



How to start an economics team

A case study on Square

Ara Kharazian | October 29, 2024

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Square is a technology company that makes hardware and software that businesses use to...

- Accept payments
- Manage staff with payroll and timecards
- Manage cash flow and access financing through Square Banking
- Reach customers with loyalty, gift cards, CRM management, and a marketing email platform



Ara Kharazian

Research and Data Lead at Square

I research consumer and labor trends using Square data

Partner with external researchers

And work with policymakers and press to answer their questions using Square data



36+

products

8

countries served

4B

individual sales transactions processed in 2023*

\$209.6B

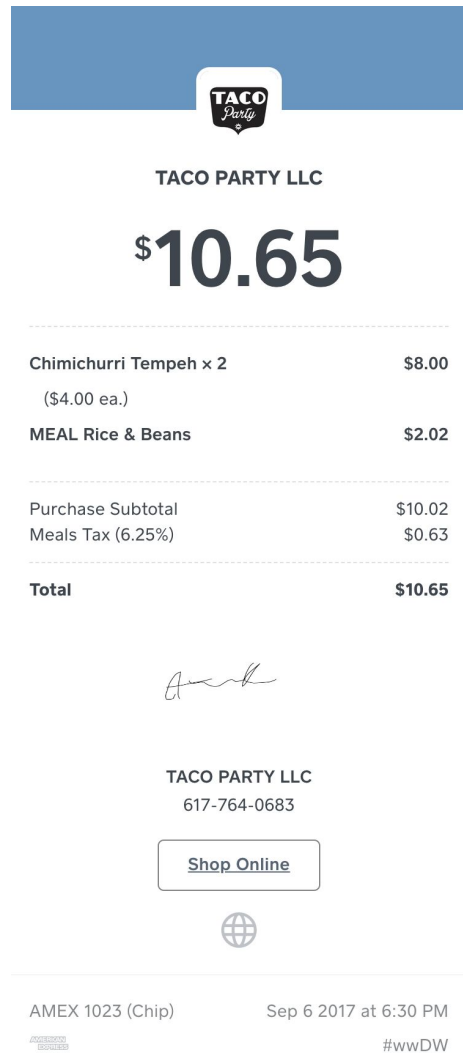
in payments processed in 2023*

* Source: [2023 10-K Annual Report](#)

What Square Sees

Everything on a receipt. We can track:

- Who sold **what**, **where**, and **when**
- What items were purchased
- In what quantities
- Prices over time
- Hyperlocal location information



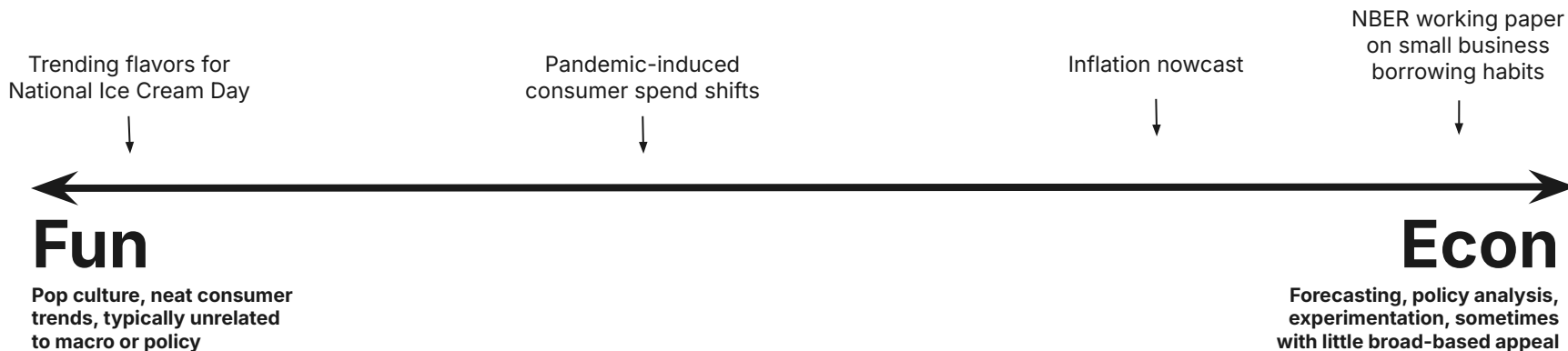
**Economic data from private companies exists
on a spectrum**



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- Generate press coverage in top-tier economics and business publications in the absence of product news

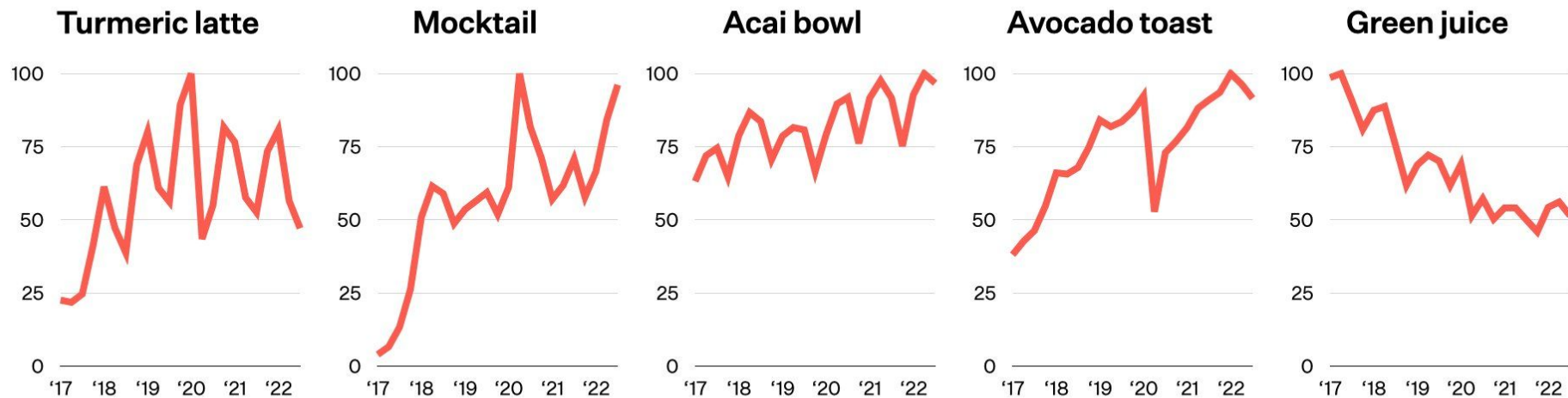
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Why does Square produce economic research?

- Generate press coverage in top-tier economics and business publications in the absence of product news
- Build a reputation as a partner to businesses and policymakers using economic commentary and spokespersonship
- Make Square look smart

Purchasing trends of wellness-oriented menu items at merchants that use Square technology

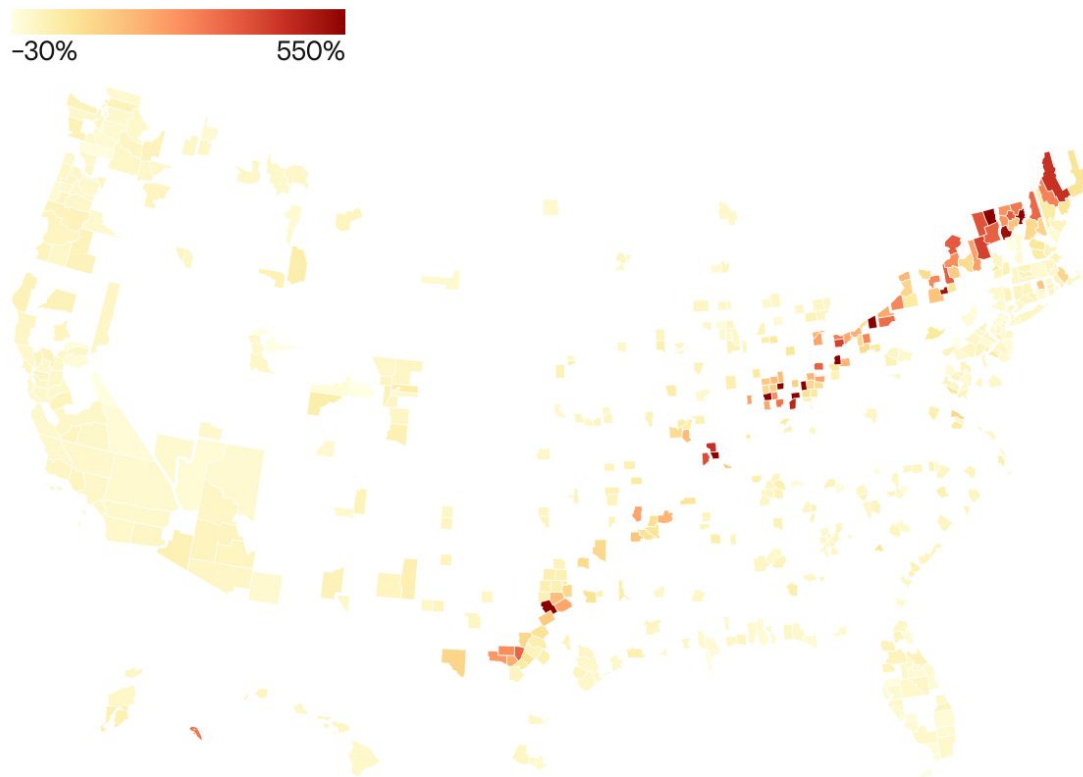


Data: Square. Share of all food and drink transactions at businesses that use Square technology that mention the named product, indexed to 100, where 100 is the maximum for purchases of the named product over the period displayed.

The New Consumer | Coefficient

Square restaurants during the 2024 solar eclipse

Excess activity in U.S. counties on April 8, 2024

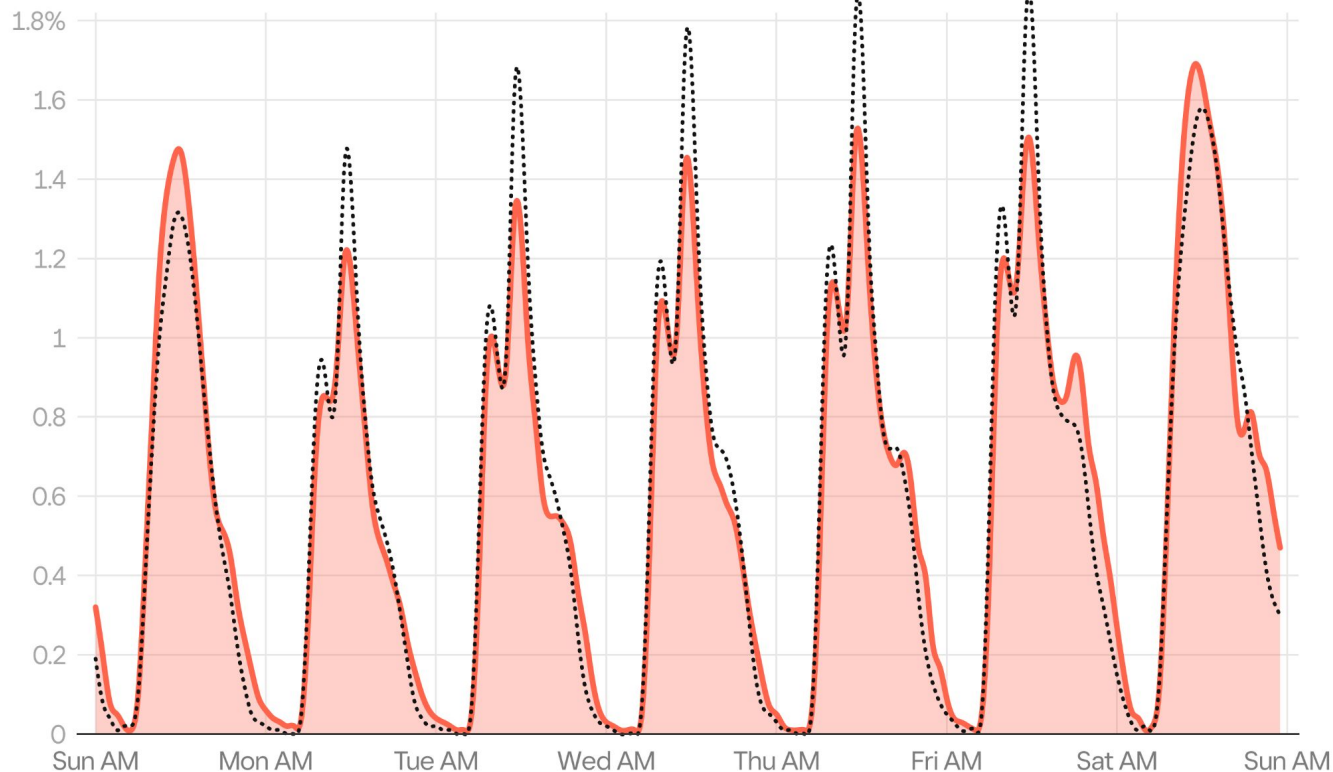


Source: Square analysis of the change in sales revenues on April 8 compared to the average Monday sales revenues in 2024.

Consumer spending shifts to the weekends

Hourly share of in-person transactions at food and drink establishments in the United States

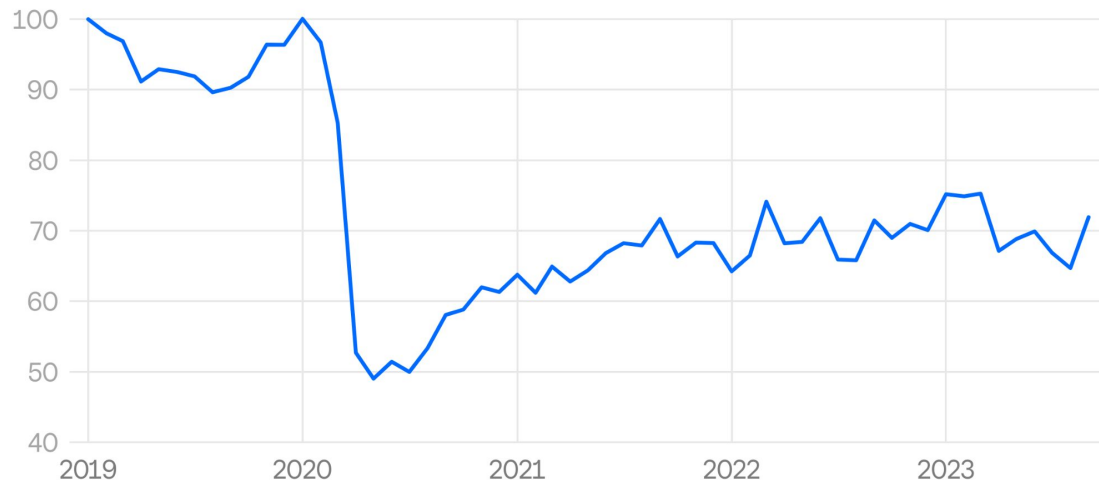
.... 2019 — 2023



Square Source: Square analyzed the hourly share of card-present transactions at food and drink establishments in the United States from April 1 through June 30 in 2019 and 2023.

The return-to-work rate in downtowns is starting to stabilize, Square data shows

Share of food and drink transactions from downtown-area zip codes in the top 15 largest metropolitan areas in the United States, Indexed, January 2019 = 100



Source: Square analysis of transaction data at food and drink establishments in New York, Los Angeles, Chicago, Dallas/Fort Worth, Houston, Washington, Philadelphia, Atlanta, Miami, Phoenix, Boston, Riverside, San Francisco, Detroit, Seattle. The following zip codes were classified as downtown areas: 10006, 10007, 10013, 10022, 90014, 90015, 90017, 60603, 60604, 60606, 75201, 75202, 75270, 76102, 76107, 76164, 77002, 77003, 77010, 20006, 20036, 20004, 19103, 19106, 19107, 30303, 30308, 30313, 33131, 33132, 33130, 85003, 85004, 85006, 02109, 02110, 02210, 92501, 92507, 92509, 94104, 94105, 94111, 48226, 48243, 48207, 98101, 98104, 98121.

The return-to-work rate in downtown Square data shows

Share of food and drink transactions from downtown largest metropolitan areas in the United States

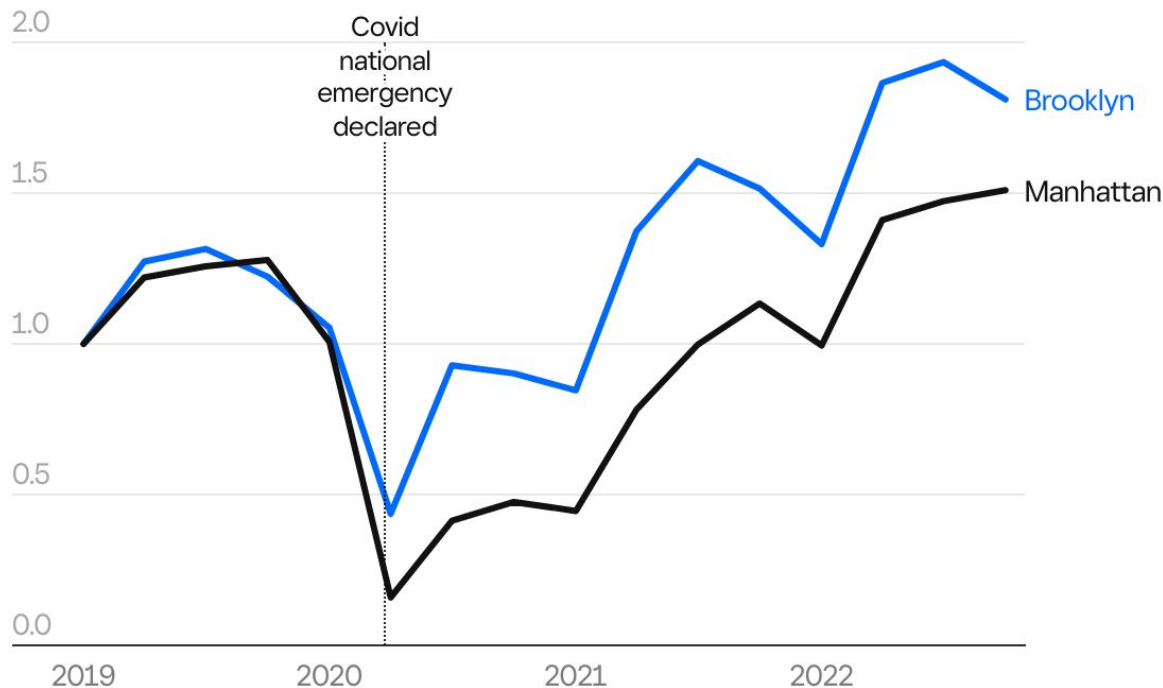


Source: Square analysis of transaction data at food and drink businesses in the following zip codes: Dallas/Fort Worth, Houston, Washington, Philadelphia, Atlanta, Detroit, Seattle. The following zip codes were classified as downtown: 90015, 90017, 60603, 60604, 60606, 75201, 75202, 75270, 76102, 20004, 19103, 19106, 19107, 30303, 30308, 30313, 30314, 02110, 02210, 92501, 92507, 92509, 94104, 94105, 94111, 48226, 48243, 48207, 98101, 98104, 98121.



Work-from-home is fueling growth in Brooklyn

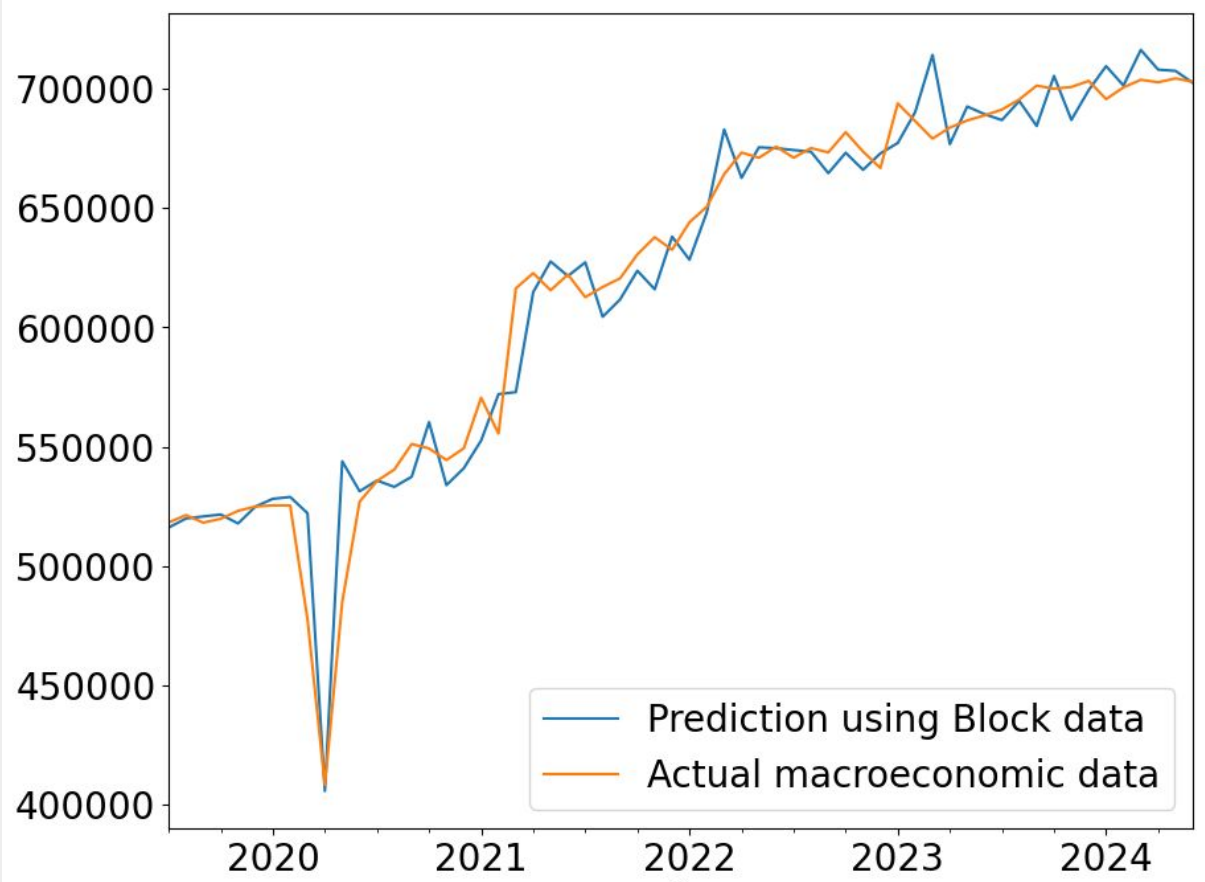
Sales growth at bars and restaurants that use Square technology from Q1 2019



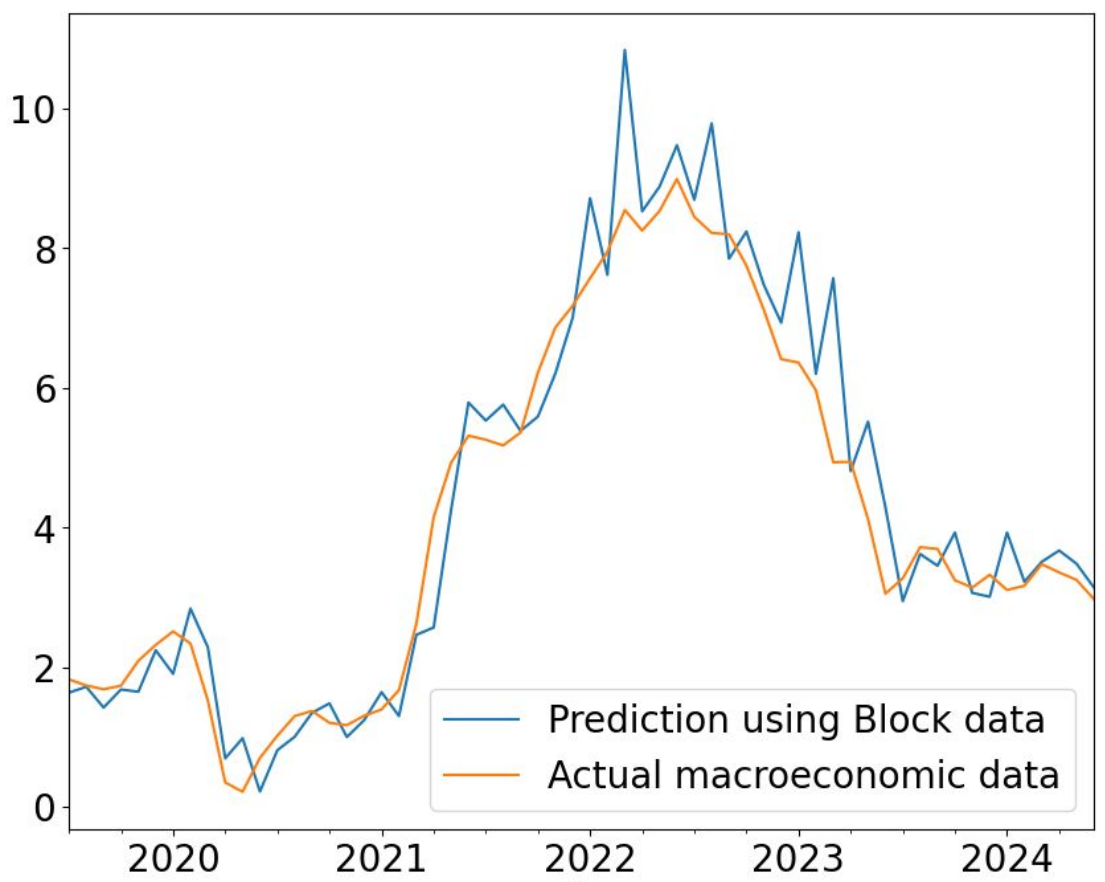
Source: Analysis of New York businesses using Square



Total US Consumer Spending (Retail and Food Service)



Inflation (CPI)



Unemployment Rate

