería, And...	950 542 000	36.7733	-2.80375	[Paseo de Pedro Ponce, s/n, 04700 Almería, ...	Andalucía
1	Bahía de Cádiz	Avda. de las Cortes de Cádiz, 1, 11012 Cádiz, An...	956 297 100	36.521	-6.2771	[Avda. de las Cortes de Cádiz, 1, 11012 Cádiz ...	Andalucía
2	Ronda de los Tejares	Av. Ronda de los Tejares, 30, 14008 Córdoba, E...	957 222 881	37.887	-4.78359	[Av. Ronda de los Tejares, 30, 14008 Córdoba...	Andalucía
3	Ronda de Córdoba	Ctra. Sta. María de Trassierra, S/N, Córdoba, E...	957 224 949	37.8959	-4.81079	[Ctra. Sta. María de Trassierra, S/N, Córdob...	Andalucía
4	Arabial	Arabial, 97, 18003 Granada, Andalucía	958 217 600	37.1777	-3.61265	[Arabial, 97, 18003 Granada, Andalucía]	Andalucía
5	Plaça de Catalunya	Plaça de Catalunya, 14 Barcelona	933 063 800.	41.3877	2.17103	[Plaça de Catalunya, 14 Barcelona]	14 Barcelona
6	Diagonal	Avenida Diagonal, 617 08028 Barcelona	933 667 100	41.3891	2.13028	[Avenida Diagonal, 617 08028 Barcelona]	617 08028 Barcelona
7	Francesc Macià	Avinguda Diagonal, 471 08036 Barcelona	934 934 800	41.391	2.13911	[Avinguda Diagonal, 471 08036 Barcelona]	471 08036 Barcelona

Venues

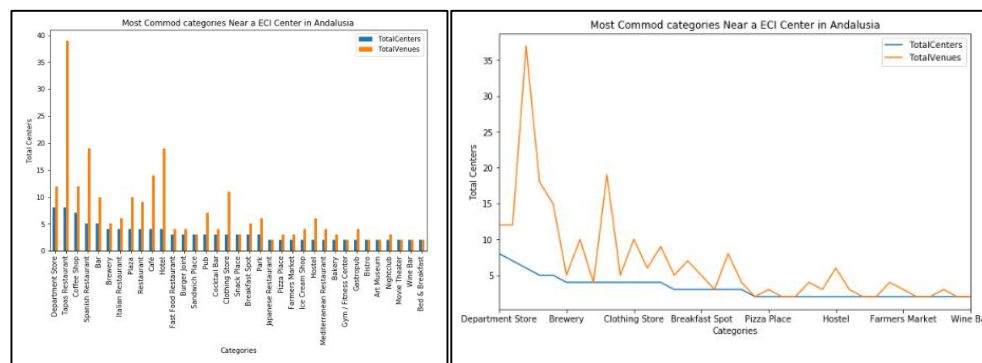|	Center	Center Latitude	Center Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	El Ejido	36.773334	-2.80375	Cañas Y Adobo	36.776378	-2.802690	Spanish Restaurant
1	El Ejido	36.773334	-2.80375	El Corte Inglés	36.772692	-2.806002	Shopping Mall
2	El Ejido	36.773334	-2.80375	La Venia	36.773163	-2.801375	Café
3	El Ejido	36.773334	-2.80375	Burger King	36.774772	-2.804316	Fast Food Restaurant
4	El Ejido	36.773334	-2.80375	Wok slowly	36.774030	-2.803892	Chinese Restaurant

Methodology

Spain
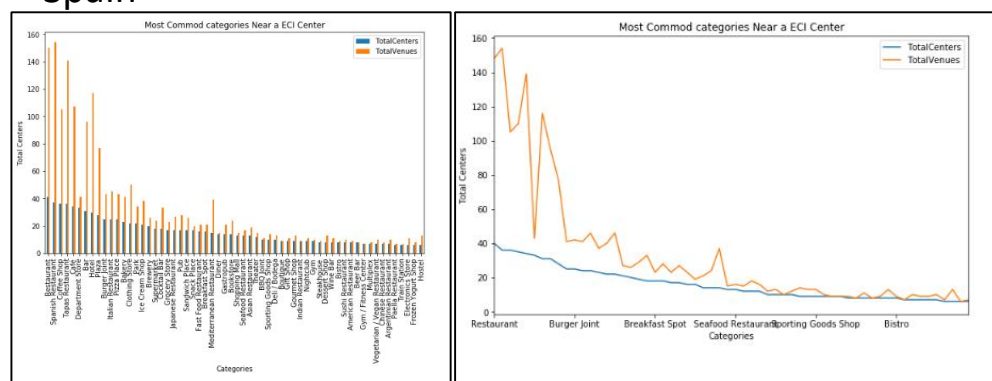
Relation between venues categories, centers of ECI and numbers of establishment of this categories.

Andalusia

Methodology

Spain

Andalusia

Segmentation

Local Venues

	Venue Category	0
0	Grocery Store	1
1	Hotel	1
2	Tapas Restaurant	1
3	Women's Store	1
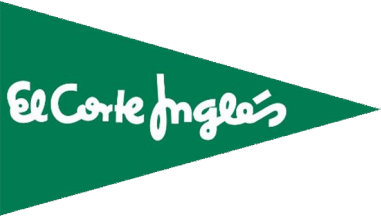
Methodology

Spain

	0	1	2	3	4
Grocery Store	0,01002	0,02222	0	0,03125	0
Hotel	0,02443	0,02222	0,01785	0	0,01923
Tapas Restaurant	0,03937	0,02222	0,01785	0,03125	0,01923
Women's Store	0,00139	0	0	0	0
	0,07521	0,06667	0,03572	0,06253	0,0385

Andalusia

	0	1	2
Grocery Store	0	0	0,02702
Hotel	0,01198	0,025	0,02702
Tapas Restaurant	0,05977	0,025	0,02702
Women's Store	0	0	0,02702
	0,07175	0,05001	0,1081

Local

0

Segmentation

2

RESULTS

	Category	Value
0	Accessories Store	1
1	American Restaurant	1
2	Amphitheater	1
3	Arcade	1
4	Argentinian Restaurant	1
...	...	...
242	Wine Bar	2
243	Grocery Store	3
244	Hotel	3
245	Tapas Restaurant	3
246	Women's Store	3

247 rows × 3 columns

CONCLUSION