



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

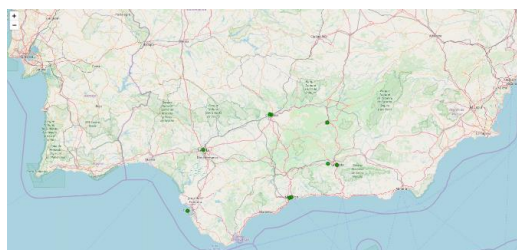
Which kind of business would get successful with the establishment of a center of El Corte Inglés in Huelva?



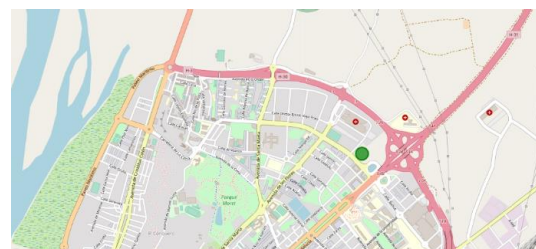
Introduction/Business Problem



El Corte Inglés is one 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



El Corte Inglés
CENTROS COMERCIALES

Buscar centros, horarios, marcas, servicios

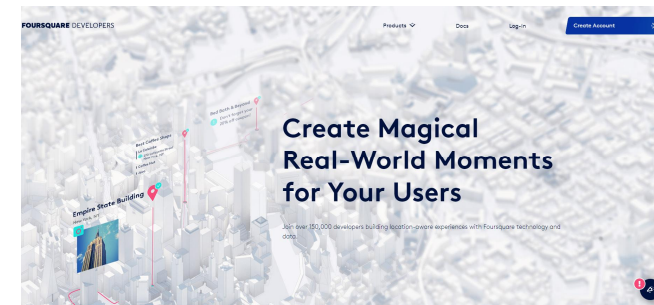
LISTADO DE CENTROS COMERCIALES

ESPAÑA

- Centro Comercial Bahía de Algeciras**
Dirección Paseo Juan Pérez Arce s/n, Algeciras, Cádiz
Teléfono 956 502 800
- Centro Comercial El Ejido**
Dirección Paseo de Pedro Ponce, s/n, 04700 Almería, Andalucía
Teléfono 956 502 800
- Centro Comercial Bahía de Cádiz**
Dirección Avda. de las Cortes de Cádiz, 1. 11012 Cádiz, Andalucía
Teléfono 956 297 100
- Centro Comercial Ronda de los Tejares**
Dirección Av. Ronda de los Tejares, 30, 14008 Córdoba, España
Teléfono 957 222 881
- Centro Comercial Ronda de Córdoba**
Dirección Ctra. Sta. María de Trassierra, 5/N, Córdoba, España
Teléfono 957 222 881

	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, 5/N, Córdoba, ...	957 224 949	37.8959	-4.81079	[Ctra. Sta. María de Trassierra, 5/N, Córdoba...	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



FOURSQUARE DEVELOPERS

Create Magical Real-World Moments for Your Users

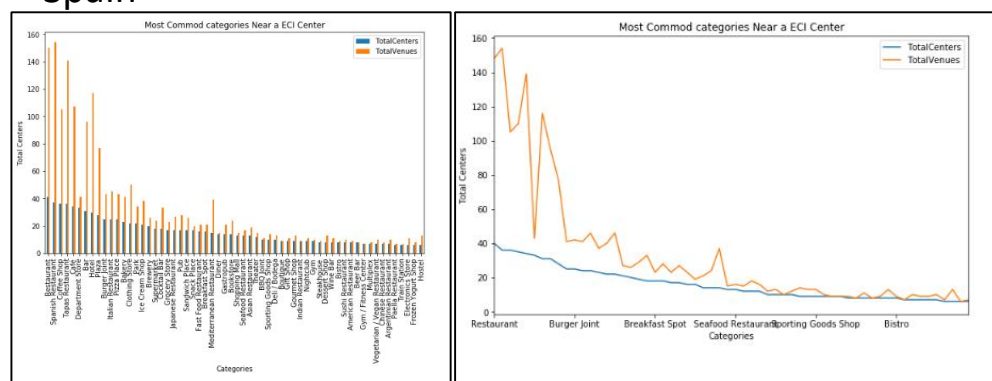
Join over 150,000 developers building location-aware experiences with Foursquare Technology and APIs

	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



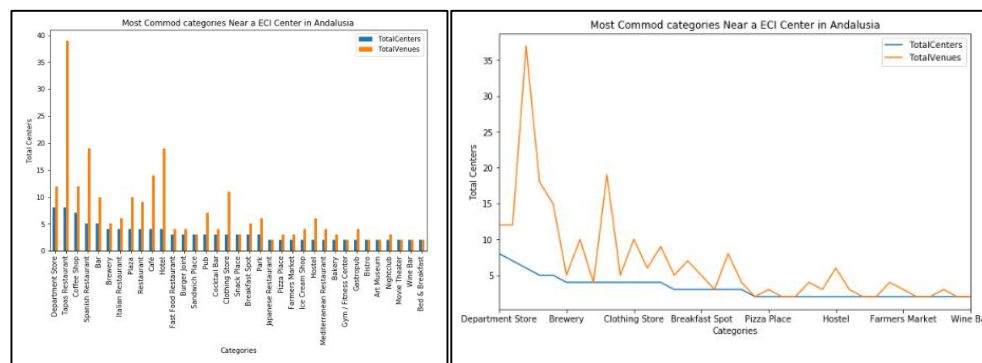
Methodology

Spain



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

Andalusia



Methodology

Spain

[87]:

	Accessories Store	American Restaurant	Amphitheater	Arcade	Arepa Restaurant	Argentinian Restaurant	Art Gallery	Art Museum	Asian Restaurant	Athletics & Sports	—	Turkish Restaurant	Udon Restaurant	University	Vegetarian / Vegan Restaurant	Video Game Store	Vietnamese Restaurant	Wine Bar	Wine Shop	Winery	Women's Store
Labels																					
0	0.000393	0.000616	0.000363	0.000393	0.000000	0.004120	0.001785	0.001344	0.000392	0.004967	—	0.000925	0.000868	0.000429	0.002894	0.000439	0.000000	0.000603	0.000000	0.00051	0.0014
1	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.002122	0.000000	—	0.000000	0.000000	0.000000	0.002122	0.000000	0.000000	0.000000	0.000000	0.0000
2	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.017867	0.000000	—	0.000000	0.000000	0.000000	0.000000	0.000000	0.017867	0.000000	0.017867	0.000000	0.0000
3	0.000000	0.001250	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	—	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.00125	0.0000
4	0.018231	0.000000	0.000000	0.000000	0.018231	0.018231	0.000000	0.018231	0.000000	0.000000	—	0.000000	0.000000	0.000000	0.018231	0.000000	0.000000	0.000000	0.000000	0.000000	0.0000

5 rows × 213 columns

Andalusia

	American Restaurant	Art Gallery	Art Museum	Asian Restaurant	Bakery	Bar	Bed & Breakfast	Beer Bar	Beer Garden	Beer Store	—	Tapas Restaurant	Tennis Court	Thai Restaurant	Theater	Theme Park Ride / Attraction	Toy / Game Store	Train Station	Wine Bar	Winery	Women's Store
Labels																					
0	0.005495	0.000	0.000000	0.000000	0.000000	0.011988	0.005495	0.000000	0.005495	0.000	—	0.059777	0.002408	0.005495	0.005495	0.047619	0.000000	0.009524	0.005495	0.000000	0.000000
1	0.000000	0.025	0.025000	0.000000	0.025000	0.025000	0.025000	0.000000	0.000000	0.025	—	0.025000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.025000	0.000000	0.000000
2	0.000000	0.000	0.027027	0.027027	0.027027	0.027027	0.000000	0.027027	0.000000	0.000	—	0.000000	0.000000	0.000000	0.000000	0.000000	0.027027	0.000000	0.000000	0.027027	0.027027

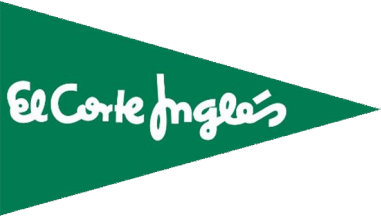
3 rows × 84 columns

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



Local

0

Segmentation

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



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

