

Open Data Re-use by BBVA (Data & Analytics)

January 2017



BBVA



EUROPEAN
DATA PORTAL

“Open Data is available data in a standardised format that allows for re-use for any purpose”

The Company

BBVA Data & Analytics is part of a Spanish financial group founded in 1857. They are active in the financial and insurance sector and provide (financial) services and data analytics.

<https://www.bbva.com>

Key Facts



Type & Ownership

- For-profit organisation
- Shareholders

Employees

- > 1,000 FTE internal
- > 1,000 FTE external

Open Data



Importance

- 0 – 5% turnover linked to Open Data
- 101 – 250 FTE working on Open Data

Data

- From which domain?
 - Statistics, geospatial, companies
- From which countries?
 - Portugal & Spain
- From which sources?
 - European Data Portal
 - National Open Data Portal
 - Regional or Local Open Data Portal

The Business Model: BBVA Data & Analytics is an enricher

Clients

- B2B, B2G, B2C

Sources of revenue

- Selling services

Distribution mechanism

- Applications, offices, stores

“For 90% we support the BBVA group improve their services and products and help them transform into a digital native company, for 10% we provide strategic analyses on regions of interest”



The challenges with Open Data

Finding Open Data

- Difficult due to the multiple portals to access the data

Working with Open Data

- Keeping a good balance between privacy and granulation

Commercialising Open Data

- They use Open Data to enhance the services and products of their parent company, the bank BBVA

Jobs and Open Data

Profile

- People who can work with data but more importantly those who can understand the data

Skills

- Statistical, analytical, technical

Training

- Employees share their knowledge with the group and receive internal trainings as well.

Language

- Spanish

Open Data for BBVA Data & Analytics



Most important benefit

“By publishing their data developers can make innovative applications for the company”



Most important barrier

“The anonymisation of the data while keeping a serious level of granulation”



Wishlist

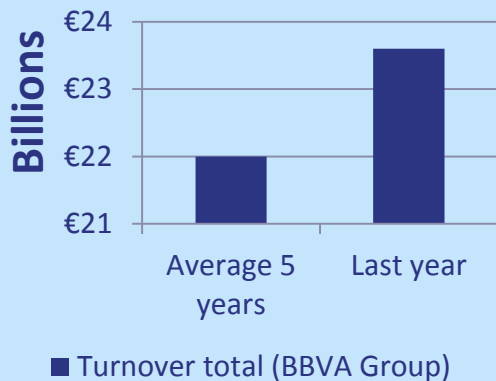
“Information on taxes and economic developments”



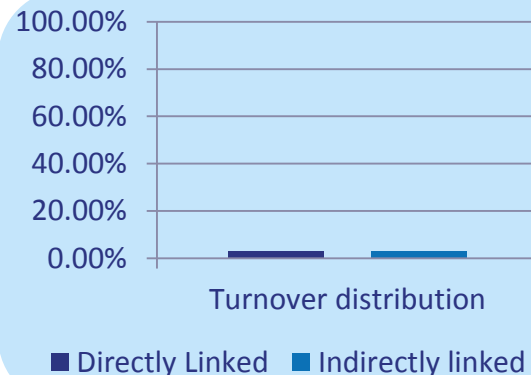
Success factor

“To have all the other departments willing to publish their data as Open Data”

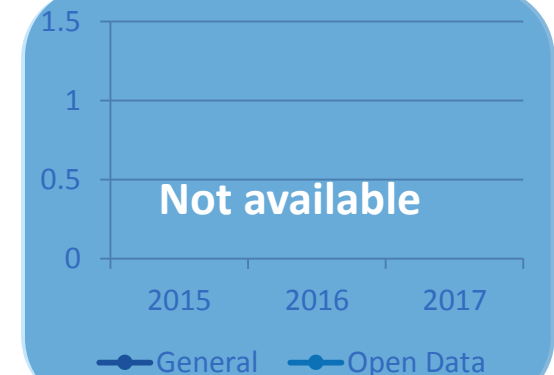
Turnover total



Turnover linked to Open Data



Forecasted growth



BBVA Data & Analytics is a center of excellence in financial and Open Data analysis, for its group and clients!