

MEJORANDO LA PREDICCIÓN DE UN BRAND MANAGER

Adriana J. Ambel

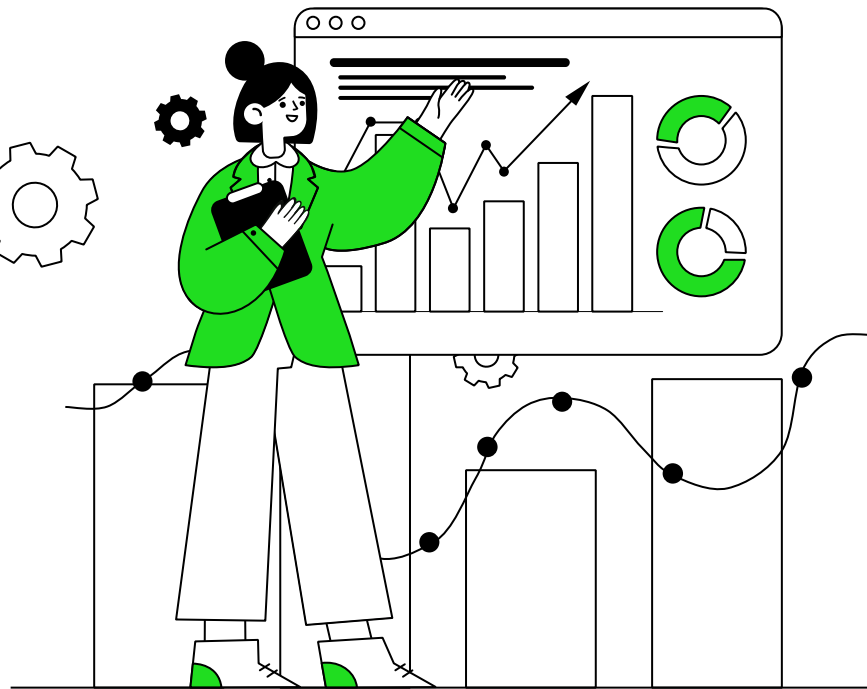
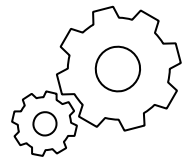
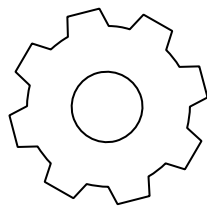




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INTRODUCCIÓN

¿Qué y por qué?

02

PROBLEMA

¿Qué se busca resolver?



03

SOLUCIÓN

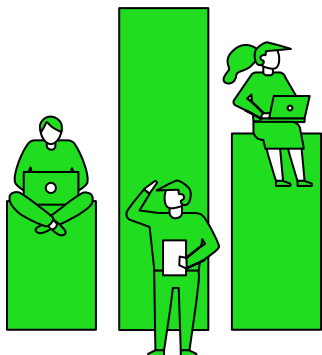
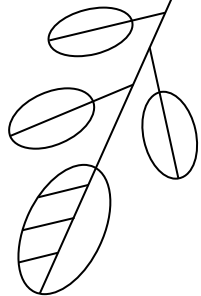
¿Cómo se ha resuelto?

04

MEJORAS FUTURAS

¿Qué puertas se abren?





01



INTRODUCCIÓN

¿Qué y por qué?

yaba.

¿QUÉ HACE?

¿PARA QUÉ?

Generar un **portfolio propio**

Explotar su **performance**

Aumentar el **beneficio neto**



¿CÓMO?

BRAND MANAGER





¿QUÉ HACE UN BRAND MANAGER?

01

ESTUDIO DEL MERCADO

02

MEJORA DE LA MARCA

03

DIVERSIFICACIÓN

04

PLANIFICACIÓN ANUAL





¿QUÉ HACE UN BRAND MANAGER?

01

ESTUDIO DEL MERCADO

02

MEJORA DE LA MARCA

03

DIVERSIFICACIÓN

04

PLANIFICACIÓN ANUAL

Planificación de gastos y
ventas anuales

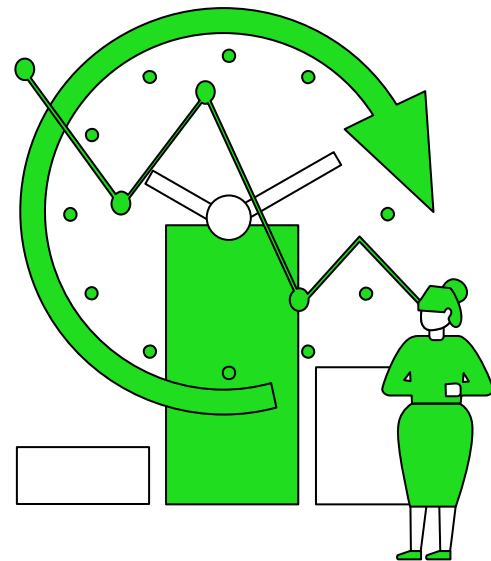


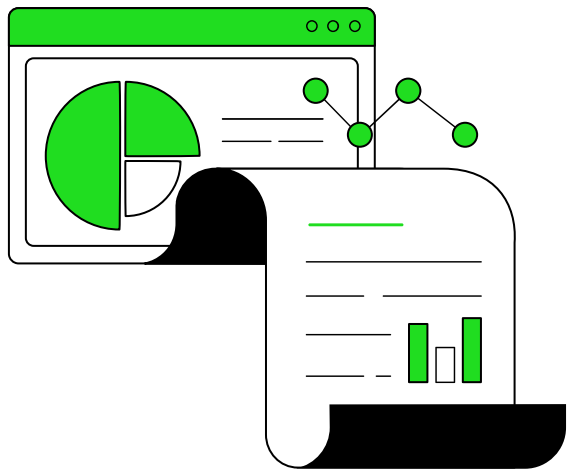


02



PROBLEMA



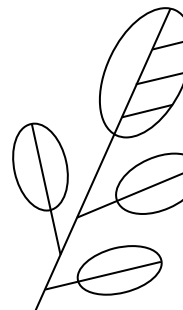
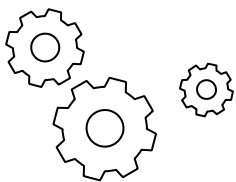


PLANIFICACIÓN ANUAL

Previsión de **ventas anuales**

Previsión de **gastos e inversiones**

Previsión de **impacto de planes**



PROBLEMA VS. SOLUCIÓN

PROBLEMA

PREVISIÓN DE **VENTAS ANUALES**

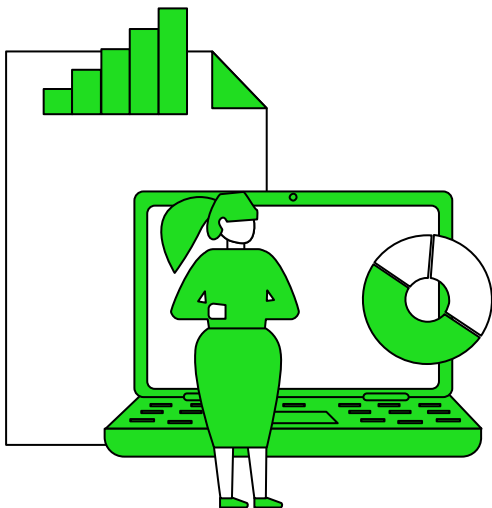
PREVISIÓN DE **GASTOS E INVERSIONES**

PREVISIÓN DE **IMPACTO DE PLANES**



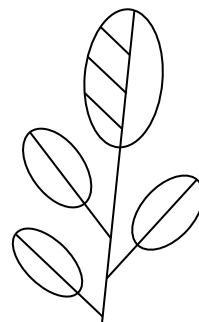
SOLUCIÓN

GENERAR UN **MODELO DE PREDICCIÓN DE VENTAS**

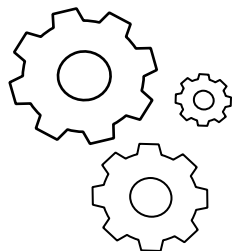


03

SOLUCIÓN

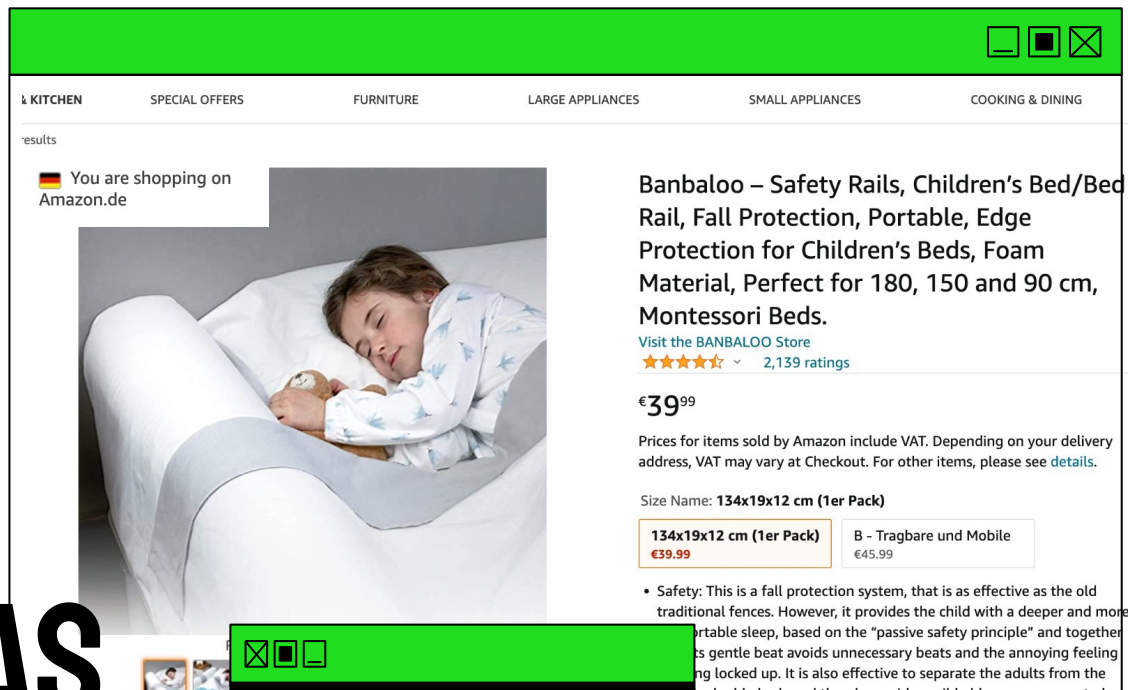


MIS DATOS



VENTAS

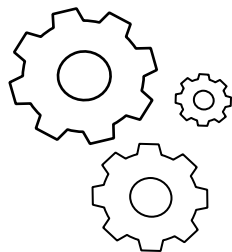
2019-09-30 / 2022-03-15



Un solo producto

Un solo mercado

MIS DATOS



VENTAS

2019-09-30 / 2022-03-15

	seller_name	seller_sku	daily_sales_sku	sellerboard_date
5	banbaloo	5Y-8TNB-GV76	806.63	2022-03-11
4	banbaloo	5Y-8TNB-GV76	571.36	2022-03-12
3	banbaloo	5Y-8TNB-GV76	571.33	2022-03-13
2	banbaloo	5Y-8TNB-GV76	605.26	2022-03-14
1	banbaloo	5Y-8TNB-GV76	604.90	2022-03-15

Un solo producto
Un solo mercado

TIME SERIES ANALYSIS



SARIMAX



Técnica clásica

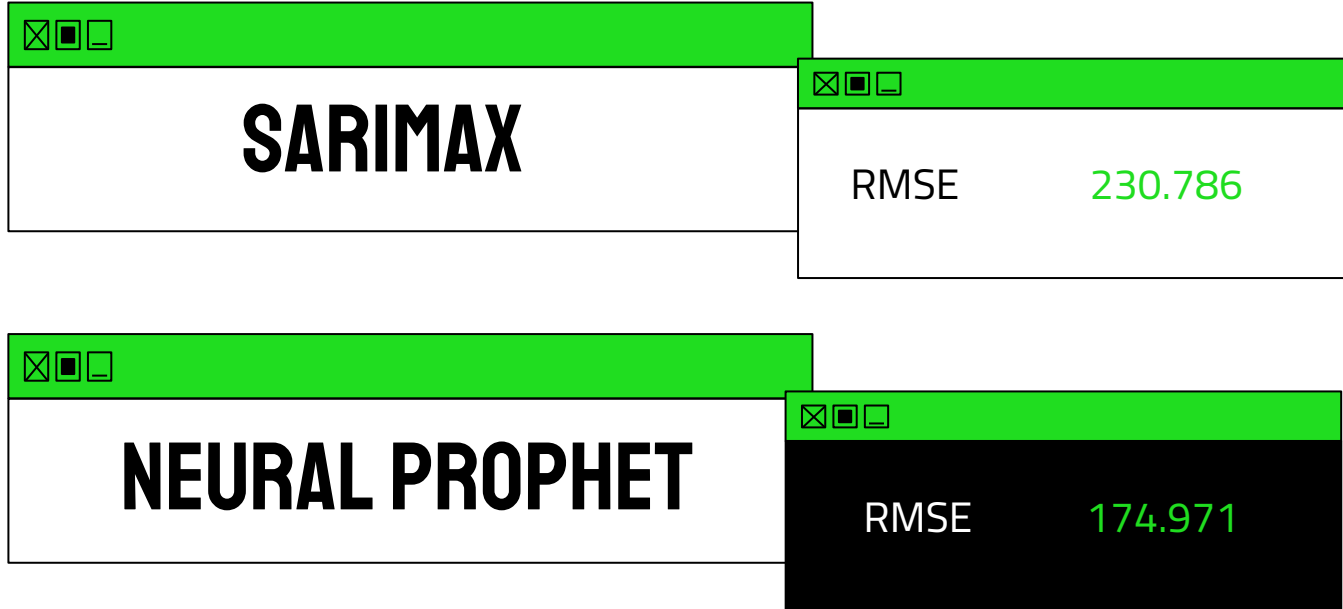


NEURAL PROPHET

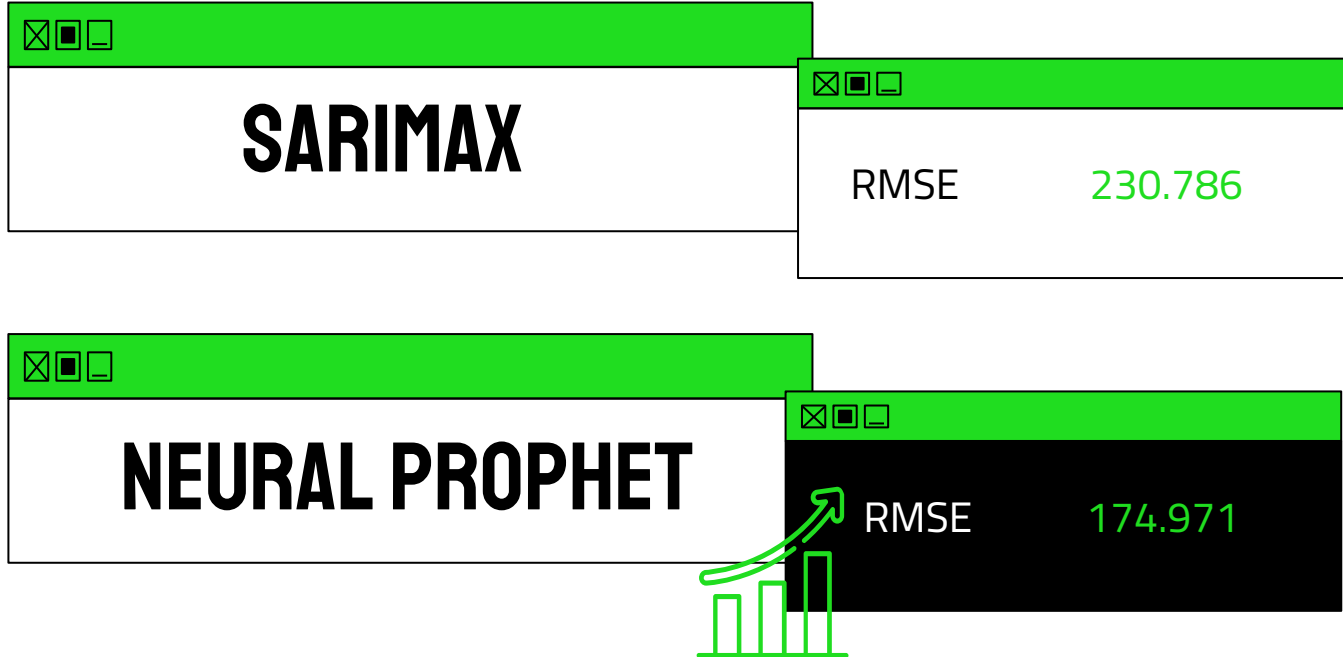


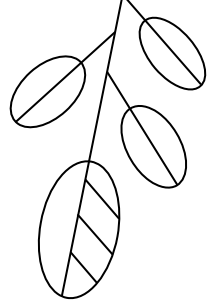
Nueva propuesta
Neural Network
Deep Learning Autoregresivo

TIME SERIES ANALYSIS

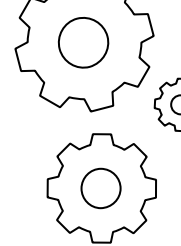


TIME SERIES ANALYSIS

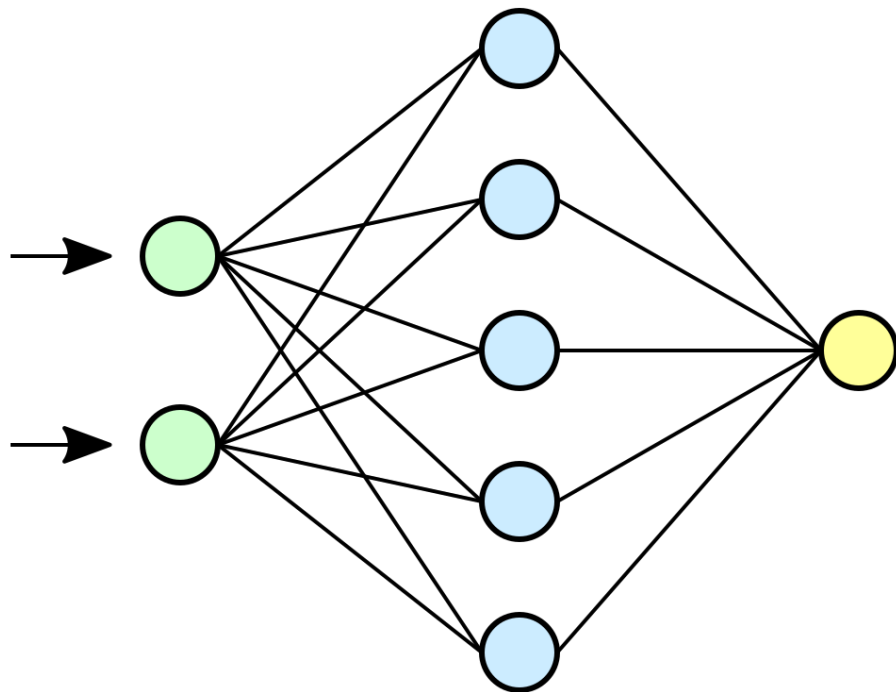




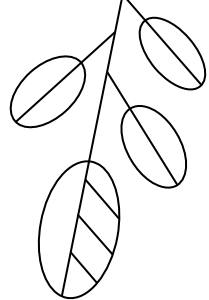
NEURAL PROPHET



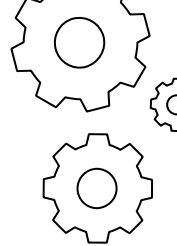
**VENTAS
PASADAS**



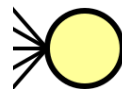
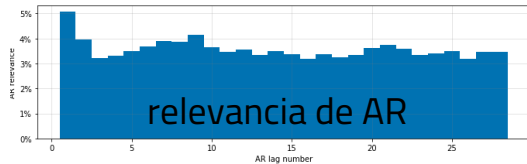
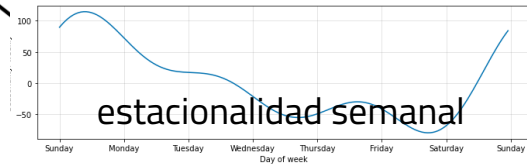
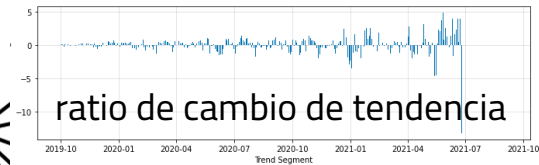
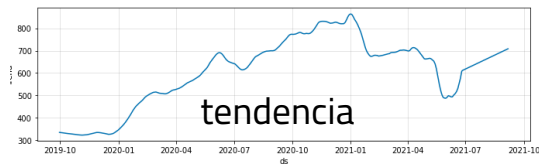
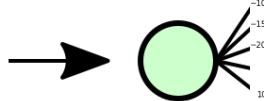
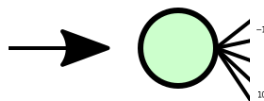
**PREDICCIÓN
DE VENTAS**



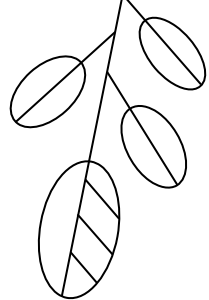
NEURAL PROPHET



**VENTAS
PASADAS**

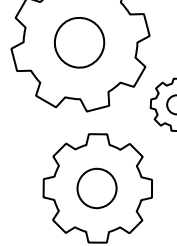


**PREDICCIÓN
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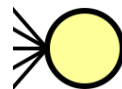
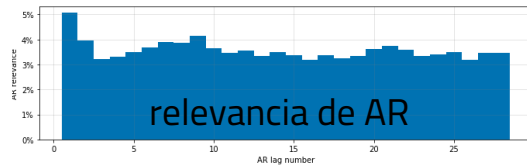
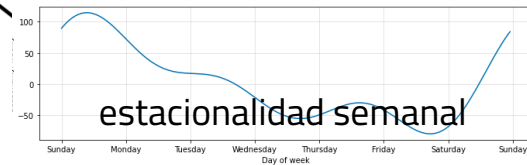
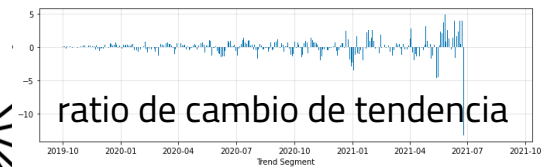
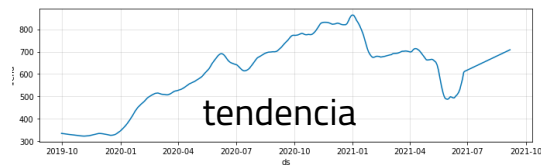
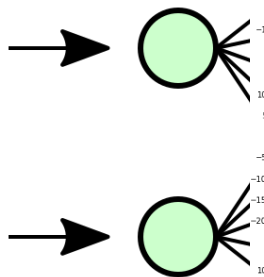


NEURAL PROPHET

MODELO ADITIVO



**VENTAS
PASADAS**



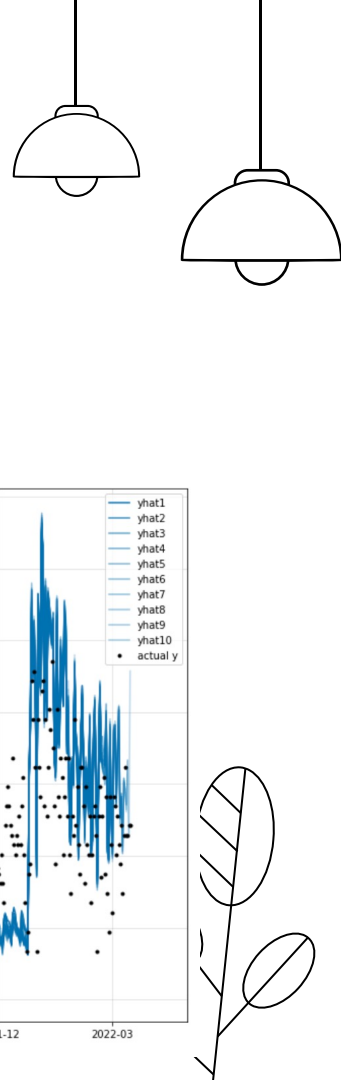
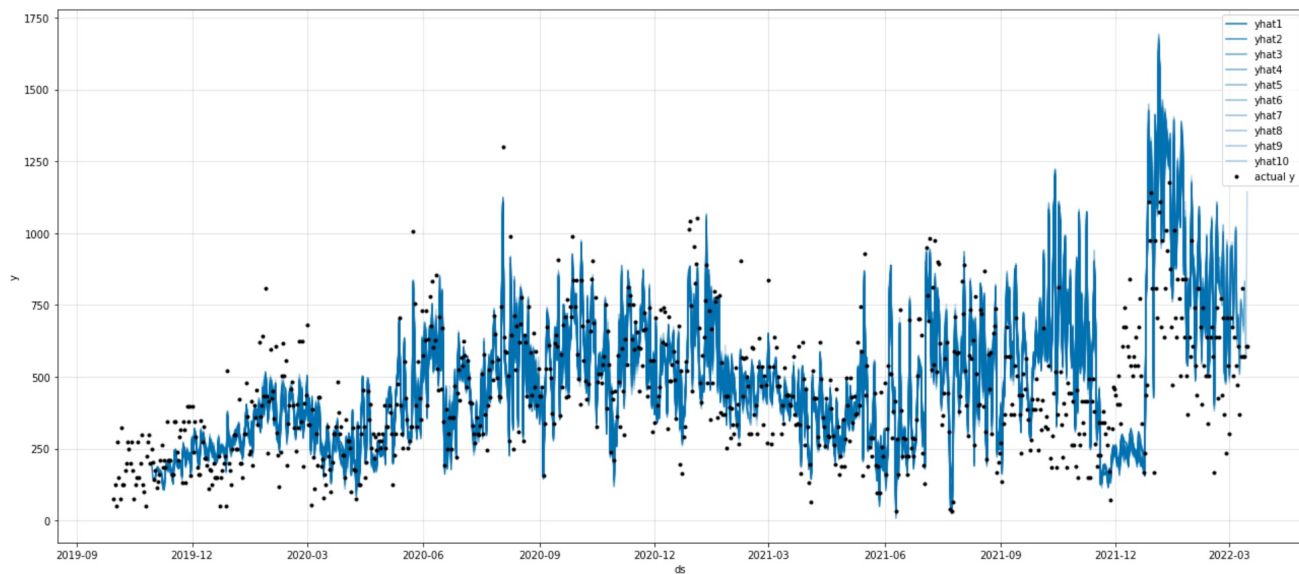
**PREDICCIÓN
DE VENTAS**

NUEVAS VARIABLES



	ds	y	A
0	2022-03-15	604.90	-94.25
1	2022-03-14	605.26	-35.47
2	2022-03-13	571.33	-62.83
3	2022-03-12	571.36	-52.00
4	2022-03-11	806.63	-55.01

NUEVAS VARIABLES



NUEVAS VARIABLES

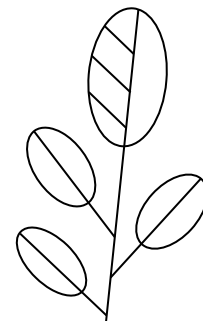


AUTOREGRESIÓN

Si sigo la misma estrategia de inversión mis ventas...

REGRESIÓN

Si gasto X mis ventas evolucionarán...





PLANIFICACIÓN DE INVERSIÓN FUTURA

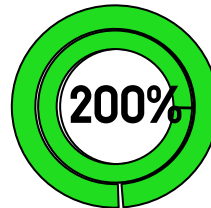


MENOS



50% de lo
invertido el
último mes

MÁS

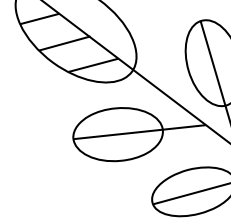


200% de lo
invertido el
último mes

CONSTANTE

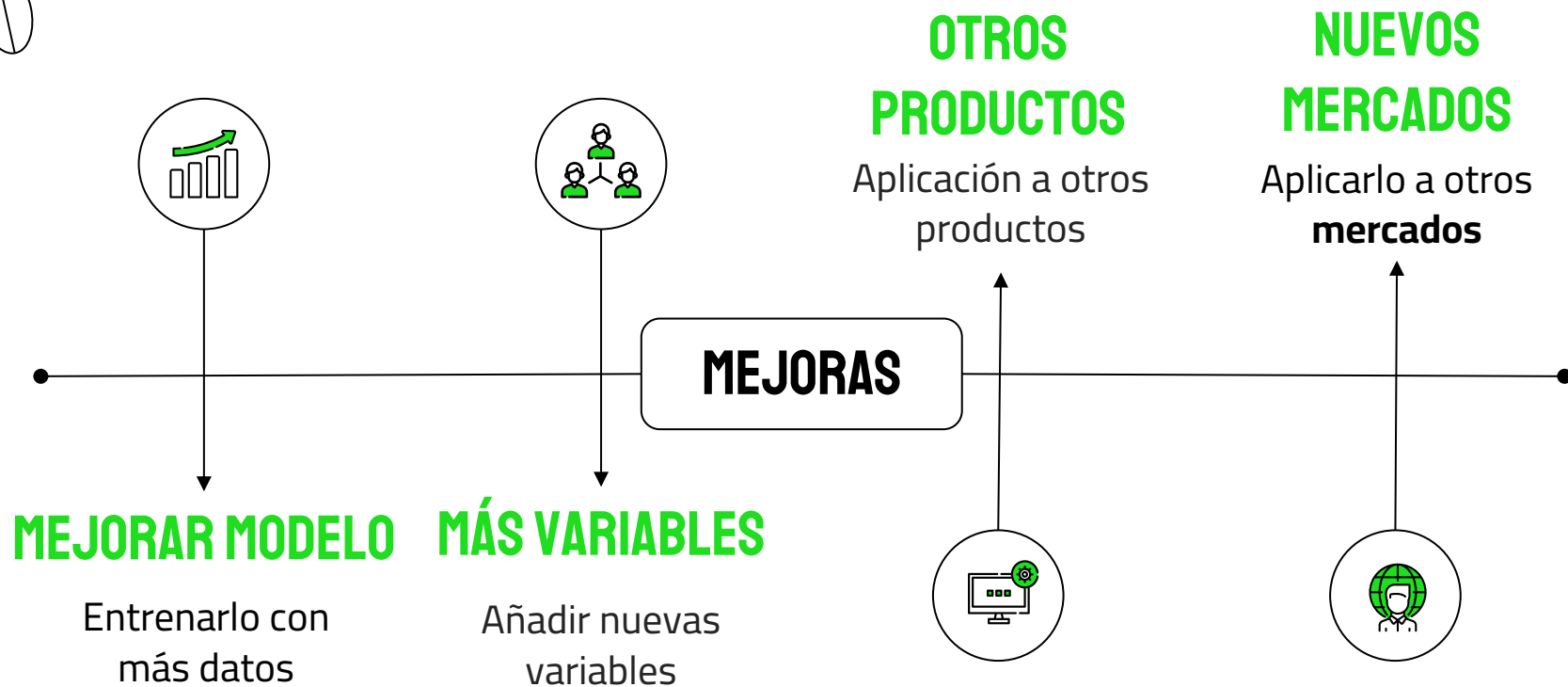
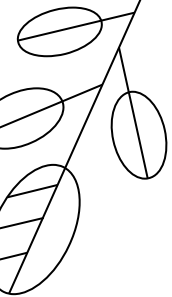


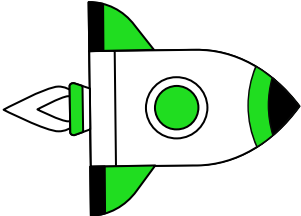
Invierto 40\$
cada día



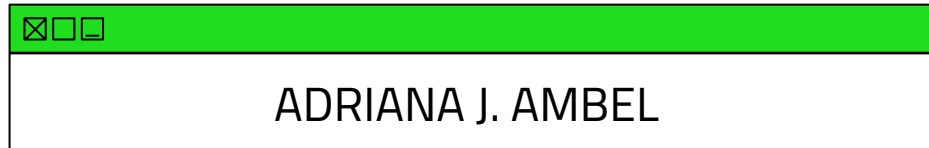
04

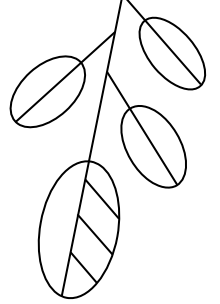
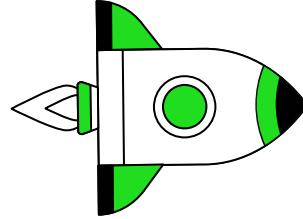
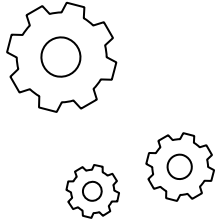




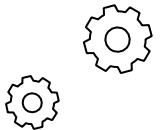
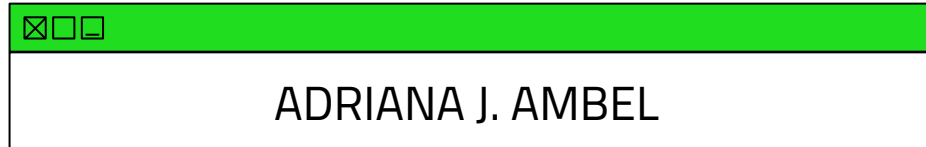


¿ALGUNA PREGUNTA ?

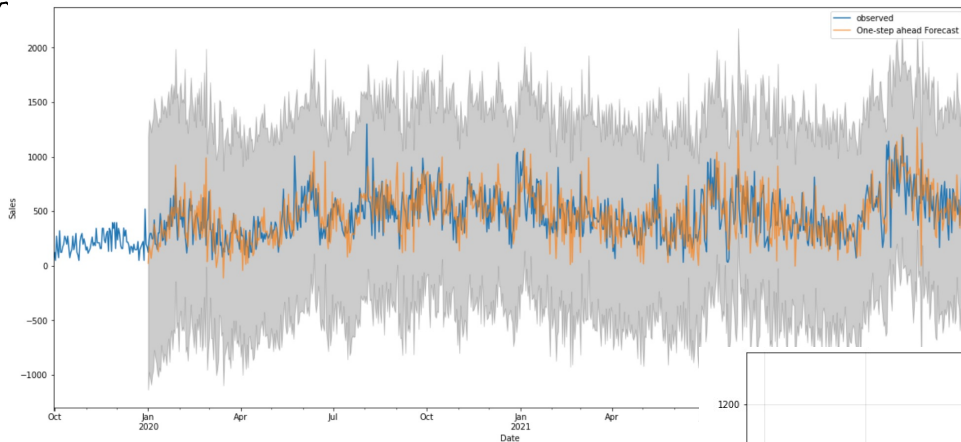
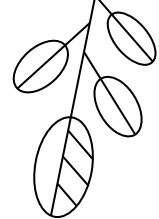
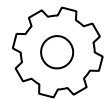




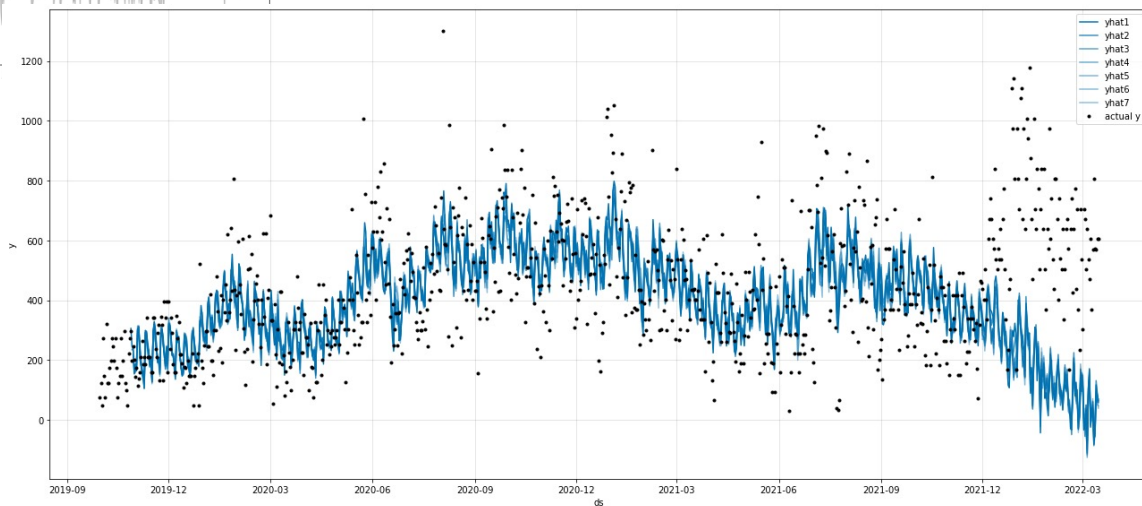
MUCHAS GRACIAS



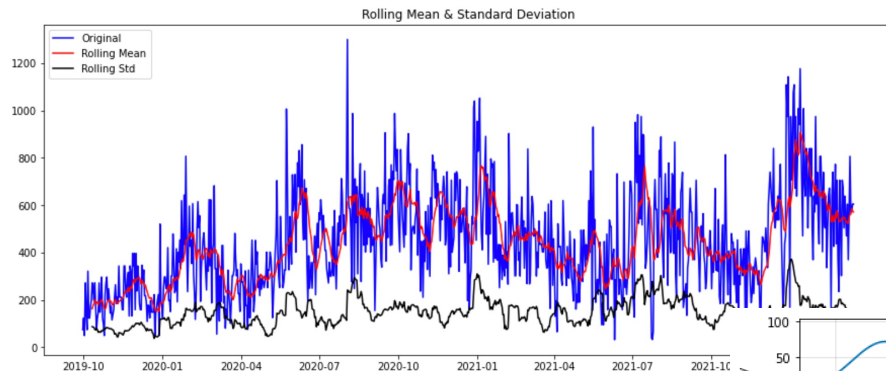
SARIMAX VS. NEURAL PROPHET



NEURAL PROPHET



SARIMAX VS. NEURAL PROPHET

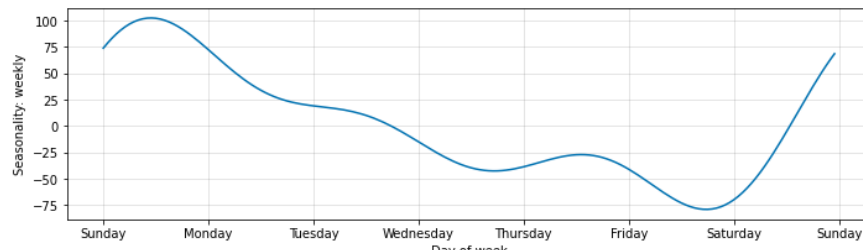
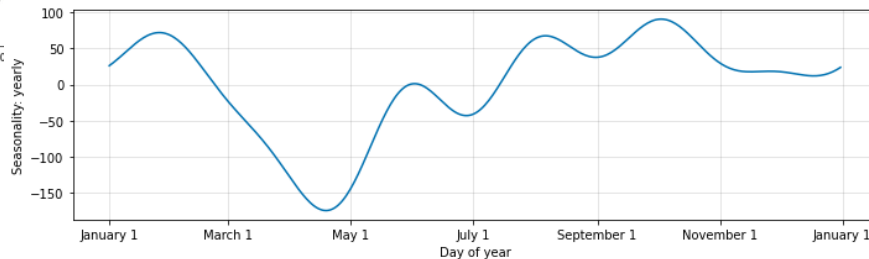


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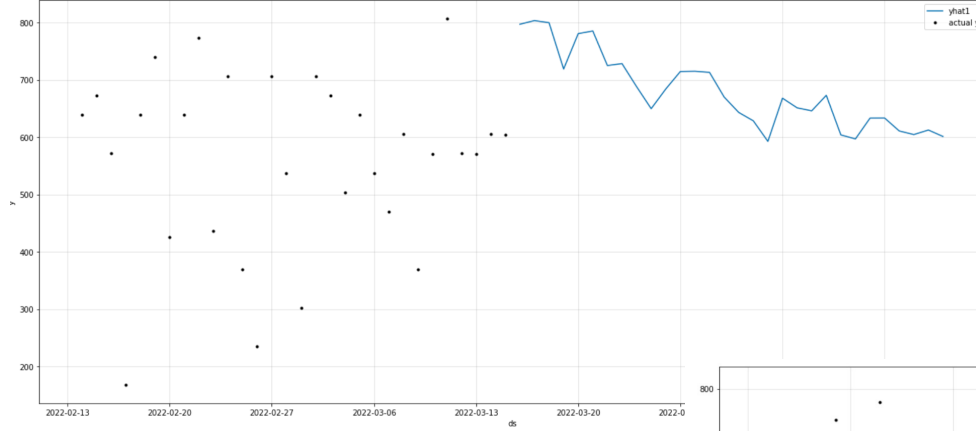
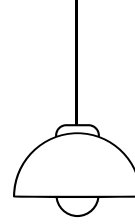
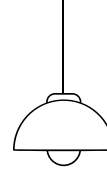
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#Lags Used	9.000000
Number of Observations Used	888.000000
Critical Value (1%)	-3.437735
Critical Value (5%)	-2.864800
Critical Value (10%)	-2.568506
dtype:	float64

SARIMAX

NEURAL PROPHET



POSIBLES ESCENARIOS



70\$

50%

