

# Appendix

Table 1: Data Dictionary

Field Name	Data Type	Data Format	Field Size	Description	Example
Province	Text			Spanish Provinces	Madrid
% Male	Decimal			Portion of the population that is male	.48
Total Population	Decimal			Population of Province	6,386,932
%Foreing Residents	Decimal			Portion of the population that is Foreign	.17
Population Growth Rate (average 2004 - 2009)	Decimal			Average population growth rate during 5 year period	1.9
Wholesale Trade Index	Decimal			An index that measures and tracks the changes in the price of goods in the stages before the retail level	15,278
Retail Trade Index	Decimal			An index that measures and tracks the changes in	13,976

				retail trade	
Restaurants & Bars Index	Decimal			An index that measures and tracks the changes in restaurants and bars	15,283
Tourism Index	Decimal			An index that measures and tracks the changes in tourism	10,769
Global Economic Activity Index	Decimal			An index that measures and tracks the changes in economic activity	17,061
Unemployment Rate	Decimal			Portion of the population that is unemployed	6.9
ADSL Service per 1000 inhbt	Decimal			High Speed Internet	221.1
Cars per 1000 inhbt	Decimal			Cars per 1000 inhabitants	528.6
Banks per 1000 inhbt	Decimal			Banks per 1000 inhabitants	.4
% Energy & Water	Decimal			% of economy dedicated to energy &	.0

				water	
% Mining	Decimal			% of economy dedicated to mining industry	.002
% Metal Industry	Decimal			% of economy dedicated to metal industry	.011
% Manufacturing Industry	Decimal			% of economy dedicated to manufacturing	.23
% Building	Decimal			% of economy dedicated to construction	.063
% Agriculture-Food	Decimal			% of economy dedicated to agriculture and food	.06
% Textile	Decimal			% of economy dedicated to textiles	.25
% Pharmaceutical	Decimal			% of economy dedicated to pharmaceuticals	.0017
% Durable Good Wholesale Trade	Decimal			% of economy dedicated to durable good wholesale trade	.07
% Inter-Industry Wholesale	Decimal			% of economy dedicated to	.07

Trade				inter-industry wholesale trade	
%Other Inter-Industr y Trade	Decimal			% of economy dedicated to other inter-industry trade	.034
% Other Wholesale Trade	Decimal			% of economy dedicated to other wholesale trade	.023
% Retail Trade (Non food)	Decimal			% of economy dedicated to non food retail trade	.029
% Other Retail Trade	Decimal			% of economy dedicated to other retail trade	.006

Table 2: Provinces with their Corresponding Cluster:

Cluster Name	Provincia
Mining & Manufacturing	Alicante
Mining & Manufacturing	Almería
Mining & Manufacturing	Cádiz
Mining & Manufacturing	Girona
Mining & Manufacturing	Granada
Mining & Manufacturing	Sevilla
Mining & Manufacturing	Tarragon
Mining & Manufacturing	Valencia
Natural Resources	Álava
Natural Resources	Albacete
Natural Resources	Asturias
Natural Resources	Ávila
Natural Resources	Badajoz
Natural Resources	'Burgos
Natural Resources	Cáceres
Natural Resources	Cantabri
Natural Resources	Castelló
Natural Resources	Ceuta
Natural Resources	Ciudad R
Natural Resources	Córdoba
Natural Resources	Coruña (
Natural Resources	Cuenca
Natural Resources	Guadalaj
Natural Resources	Guipúzco

Natural Resources	Huelva
Natural Resources	Huesca
Natural Resources	Jaén
Natural Resources	León
Natural Resources	Lleida
Natural Resources	Lugo
Natural Resources	Melilla
Natural Resources	Murcia
Natural Resources	Navarra
Natural Resources	Ourense
Natural Resources	Palencia
Natural Resources	Ponteved
Natural Resources	Rioja (L
Natural Resources	Salamanc
Natural Resources	Segovia
Natural Resources	Soria
Natural Resources	Teruel
Natural Resources	Toledo
Natural Resources	Valladol
Natural Resources	Vizcaya
Natural Resources	Zamora
Natural Resources	Zaragoza
Tourism & Commercials	Balears
Tourism & Commercials	Barcelon
Tourism & Commercials	Madrid
Tourism & Commercials	Málaga
Tourism & Commercials	Palmas (
Tourism & Commercials	Santa Cr

[Dataiku Walkthrough](#)

Tableau Dashboard

[Segmentation Analysis - Spain Provinces](#)