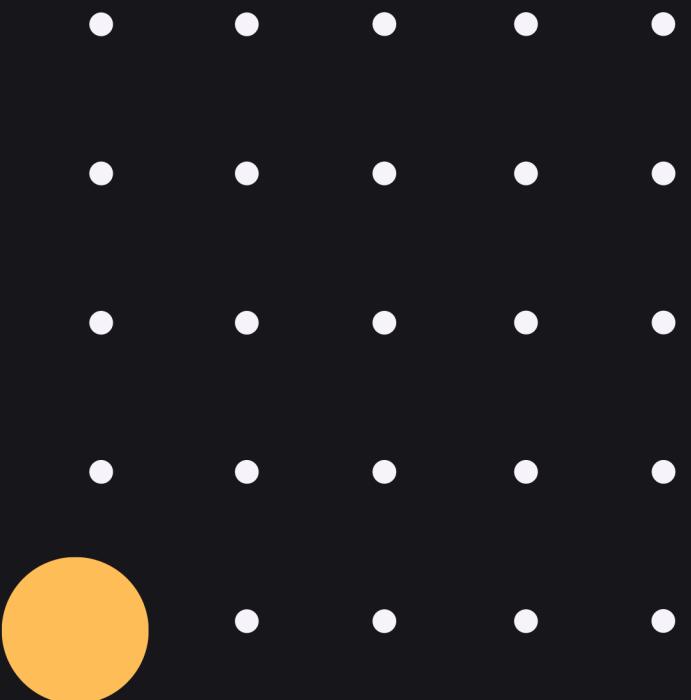




DATUM TECH

**Maximizar el impacto y la
relevancia del turismo
gastronómico, en el sector de la
industria turística.**

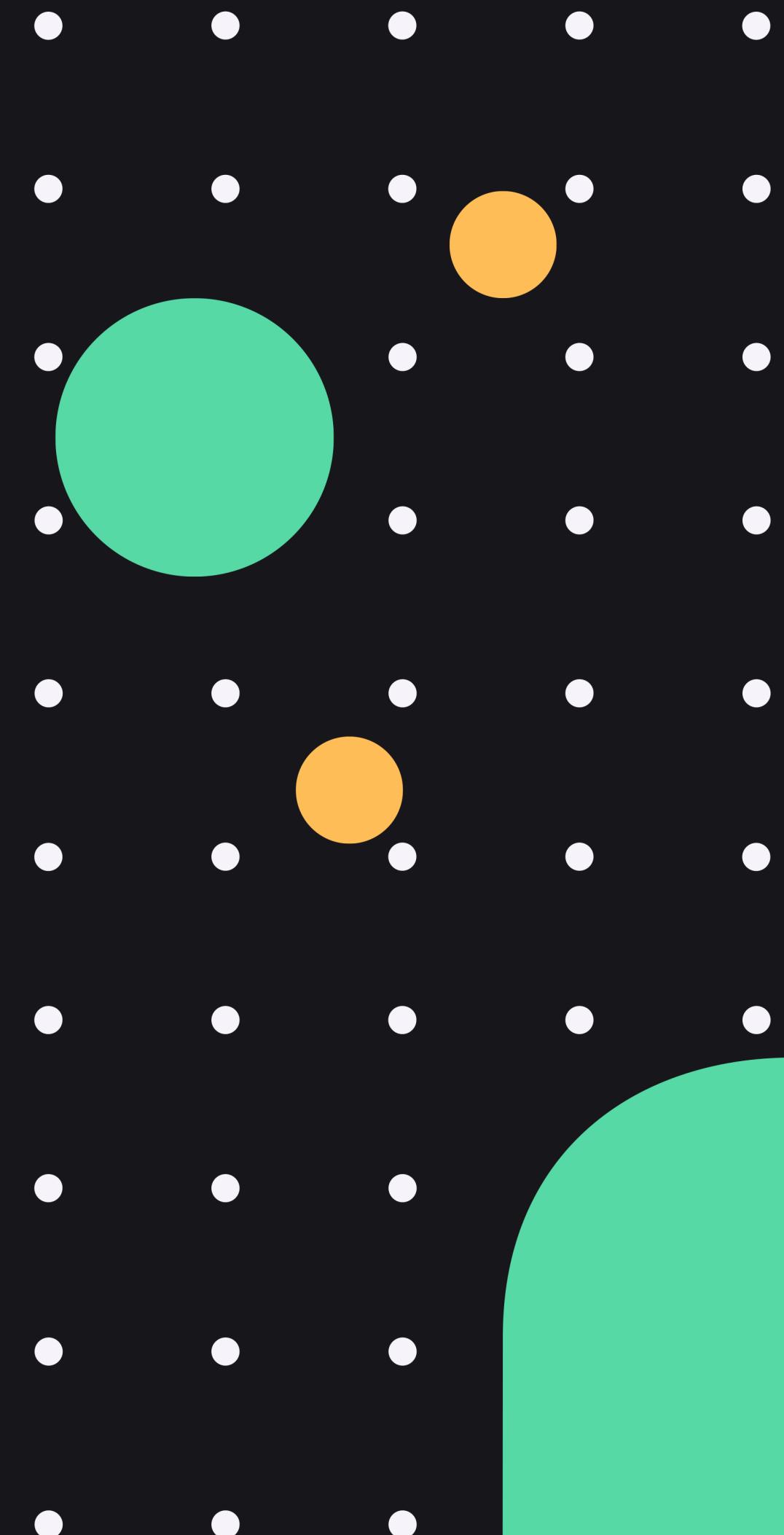
Análisis de mercado en Estados Unidos.





Contenido

- **Datum Tech**
- **Presentacion del proyecto**
- **Objetivos y Alcance**
- **Metodologia de trabajo SCRUM**
- **Indicadores clave de rendimiento**
- **Stack Tecnologico y Workflow**
- **Automatizacion**
- **Modelo de recomendacion e interfaz grafica**
- **Modelo entidad-relacion**
- **Dashboard**
- **Estrategias planteadas**





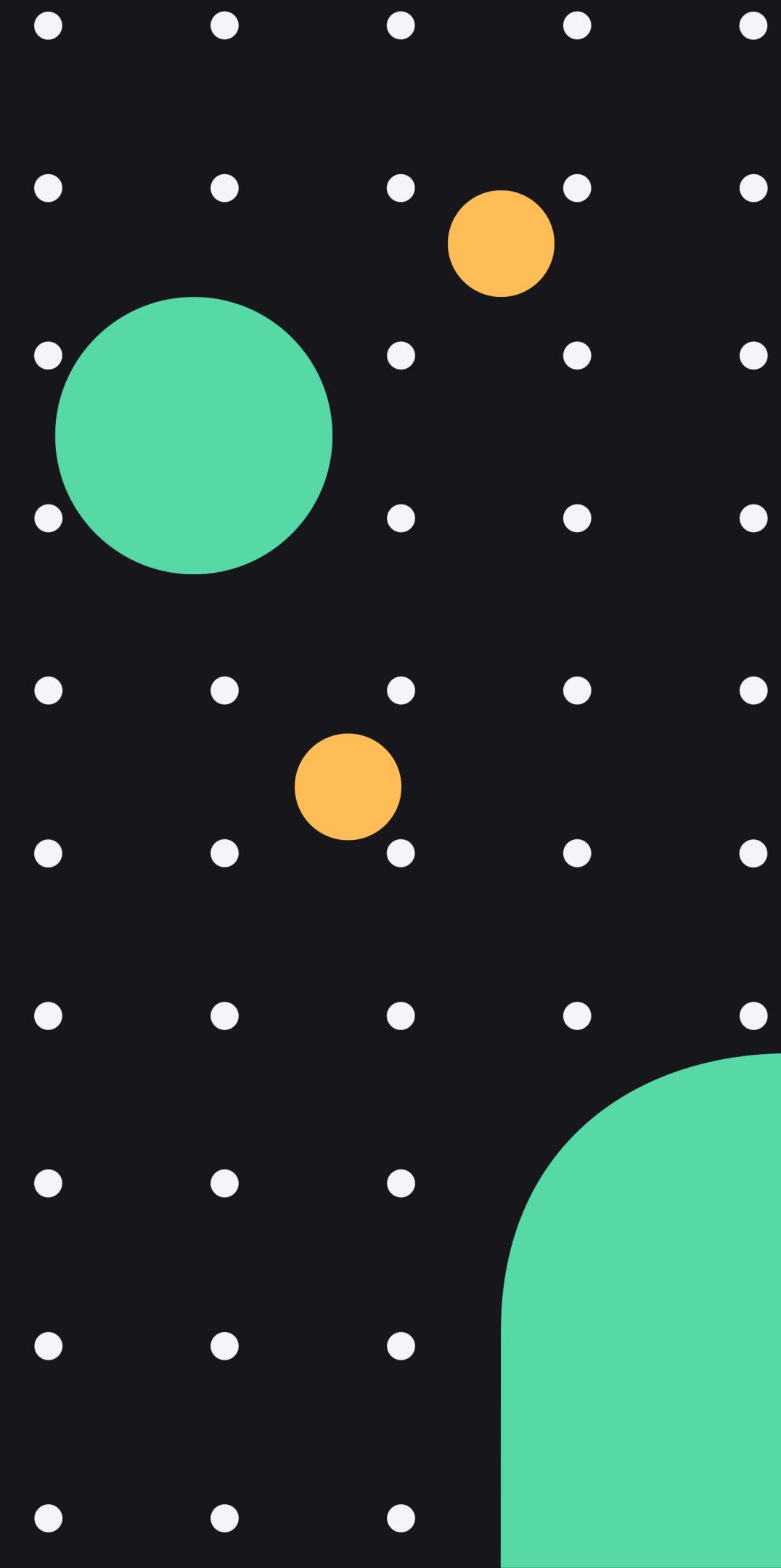
Datum Tech

- Visión

- Misión

NUESTRO EQUIPO DE TRABAJO

- **Carlos Rivera:** Data Analytics/Data Scientist
- **Darwin Moreno:** Data Engineer/Data Scientist
- **Soledad Rozzatti:** Data Analytics
- **Stefany Rojas:** Data Analytics
- **Wilson Waigant:** Data Engineer/Data Scientist





Presentación del Proyecto

- Nuestro Cliente

TURFOOD → **TURISK LTD**



**Ofrecer experiencias gastronómicas
únicas y memorables en el sector del
turismo gastronómico**





Presentación del Proyecto

- Antecedentes

TURISMO → **TURISMO GASTRONOMICO**



- Es una tendencia en auge
- No se limita únicamente a la comida





Objetivos

- **Disponibilizar información relevante y de calidad**
- **Realizar un análisis de mercado**
- **Evaluar las emociones y opiniones de los usuarios, para obtener información que permita comprender la imagen que los mismos tienen respecto de un determinado producto o servicio ofrecido por nuestro cliente.**
- **Predecir qué rubros de negocios tendrán mayor y menor crecimiento asociado.**
- **Determinar potenciales oportunidades para futuros nuevos locales.**
- **Crear un sistema de recomendación de locales pertenecientes al sector estudiado.**

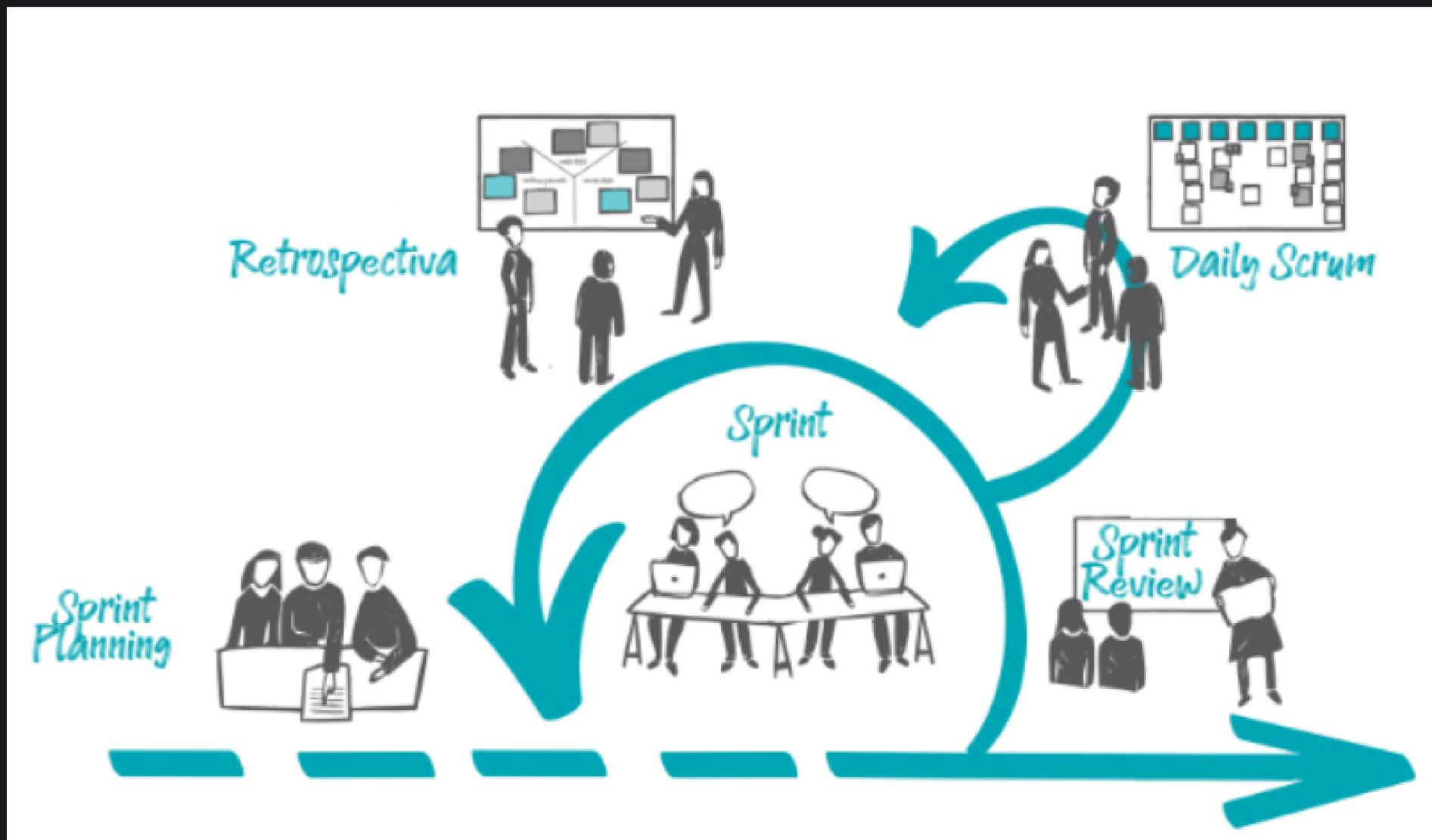


Alcance

- Análisis cuantitativo
- Estrategias de mercado
- Implementación de un sistema de recomendación

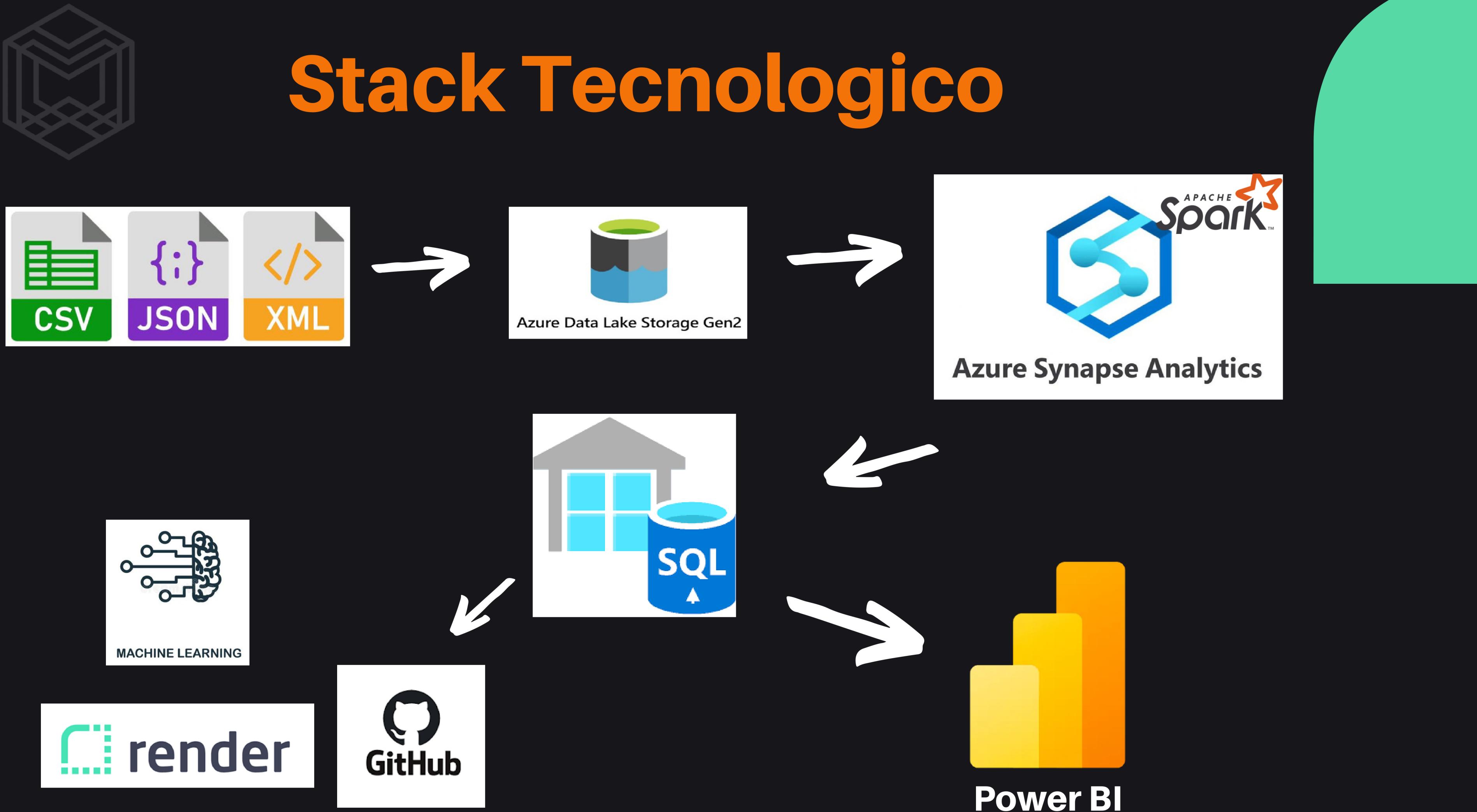


Metodología Scrum



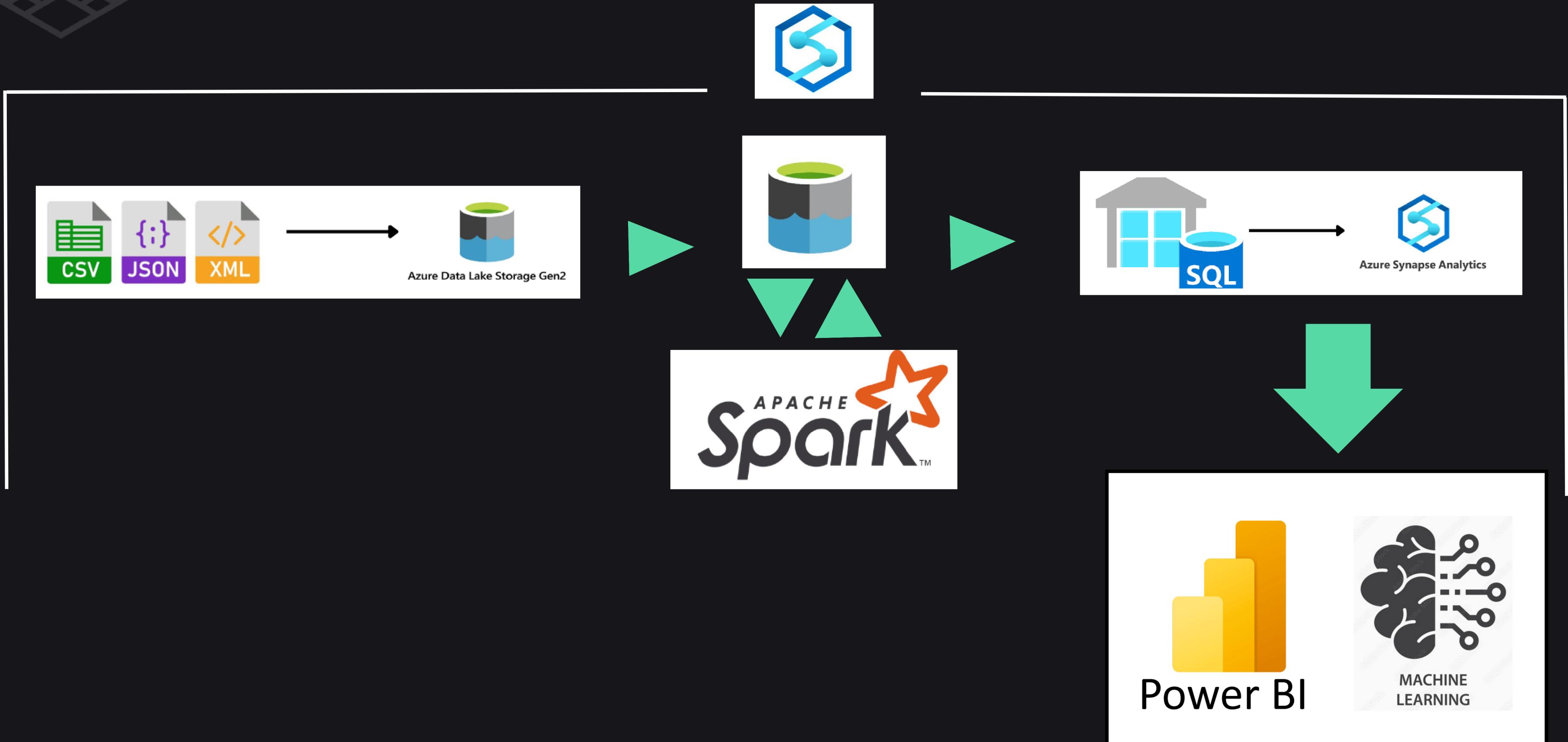
- Equipo scrum
- Backlog del producto
- Definición sprint
- Sprint Planning
- Daily Scrum
- Desarrollo
- Revisión del Sprint
- Retrospectiva del Sprint
- Siguiente Sprint

Stack Tecnologico





Automatización





Modelo de recomendaciones

- **Recomendaciones que, buscan y encuentran los mejores locales, basado en el Estado y las características que el usuario desea.**
- **1) Modelo que emplea la similitud del coseno para recomendaciones más precisas y satisfactorias.**
- **2) Modelo k-vecinos más cercanos, para encontrar los lugares más cercanos a una ubicación dada en función de latitud y longitud.**





Modelo aplicado

Name	Description
state	CA
categoria	Pub, restaurant

```
{
  "name": "Ball & Chain",
  "address": "Ball & Chain, 1643 N Cahuenga Blvd, Los Angeles, CA 90028",
  "avg_rating": 4.2,
  "categories": "Gastropub, Restaurant",
  "attributes": "https://www.google.com/maps/place//data=!4m2!3m1!1s0x80c2bf3bc691e533:0x59995def574a948d?authuser=-1&hl=en&gl=us",
},
{
  "name": "Porter's House",
  "address": "Porter's House, 20209 Rinaldi St, Porter Ranch, CA 91326",
  "avg_rating": 4.4,
  "categories": "Pub, Restaurant",
  "attributes": "https://www.google.com/maps/place//data=!4m2!3m1!1s0x80c28576c1531ac5:0x2da2a7b00c7fdb52?authuser=-1&hl=en&gl=us"
}
```

Name	Description
state	AZ
categoria	Italian

```
{
  "name": "DeLorenzo's The Burg",
  "address": "8919 New Falls Rd",
  "avg_rating": 4.5,
  "categories": "Desserts, Pizza, Caterers, Event Planning & Services, Food, Restaurants, Soup, Italian",
  "attributes": "BYOB, BikeParking, BusinessAcceptsCreditCards, Caters, GoodForKids, RestaurantsGoodForGroups, RestaurantsTableService, RestaurantsTakeOut, WheelchairAccessible",
},
{
  "name": "Salerno's III",
  "address": "1292 Lower Ferry Rd",
  "avg_rating": 4,
  "categories": "Italian, Seafood, Restaurants, Pizza, Sandwiches",
  "attributes": "BikeParking, BusinessAcceptsCreditCards, Caters, GoodForKids, HasTV, RestaurantsDelivery, RestaurantsGoodForGroups, RestaurantsReservations, RestaurantsTableService, RestaurantsTakeOut, WheelchairAccessible"
},
```

Interfaz Gráfica

DatumSearch



DatumSearch

Thank you for choosing Datum Tech's recommendation model. With this service, you will be able to discover the best places to visit in your state, from restaurants and nightclubs to hotels and more. We invite you to explore the app with what you like best.

Instructions:

DatumSearch is easy and convenient to use, just follow these simple instructions. If you want recommendations strongly based on the characteristics you are looking for, use 'Search by taste', select the state and category, and you're done. If you prefer nearby sites, use 'Search for nearby places', select the state and category, and enjoy.

Recommended categories:

- Food
- Burger
- Pizza
- Restaurant
- Pub
- Hotel

Search by taste

State: NY Categories: burger

Search for nearby places

State: PA Categories: Enter categories

Results

Jucy Lucy

Address: Jucy Lucy, 138 Nassau Ave, Brooklyn, NY 11222

Average Rating: 4.9

Categories: Hamburger restaurant, Bar

Attributes: <https://www.google.com/maps/place/?data=I4m2l3m1!1s0x89c2590c5f5ab0a1:0xa28cec9416f910a5?authuser=-1&hl=en&gl=us>

The Cottage restaurant bar

Address: The Cottage restaurant bar, 10807 72nd Ave, Queens, NY 11375

Average Rating: 4.9

Categories: Irish restaurant, Caterer, Hamburger restaurant, Irish pub, Lunch restaurant, Takeout Restaurant, Sandwich shop, Seafood restaurant, Steak house

Attributes: <https://www.google.com/maps/place/?data=I4m2l3m1!1s0x89c25f733ddef3c7:0xf843984e3ee91011?authuser=-1&hl=en&gl=us>

Burger 101

Address: Burger 101, 270 Bleeker St, New York, NY 10014

Average Rating: 4.8

Categories: Hamburger restaurant

Attributes: <https://www.google.com/maps/place/?data=I4m2l3m1!1s0x89c25993a8b93bc5:0xddaf19202067a73b?authuser=-1&hl=en&gl=us>

Mister Dips

Address: Mister Dips, 89 South St, New York, NY 10038

Average Rating: 4.8

Categories: Hamburger restaurant

Attributes: <https://www.google.com/maps/place/?data=I4m2l3m1!1s0x89c25bedcd2b0369:0x713bf9bef13acbd?authuser=-1&hl=en&gl=us>

Grazin' Tribeca

Address: Grazin' Tribeca, 56 Reade St, New York, NY 10007

Average Rating: 4.7

Categories: Hamburger restaurant, Restaurant

Attributes: <https://www.google.com/maps/place/?data=I4m2l3m1!1s0x89c25a21e164cf23:0x564638bc8cfa9fe7?authuser=-1&hl=en&gl=us>

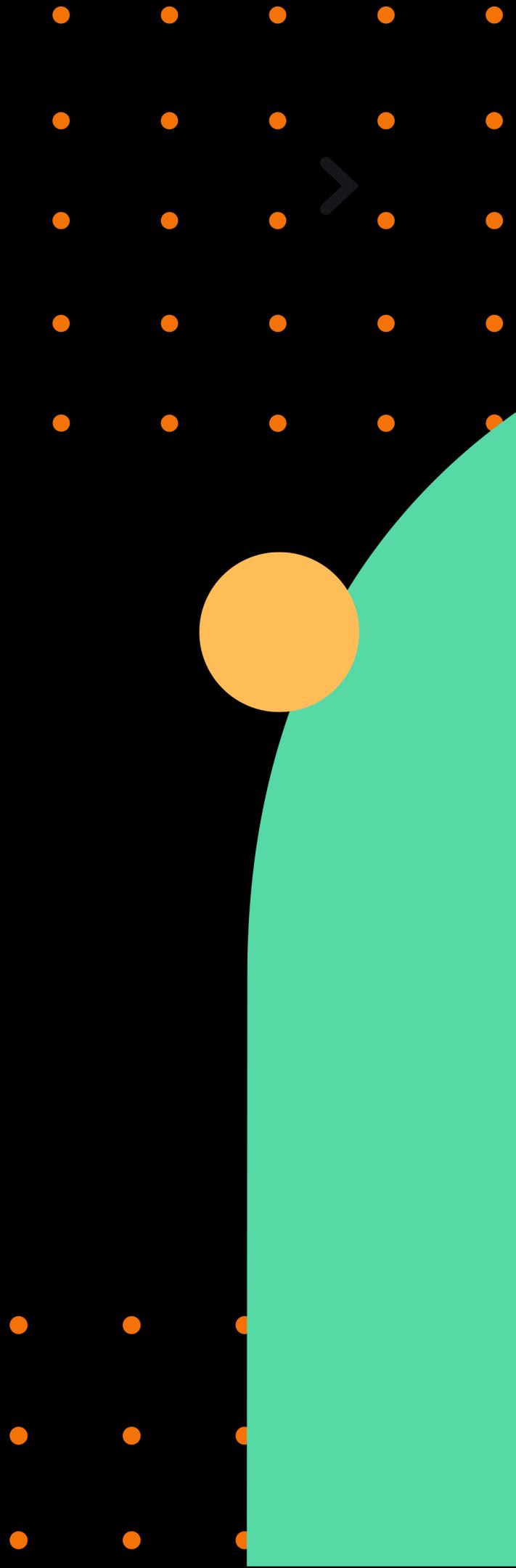


Análisis de sentimientos - NLTK (Natural Language Toolkit)

text	Puntaje de sentimiento	Sentimiento
mixed feelings place. pros- great location. really heart everything. close attractions french quarter. history. many famous people stayed here. price great! sheets soft. saltwater pool amazing spoiled normal pools. staff friendly. cons- wifi bathroom light worked portion time. everything older outdated (carpet, tile, balcony, bedspread, elevator). ice box lower level. coffee makers refrigerators rooms.	0.9523	positivo
tied best indian philly. delivery mess (containers broken open, food cold) may restaurant's fault. tough say. solid 3-star now.	-0.4588	negativo
manager friendly. staff seems run well there. food fresh, fries, potato cakes hot. food takes minutes asks us seat someone brings food table. never issue here. tend hit grocery shopping buy lot junk store.	0.765	positivo
must try!! order take rate servers always positive experience. place usually busy go food always hot pick up, someone always greets soon walk place clean welcoming. personally love drunken noodle dish get shrimp beef good portion size make 2 meals plus! husband gets chicken satay coconut rice loves it. definitely recommend place!!	0.9798	positivo
first glance restaurant seems italian restaurant. careful. menu lot items relationship italian cuisine. white table cloths also lend certain ethnic identity. restaurant food menu ole ole. quick note continue, tommy's warehouse district anyone else. setting gorgeous maintains characteristics buildings area. design decoration help relaxing step above. food truly star. never bad dish specific parts menu truly unique. always looked louisiana restaurant first. ordered turtle soup beet salad along linguini. food service fantastic. third time eaten perfect time.	0.9809	positivo



DASHBOARD





Estrategias Propuestas

● Tasa de Crecimiento de Reseñas

- ✓ Promociones
- ✓ Incentivos, descuentos, regalos
- ✓ Concursos
- ✓ Colaboración

● Tasa de Crecimiento de Reseñas

- ✓ Rutas Gastronómicas
- ✓ Apertura nuevos locales
- ✓ Impulsar, para sugerir mejoras

● Índice de Satisfacción del Cliente

- ✓ Encuestas
- ✓ Programas de Capacitación
- ✓ Programas de Fidelización
- ✓ Calidad de las instalaciones
- ✓ Sistema de Gestión





Estrategias Propuestas

● Rating Promedio

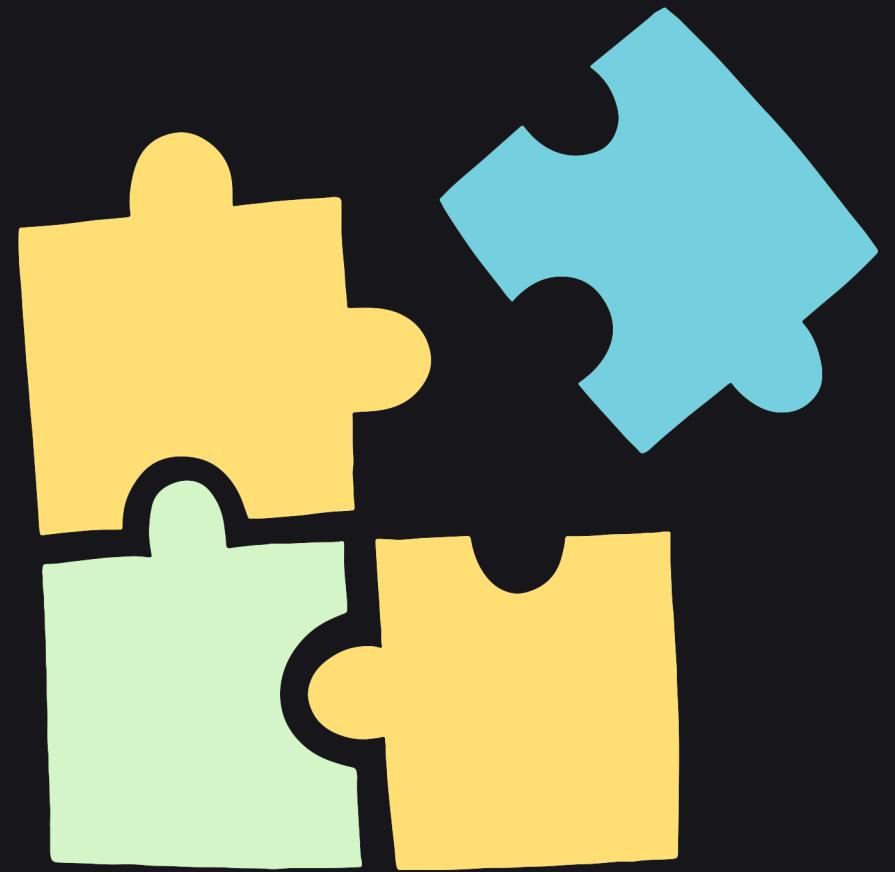
- ✓ Calidad y Presentación
- ✓ Líneas de productos
- ✓ Retroalimentación directa
- ✓ Promover categoría coffee

● Tasa de Reseñas Positivas

- ✓ Destacar y Resaltar
- ✓ Programas de Respuesta
- ✓ Espacios de Interacción
- ✓ Actitud de Agradecimiento

● Tasa de Crecimiento de Nuevos Clientes

- ✓ Eventos y Ferias
- ✓ Alianzas Estratégicas
- ✓ Descuentos
- ✓ Carta Ampliada
- ✓ Colaboración
- ✓ Promociones Exclusivas





**¡Muchas
GRACIAS!**