README file for replication of "The Value of Information in Competitive Markets: Evidence from Small and Medium Size Enterprises" Forthcoming in the Journal of Political Economy.

The Data is proprietary and owned from the bank provider. An exemption to the JPE Data Availability Policy has been provided by the editor at the time of submission. Thus:

- The authors of the paper do not own the data. They worked with the data as long as they had access to the facilities of the bank. Per the collaboration agreement signed with the bank, the authors only had access when they visited the bank's facilities.
- Authors obtained data directly from the Data Analytics department of the bank.
- The source data used to create dependent variables and the list of adopting establishments are confidential information. The collaboration agreement prevents the authors from sharing any of the data.
- To the best of our knowledge, data can be currently obtained from a company called GeoBlink.
    - Geoblink is currently the bank's partner in commercializing the data and keeping the establishments' confidentiality. This same firm works with other data providers as well.
    - Researchers interested should contact GeoBlink and inquire for the cost of purchasing or licensing data similar to the data used in our analysis.
    - The authors do not have any conflict of interest or relationship with either the bank or GeoBlink.

From the original source data, granular at the transaction level, we have assembled different data sets that we use in our analysis and that appear in the dofile "Replication dofile.do":

- Dataset "Info Adopters.dta": this dataset contains cross-sectional information about all our adopters.
- Dataset "Short_Final_Main.dta": this dataset contains the data that we use for our main analysis. It contains sales information at the quarter level for all establishments (POS) in our working sample.
- Dataset "Gender_final.dta": this dataset contains the data that we use for our mechanism section analysis. It contains sales information at the quarter level for all establishments (POS) in our working sample for each gender-age group of customers.
- Dataset "Zipcode_final.dta": this dataset contains the data that we use for our mechanism section analysis. It contains sales information at the quarter level for all establishments (POS) in our working sample separating customers in two groups: those residing in the same zip code as the focal establishments, and those residing elsewhere.
- Dataset "Horas_final.dta": this dataset contains the data that we use for our additional results section. It contains sales information at the quarter level for all establishments (POS) in our working sample separating sales by weekday/weekend sales and before 3pm/after 3pm sales.

All other information necessary to replicate our results in tables and figures is detailed in the do file "Replication dofile.do".