SOCIO-ECONOMICAL ANALYSIS OF MADRID'S NEIGHBORHOODS

INTRODUCTION

As the financial capital in Southern Europe, Madrid is a safe and stable environment for companies to grow, and the chosen headquarter location of 2000 companies. Driving the young talent, Madrid offers extensive opportunities for further education, with 17 universities and over 30 research centers. With over 75 million tourists visiting Spain every year, the country occupies a significant worldwide economic position. It is the fourth metropolis in the EU by Gross Domestic Product thanks to leading employers such as Telefónica, Iberia and BBVA. Sharing frontiers with 8 countries by land and sea, Spain is a logical destination for international trade, facilitated by the country's high-speed rail system, the second-longest network in the world.

The city is divided into 21 districts and 131 neighborhoods. For this project, we want to classify those neighborhoods based on the economic activities of their venues. Thanks to the excellent City Council Open Data Website, we also have available all kinds of socioeconomic data of each neighborhood, such as the size of the population, age, middle income, house prices or land registry value.

We consider that this is information can be useful for companies that want to start a business and for expats and foreign students that don't know the city well.

Data

As I said earlier, the City Council Open Data website has lots of information, for this project we are going to use:

-Registry of venues and the activity that is performed in them: hairdresser service, restaurant, office... This will be used to classify the neighborhoods based on the most common venues of each neighborhood.

-Size and age of the population of each neighborhood, to understand the coverage of venues concerning the population they serve.

-The middle income per person and neighborhood to see if affects the activities of the venues.

-Average house prices.

-Average land registry value of venues in each neighborhood, to give an approximate idea of their real value.