

CREATING NEW VALUE WITH FINANCIAL DATA

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BBVA
DATA & ANALYTICS

BBVA GLOBAL PRESENCE



€ 746
billion in total
assets

65
million
customers

31
countries

9,250
branches

29,330
ATMs

137,904
employees

WHY A DATA STRATEGY & WHY NOW



Already disrupted

Music (Spotify) Travel (Kayak)
Books (Amazon) Press (Huffington)

On their way

Health (Genome) Transport (Uber)
Housing (Air B&B) Banking (Fintech)

Customers Who Bought This Item Also Bought

Hyperion (Hyperion Cantos)
 > Dan Simmons
 ★★★★★ 1,437
 Mass Market Paperback
 \$7.14 ✓Prime

Quicksilver (The Baroque Cycle No. 1)
 > Neal Stephenson
 ★★★★★ 499
 Mass Market Paperback
 \$5.87 ✓Prime

Ubik
 > Philip K. Dick
 ★★★★★ 326
 Paperback
 \$7.88 ✓Prime

TELL US WHAT YOU THINK

Improve Your News Feed
 We'd like to hear your feedback! Please answer a few questions about your News Feed.

PEOPLE YOU MAY KNOW [See All](#)

Beto Roth
 1 mutual friend

Olivier Le Lain
 17 mutual friends

Data driven companies win: data based decisions & process automation

THE USUAL (BIG DATA) SUSPECTS



LEGAL: HOW CAN WE USE DATA?

Company Data

External Data

Anonymous /
Aggregated

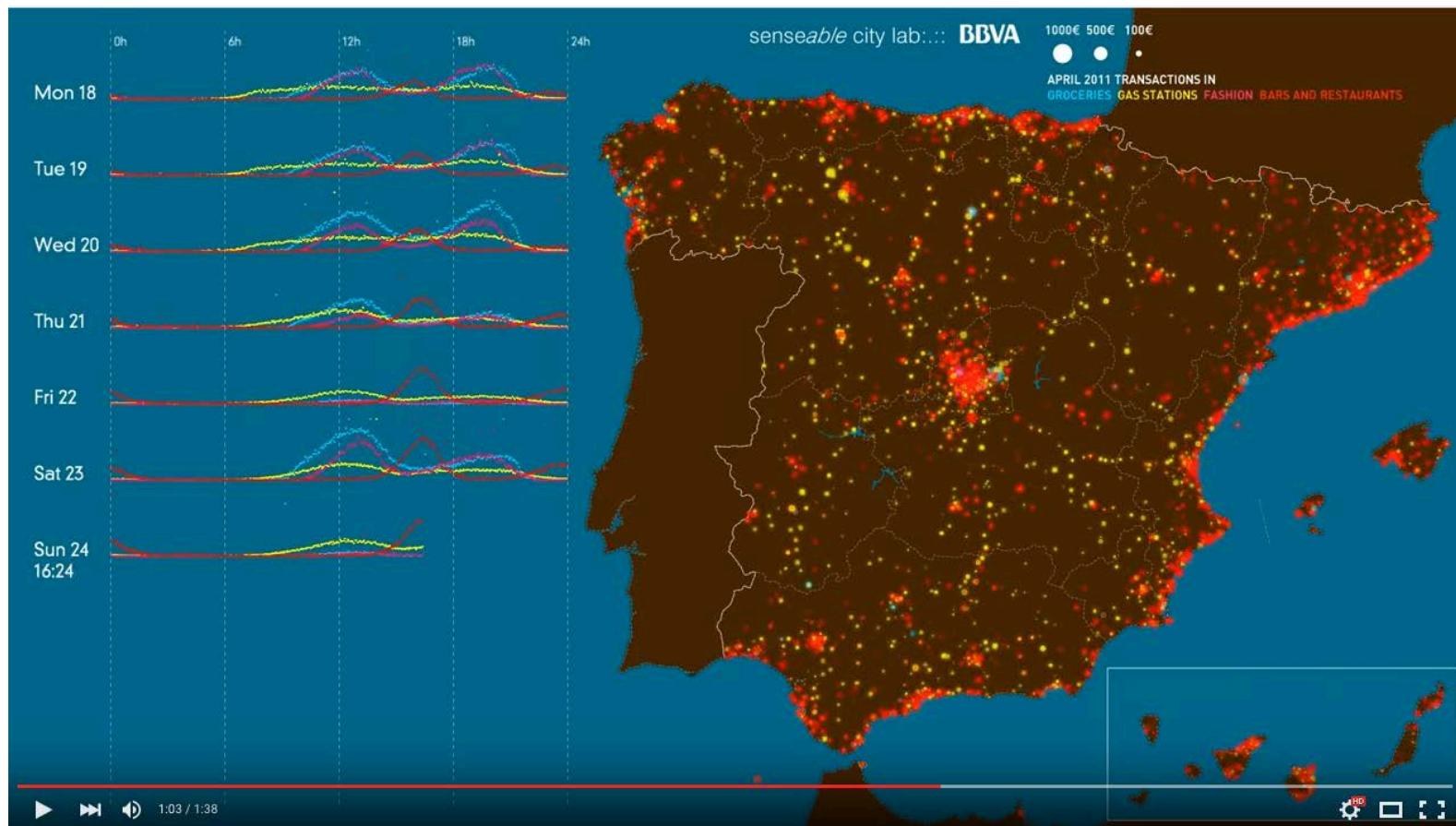


Personal
/Private



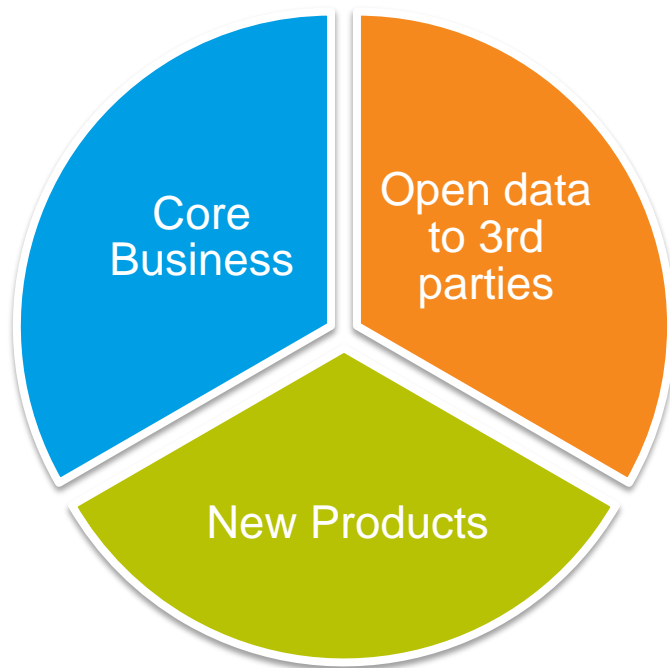
THE VALUE OF DATA

<https://www.youtube.com/watch?v=Zel6wych9p0>



VALUE: ANONYMOUS PAYMENTS DATA USE CASES

RISK 360

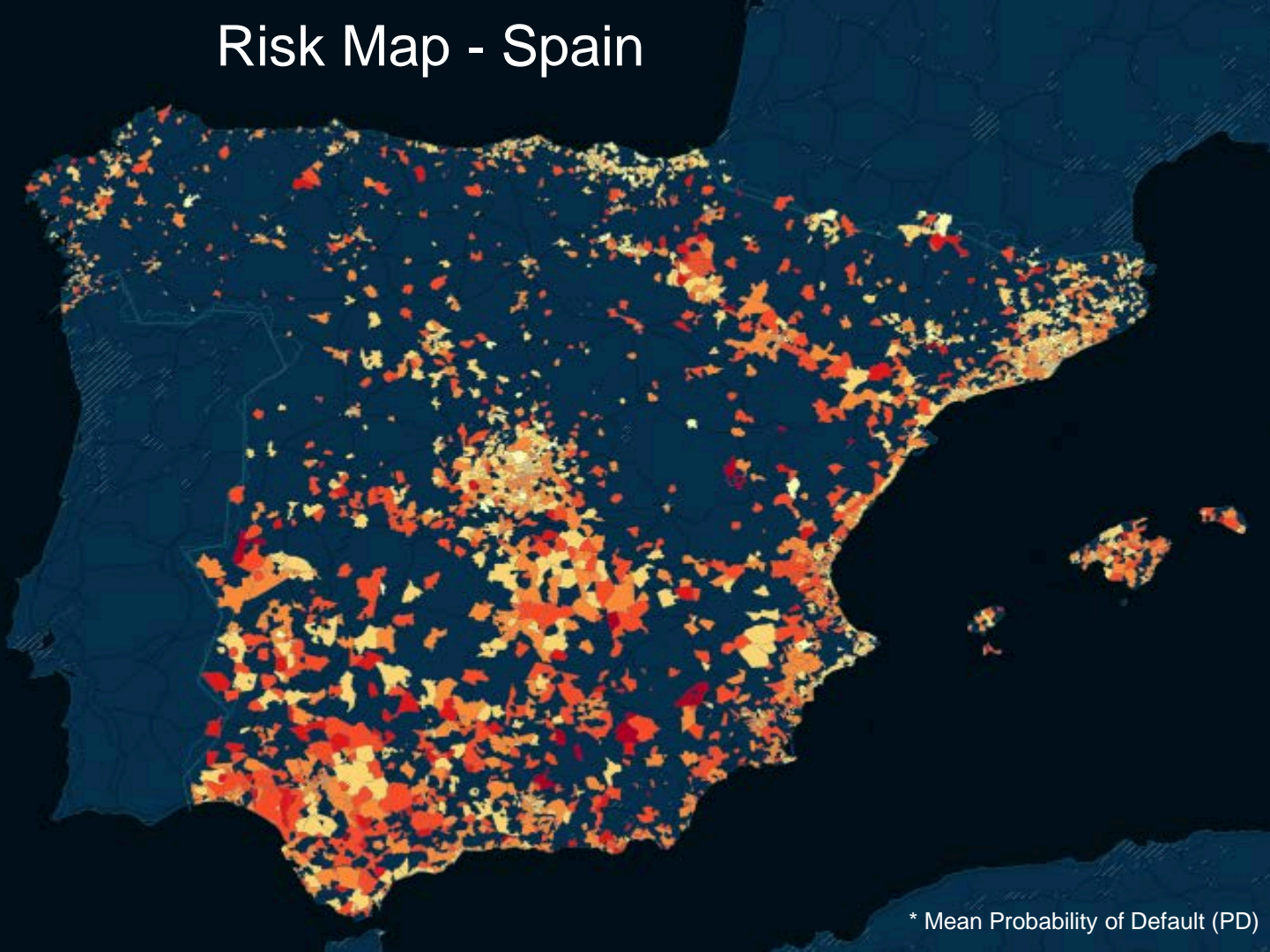
DATA API &
INNOVA
CHALLENGECOMMERCE
360

risk 360 for credit access

	Area	Business	
Business Distance	3,5km	6km	✓
Business Loyalty	1,2/month	1,8/month	✓
Average Transaction	30€	40€	✓



Risk Map - Spain



MI TIENDA

Casa Miguel

Buscar cadena o tienda

Tipos/secciones de widgets

Imprimir Autoguardado

commerce
360contextual BI
for retailers of
any size

BBVA

DATA & ANALYTICS

data api

an open data strategy



2013



2014-15



- **+1000 registered users on API**
 - **200 Apps submitted**
- **+20 countries**

Mad4food

tells you the best neighborhoods to hang out with people
like you

**Find your new favourite bar and
restaurant in Madrid!**

[Get Started!](#)

1 What is your business?

2 Where are you now?



Find me

3 Click on the map to select you exact location.

4

Lost? Try our location demos

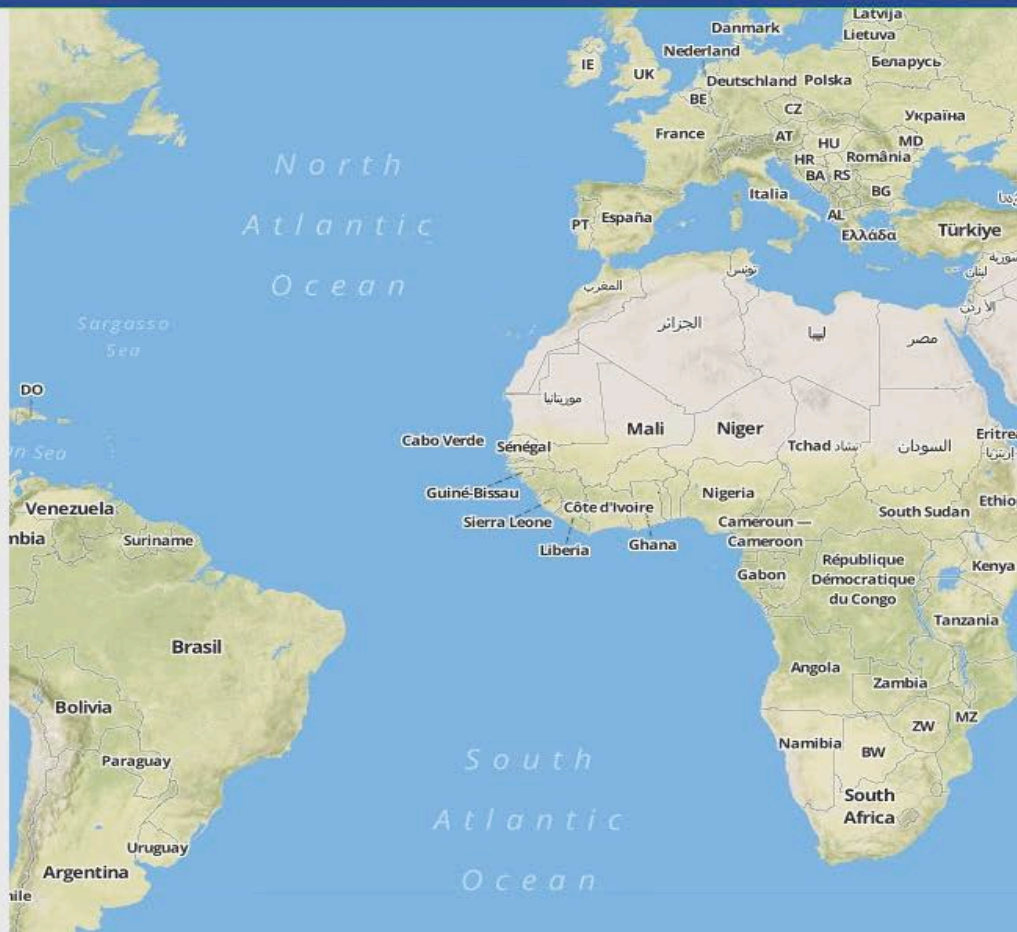
More

Our data is provided by

BBVA

foursquare

A project by Juan Luis Sanz, Izan Díez Sánchez and Manuel Ventero



Your personal consultant

FOR MOVING TO MEXICO OR SPAIN

READ MORE

TRY THE WEB APP

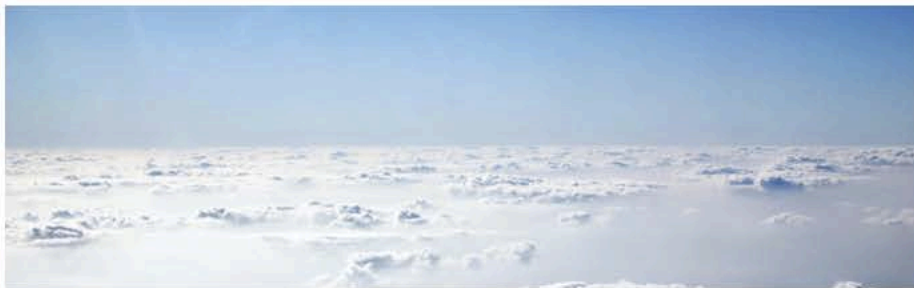


Thank you!

BBVA

DATA & ANALYTICS

**you can lie with data but you cannot
tell the truth without it**



[contact us](#)

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