

New dynamic visualization shows the economic impact of Mobile World Congress in Barcelona

CartoDB and BBVA join forces to analyze and visualize the economic impact of the Mobile World Congress in Barcelona using Big Data technology and the CartoDB geospatial cloud.

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SUMMARY

CartoDB and BBVA join forces to analyze and visualize the economic impact of the Mobile World Congress in Barcelona using Big Data technology and the CartoDB geospatial cloud.

Over 1,500 exhibitors and 70,000 visitors from 200 different countries will attend the Mobile World Congress (MWC) in Barcelona between the 25th and 28th of February. During these four days, Barcelona will become the center of the mobile communications industry.

The economic impact of the MWC is estimated to be over 300 million euros, making the conference an important event for Barcelona and BBVA, one of the biggest banks in Spain.

In order to showcase the real economic impact of the MWC on the city, BBVA and CartoDB, the leading cloud powered mapping solution for journalists, application developers and business intelligence professionals, created a visualization showing the effect of the conference in credit card and terminal transactions in the city. The visualization, available at www.mwcimpact.com, compares last year's data from a week prior to, and during the conference.

Using Big Data technology, BBVA analyzed millions of anonymous credit card transactions that were later visualized using CartoDB. Comparing domestic and foreign transactions, the resulting dynamic visualization is an astonishing continuously updated map.

This visualization makes use of the latest technologies such as HTML5 and Torque to temporally represent the millions of transactions conducted over the course of weeks.

Javier de la Torre, co-founder and CEO at CartoDB stated : "This visualization demo's the power CartoDB in conjunction with Big Data to drive analysis and derive business insight from really large datasets."

This project is the result of the collaboration with BBVA, the financial group that has made Big Data one of the focus points of its innovation strategy, lead by a specialized team from the [BBVA Innovation Center](#).

CartoDB will be exhibiting at the Mobile World Congress in Barcelona, Spain from February 25th through the 28th (Congress Square - Lower Level - Stand CS60) and will be demonstrating the technology.

About CartoDB

CartoDB is an open source cloud-powered spatial database, mapping, analysis and visualization engine that facilitates the creation of spatial applications for both web and mobile devices; the platform is currently used by major news organizations, research institutions, non-profits and geospatial application developers and is a product of Vizzuality, a data analysis and visualization consulting company based in NYC and Madrid.

About BBVA

BBVA is a customer-centric global financial services group founded in 1857. The Group has a solid position in Spain, it is the largest financial institution in Mexico and it has leading franchises in South America and the Sunbelt Region of the United States. Its diversified business is biased to high-growth markets and it relies on technology as a key sustainable competitive advantage. BBVA ranks among the leading Euro zone banks in terms of ROE and efficiency. Corporate responsibility is at the core of its business model. BBVA fosters financial education and inclusion, and supports scientific research and culture. It operates with the highest integrity, a long-term vision and applies the best practices. The Group is present in the main sustainability indexes.

This release is available cartodb.com/media along with a set of visual assets, and embeddable maps featuring some of the new features. For any inquiries, please contact press@cartodb.com



RELEVANT LINKS

 [MWC Economic Impact in Barcelona](http://mwcimpact.com)
<http://mwcimpact.com>

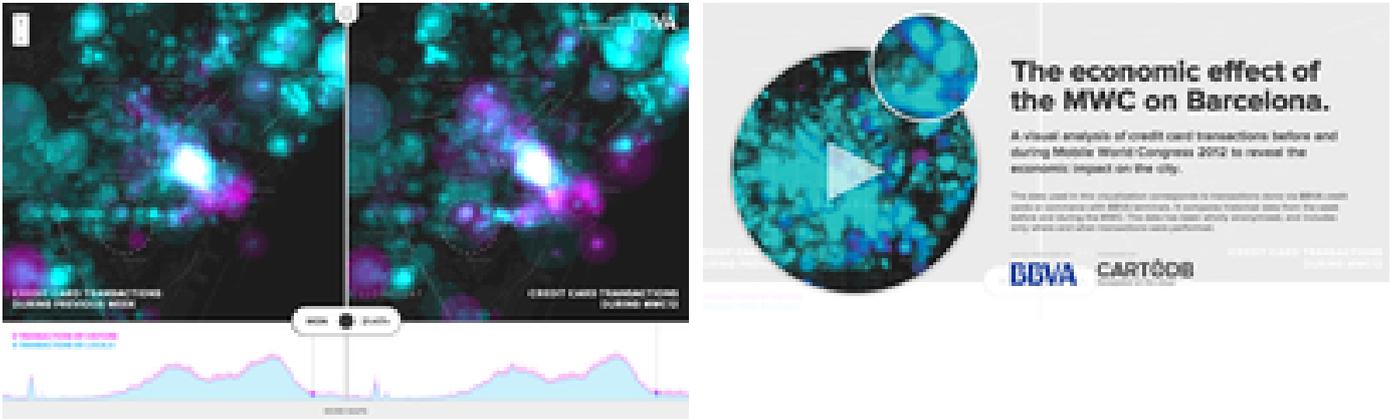
QUOTES

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— Javier de la Torre

IMAGES



ABOUT CARTO

CARTO leads the world of location intelligence, empowering any organization and individual to discover and predict key insights through location data. With CARTO's intuitive location intelligence platform, analysts and developers build self-service location based apps that help optimize operational performance, strategic investments, and everyday decisions.

Founded in 2012 by a team of experts in geospatial development, big data analytics, and visualization techniques, CARTO is based in New York and Madrid, with additional locations in Washington D.C., London, and Estonia. CARTO has a team of 100 employees, a portfolio of 1,200 customers including BBVA, BCG, NYC, Twitter, and Vodafone and more than 200,000 users over the globe. The company is backed by investors such as Accel and Salesforce Ventures.



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