# MEJORANDO LA PREDICCIÓN DE UN BRAND

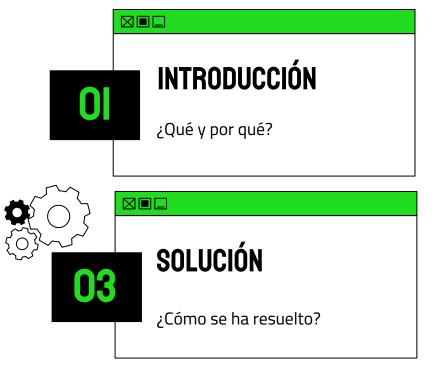
Adriana J. Ambel

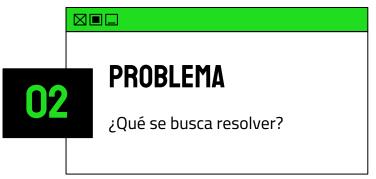
**MANAGER** 





#### **TABLA DE CONTENIDO**













¿Qué y por qué?

yaba.

ŁQUÉ HACE?

&PARA QUÉ?

Generar un porfolio propio

Explotar su **performance** 

Aumentar el **beneficio neto** 

&CÓM0?

**BRAND MANAGER** 





## ¿QUÉ HACE UN BRAND MANAGER?



**ESTUDIO DEL MERCADO** 



**MEJORA DE LA MARCA** 



**PLANIFICACIÓN ANUAL** 





## ¿QUÉ HACE UN BRAND MANAGER?

OI

02

**ESTUDIO DEL MERCADO** 

MEJORA DE LA MARCA

03

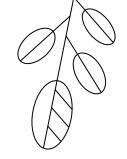
PLANIFICACIÓN ANUAL

DIVERSIFICACIÓN

Planificación de gastos y ventas anuales



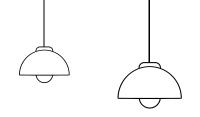




# 







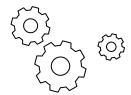


## PLANIFICACIÓN ANUAL

Previsión de ventas anuales

Previsión de **gastos e inversiones** 

Previsión de impacto de planes







#### PROBLEMA VS. SOLUCIÓN



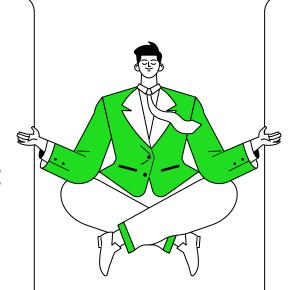


#### **PROBLEMA**

PREVISIÓN DE **VENTAS ANUALES** 

PREVISIÓN DE **GASTOS E**INVERSIONES

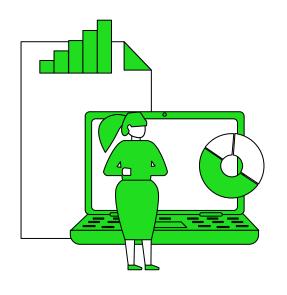
PREVISIÓN DE **IMPACTO DE PLANES** 



#### **SOLUCIÓN**

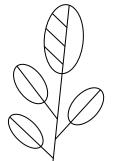
GENERAR UN **MODELO**DE **PREDICCIÓN DE**VENTAS





# 03

SOLUCIÓN







& KITCHEN SPECIAL OFFERS **FURNITURE** LARGE APPLIANCES esults You are shopping on Amazon.de

Banbaloo – Safety Rails, Children's Bed/Bed Rail, Fall Protection, Portable, Edge Protection for Children's Beds, Foam Material, Perfect for 180, 150 and 90 cm, Montessori Beds.

SMALL APPLIANCES

**COOKING & DINING** 

Visit the BANBALOO Store

\*\*\* 2,139 ratings

€3999

Prices for items sold by Amazon include VAT. Depending on your delivery address, VAT may vary at Checkout. For other items, please see details.

Size Name: 134x19x12 cm (1er Pack)

134x19x12 cm (1er Pack) €39.99 B - Tragbare und Mobile €45.99

 Safety: This is a fall protection system, that is as effective as the old traditional fences. However, it provides the child with a deeper and more rtable sleep, based on the "passive safety principle" and together s gentle beat avoids unnecessary beats and the annoying feeling ng locked up. It is also effective to separate the adults from the

**VENTAS** 



Un solo producto
Un solo mercado







	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

# **VENTAS**

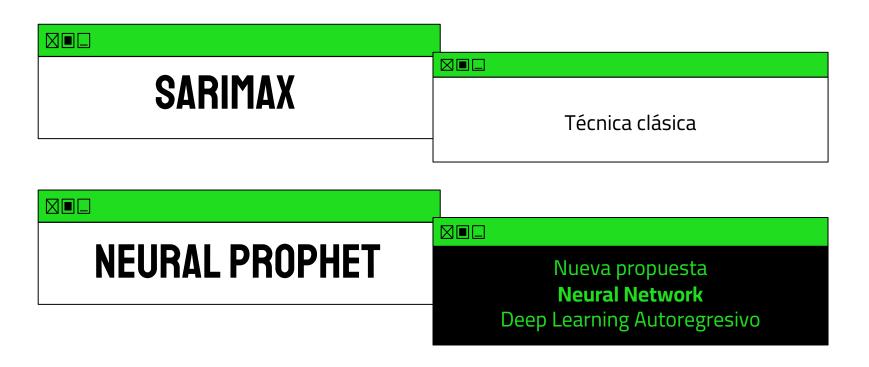
2019-09-30 / 2022-03-15



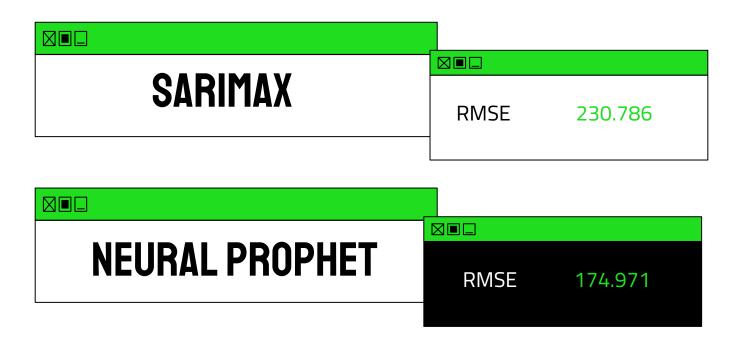
Un solo producto

Un solo mercado

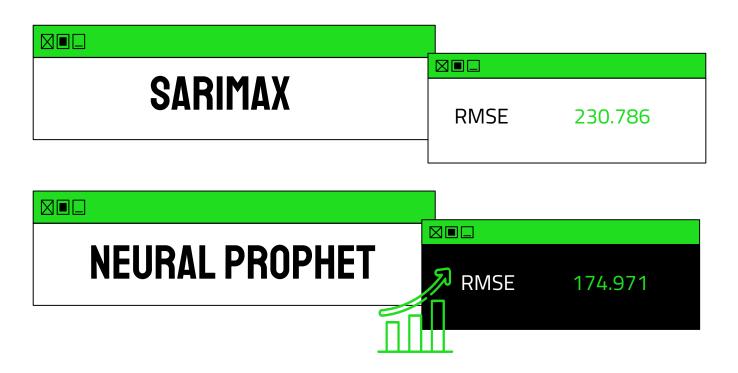
## TIME SERIES ANALYSIS

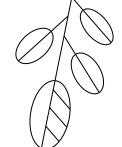


## TIME SERIES ANALYSIS



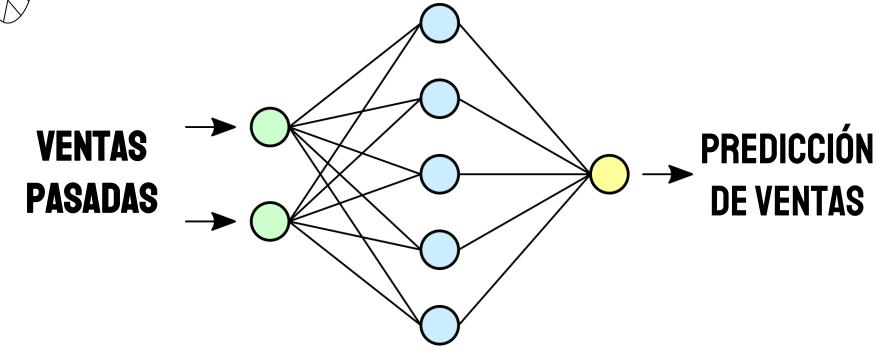
## TIME SERIES ANALYSIS

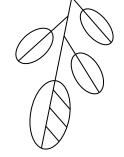




## NEURAL PROPHET



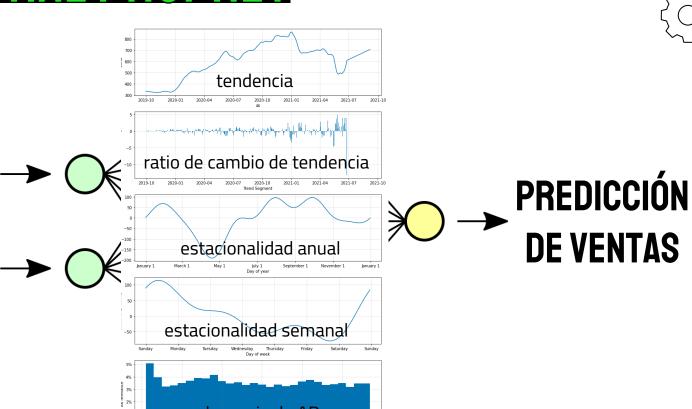




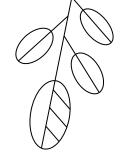
**VENTAS** 

**PASADAS** 

## NEURAL PROPHET



relevancia de AR

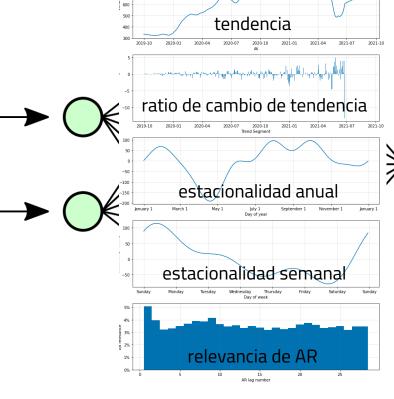


### NEURAL PROPHET



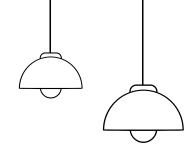






## PREDICCIÓN DE VENTAS

## NUEVAS VARIABLES







	ds	у	Α
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



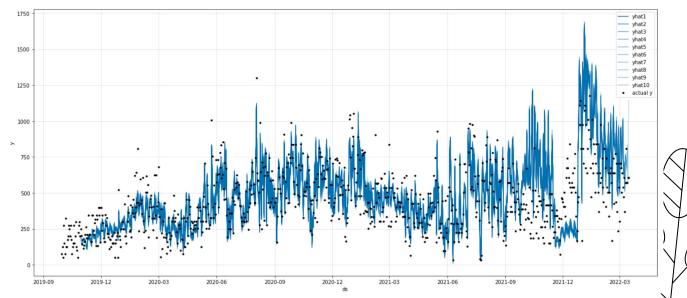
# NUEVAS VARIABLES





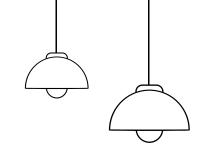








## NUEVAS VARIABLES







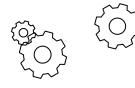
#### **AUTOREGRESIÓN**

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





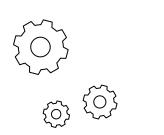
04

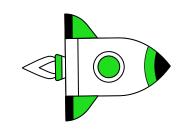
MEJORAS FUTURAS

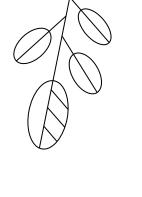










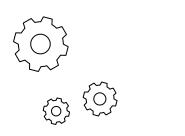


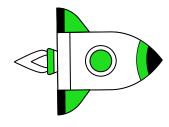
# JALGUNA PREGUNTA?

ADRIANA J. AMBEL













ADRIANA J. AMBEL

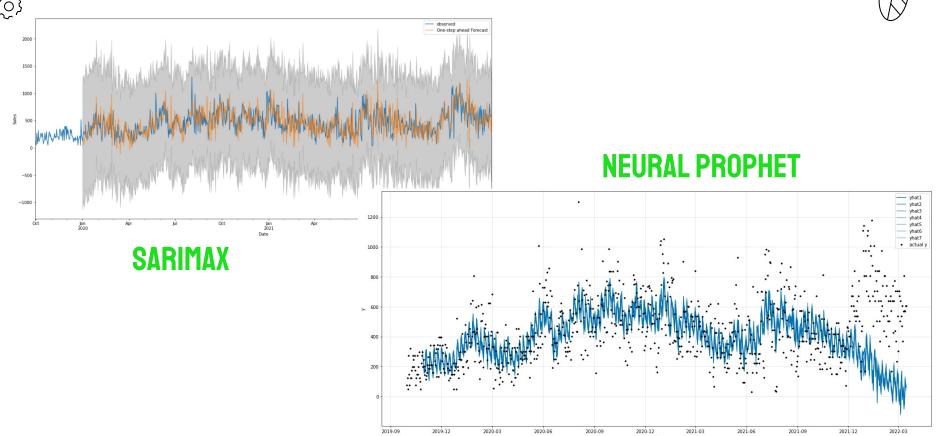








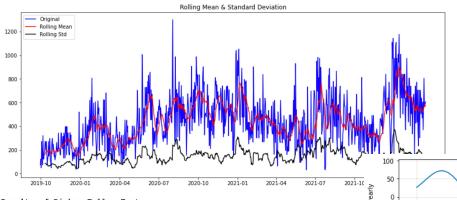










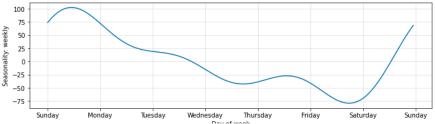


#### **NEURAL PROPHET**

Results of Dickey-Fuller Test: Test Statistic -4.486505 p-value 0.000208 #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

50
0
0
-50
-150
January 1 March 1 May 1 July 1 September 1 November 1 January 1
Day of year

**SARIMAX** 



#### **POSIBLES ESCENARIOS**





