



Plataformas

Google Maps & Yelp

Sprint 2





Contenido

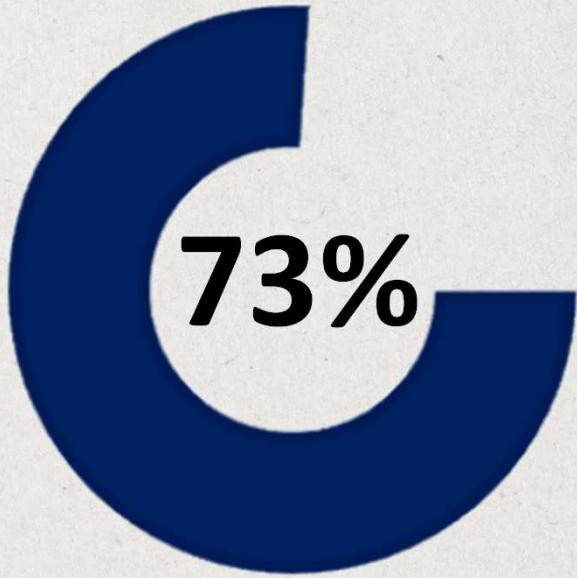
1. Análisis de Mercado
2. ETL pipeline
 - o Carga Inicial
 - o Carga Incremental
3. DER
4. ML
5. Dashboard Mockup
6. Próximamente



Sprint 2



| Nombre | Color | Progreso | Inicio |
|---------------|-------|---------------------------------------|---------|
| SPRINT 1 | | <div style="width: 100%;">26/26</div> | abr. 1 |
| SPRINT 2 | | <div style="width: 75%;">26/34</div> | abr. 5 |
| SPRINT 3 | | <div style="width: 0%;">0/14</div> | abr. 12 |
| + Nueva lista | | | |



The screenshot shows a task management interface with three main sections: **CLOSED**, **IN PROGRESS**, and **PENDING**.

CLOSED:

- Modelo de Datos (2/2)
- Análisis de Mercado (2/2)
- ETL, Validación de Datos Ciclo de Vida (2/2)
- Infraestructura de Datos (2/2)
- Automatización y Carga Incremental (1/1)

IN PROGRESS:

- Dashboard (0/2)
 - Propuesta preliminar de Dashboard, KPIs
 - Desarrollo de métricas
 - Ánalisis de los Resultados
 - Dashboard Mockup
- Sistema de Recomendación (0/2)
 - Dashboard Mockup
 - Propuesta preliminar de Dashboard, KPIs
 - Desarrollo de métricas
 - Ánalisis de los Resultados

PENDING:

- DEMO N°02



Análisis de Mercado

Análisis de Competencia

Competidores Directos:

- CVS Health
- Rite Aid
- Walmart
- Target

Competidores Indirectos:

- 7 - Eleven
- Casey's General Store

Competidores reemplazo:

- Amazon Pharmacy
- Express Scripts



COMPETIDORES



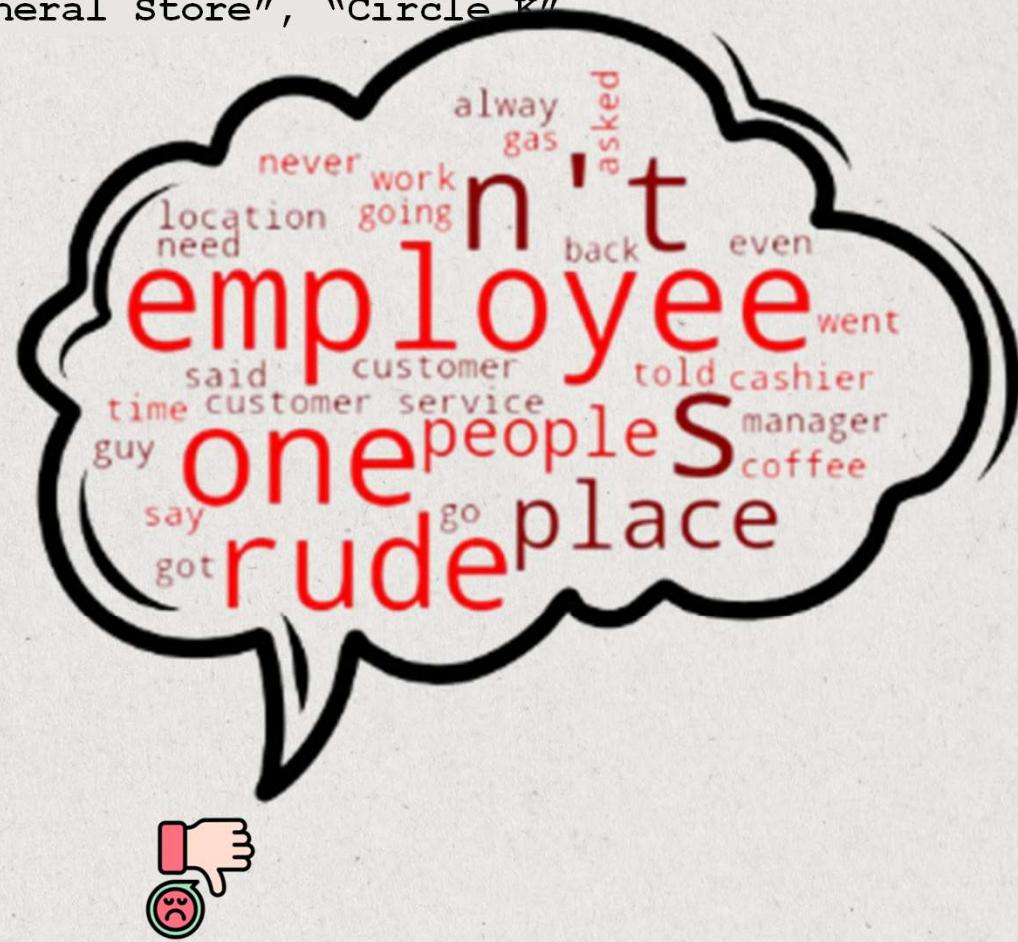
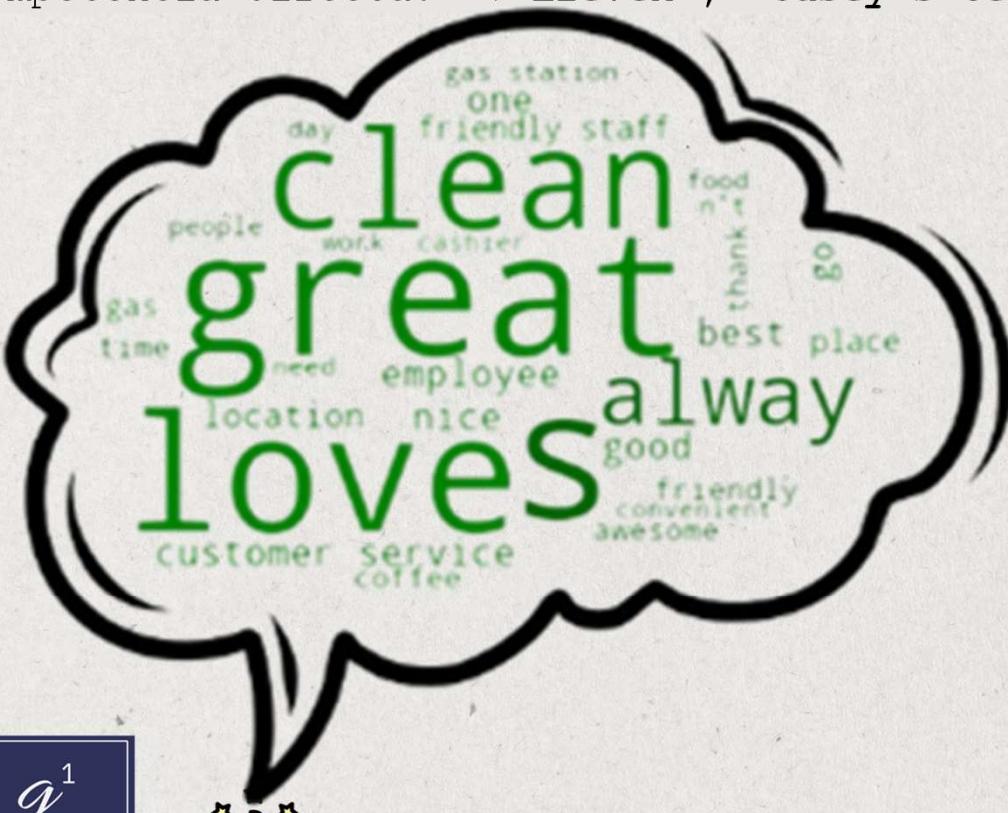
SERVICIO EN LÍNEA





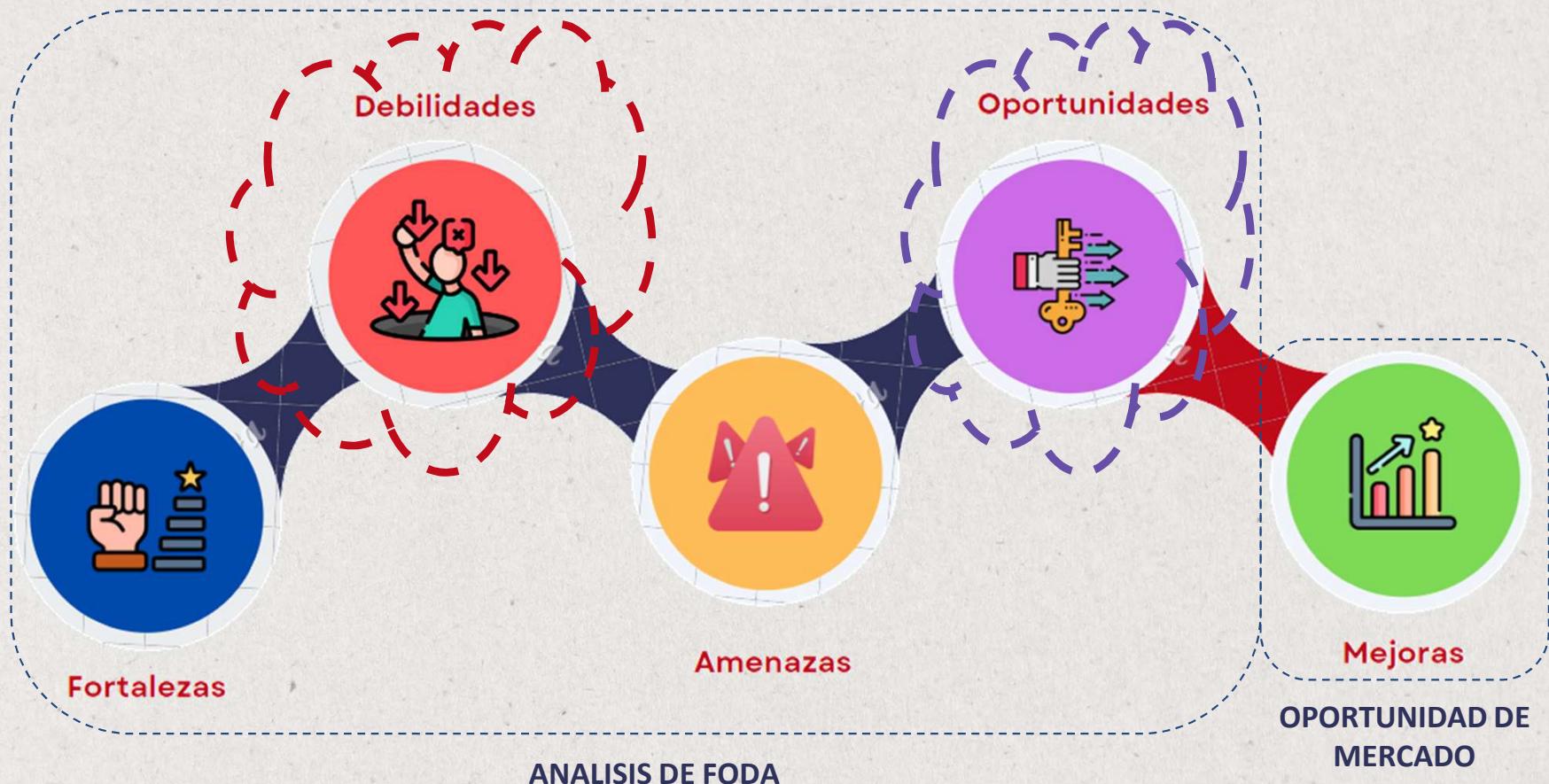
Análisis de Mercado

Competencia directa: "7-Eleven", "Casey's General Store", "Circle K"





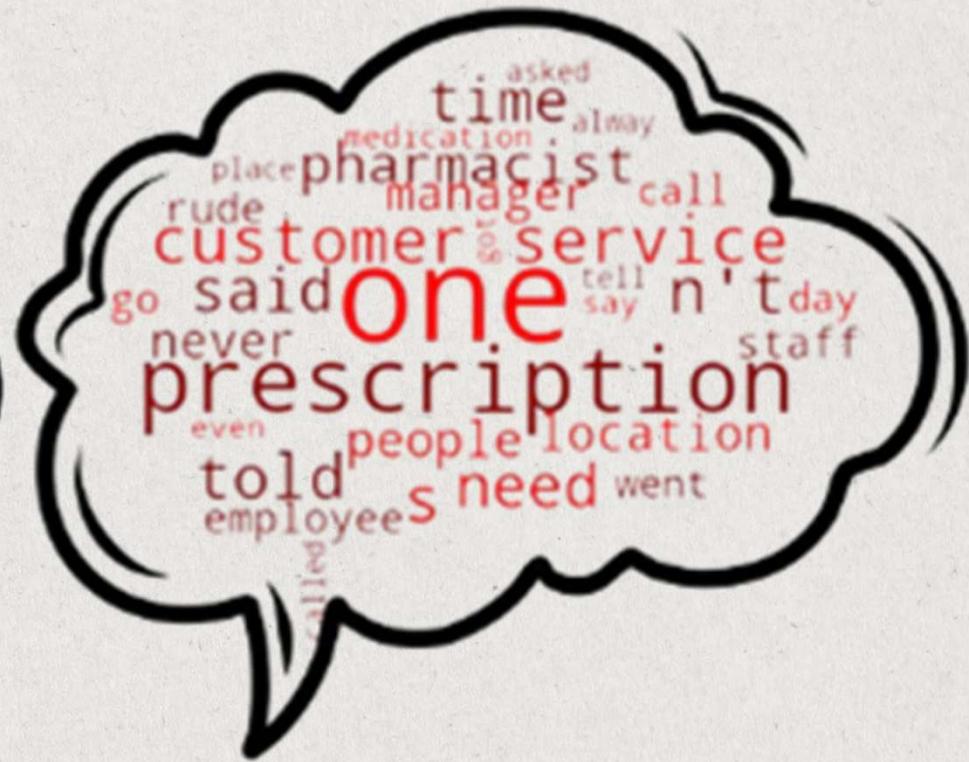
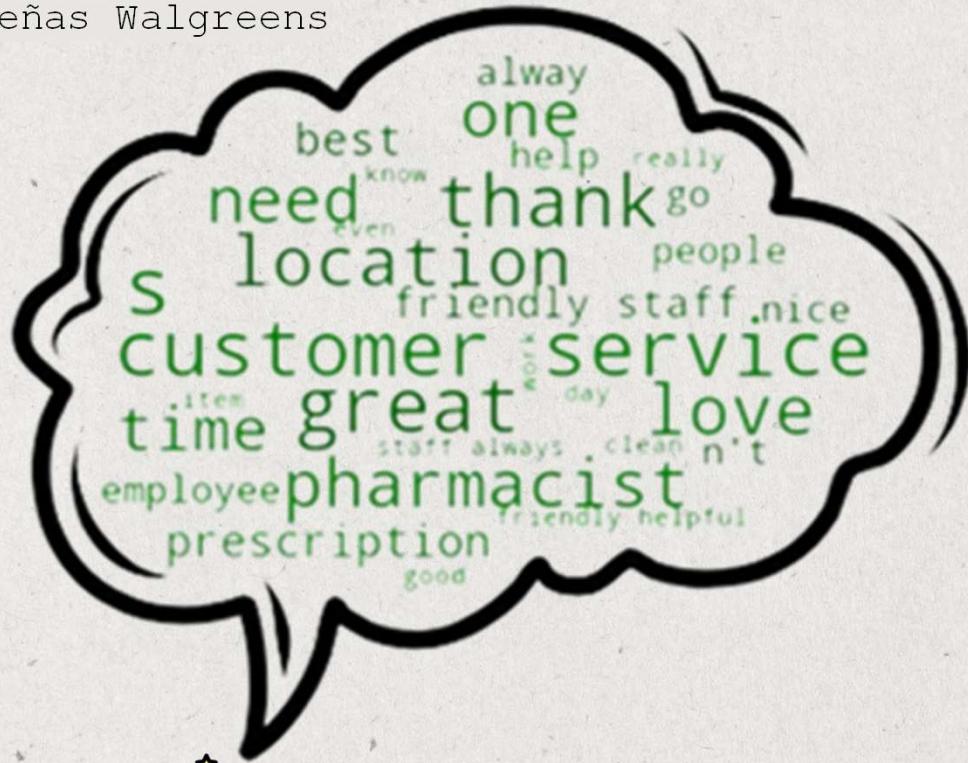
Análisis de Mercado



Análisis de Mercado

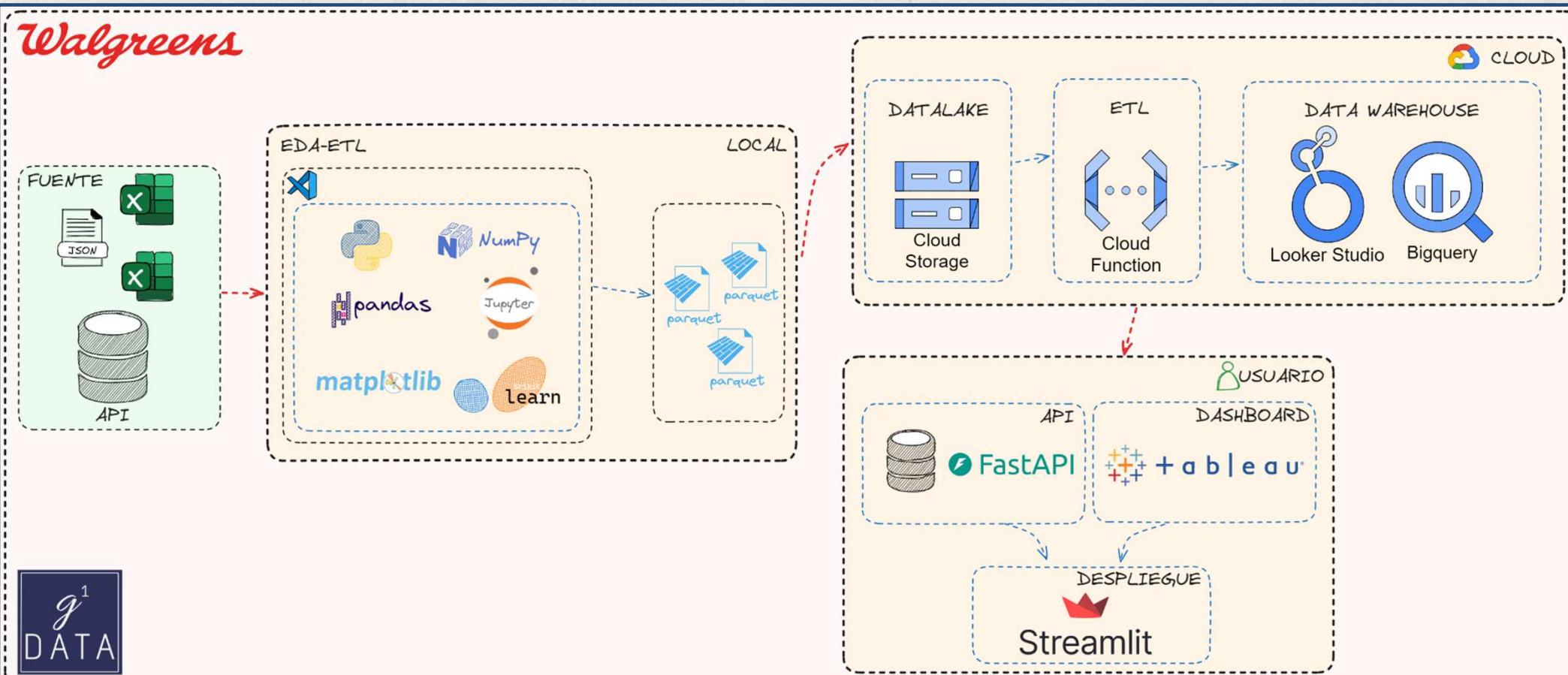


Reseñas Walgreens

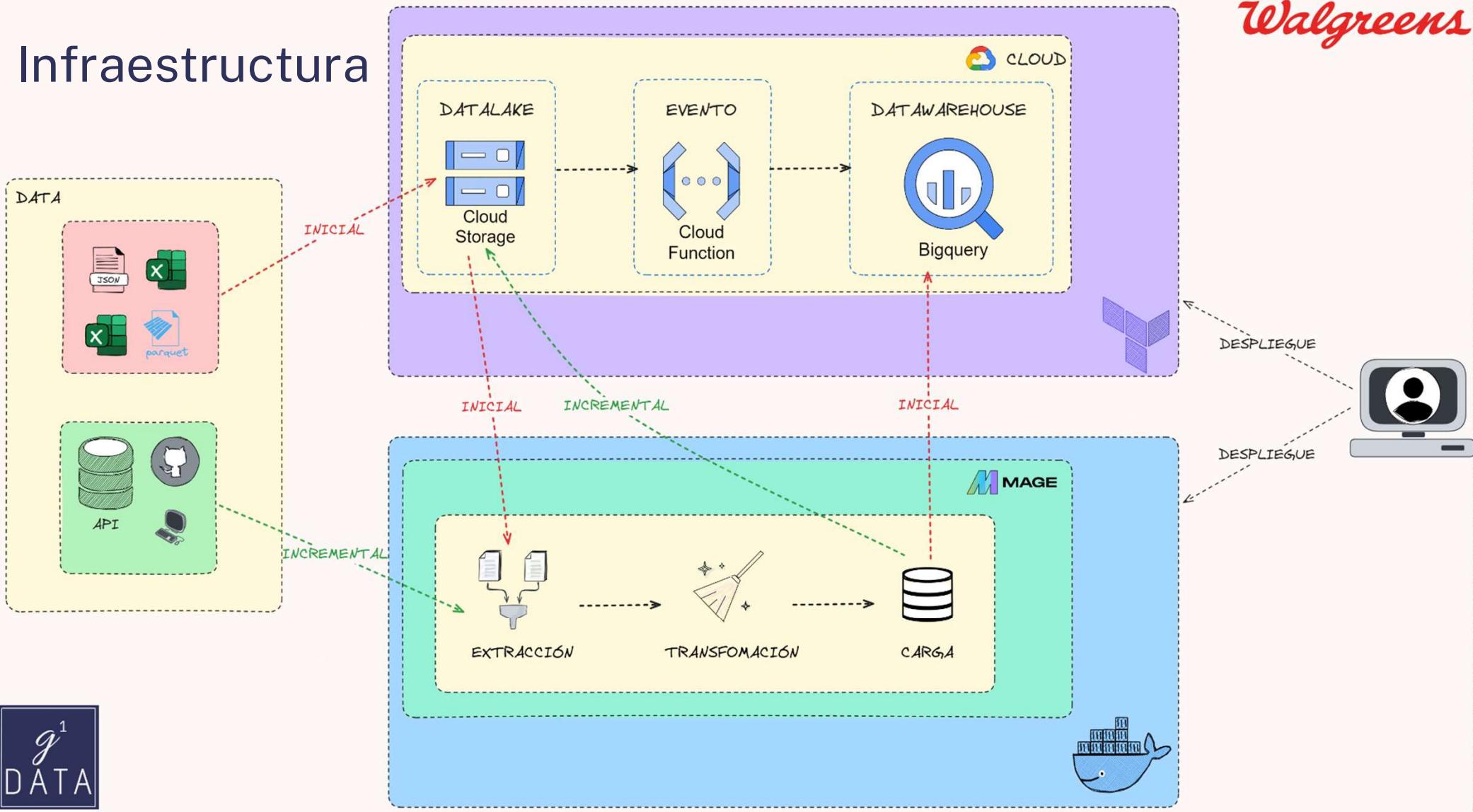




Ciclo de vida del dato



Infraestructura





Pipeline Carga Inicial



- 5 raw .parquet data tables
- Google sitios
- Google reviews
- Yelp business
- Yelp reviews
- Yelp users
- 1 geolocalizacion .csv table

M MAGE

Modelado de Datos

- Normalización
 - de datos (dtypes)
 - de column_names
 - esquema de tablas
 - eliminación de columnas
- Unificación de tablas
- Normalización de localización

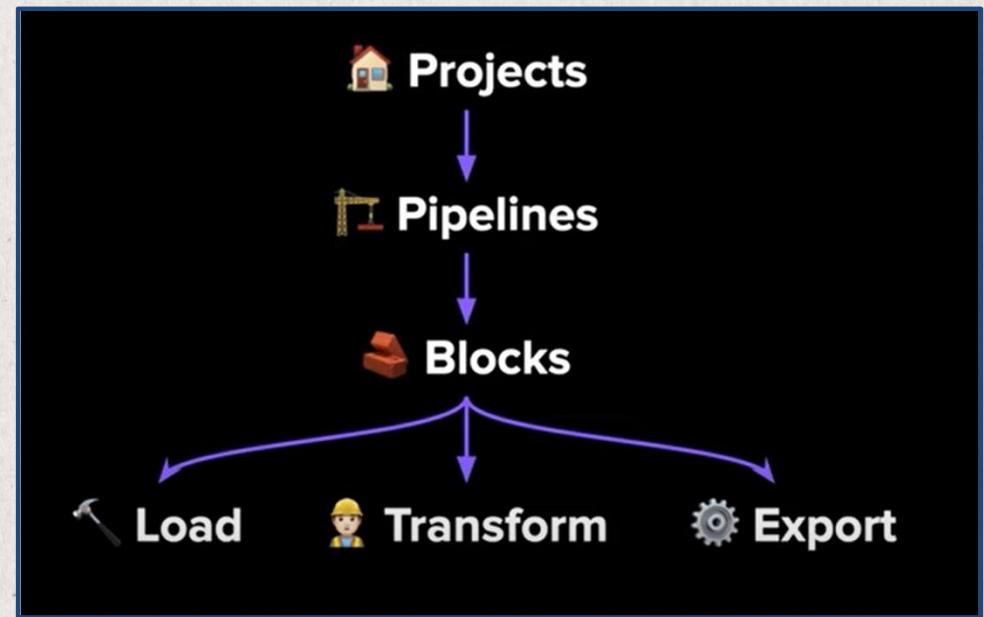




Pipeline Carga Inicial



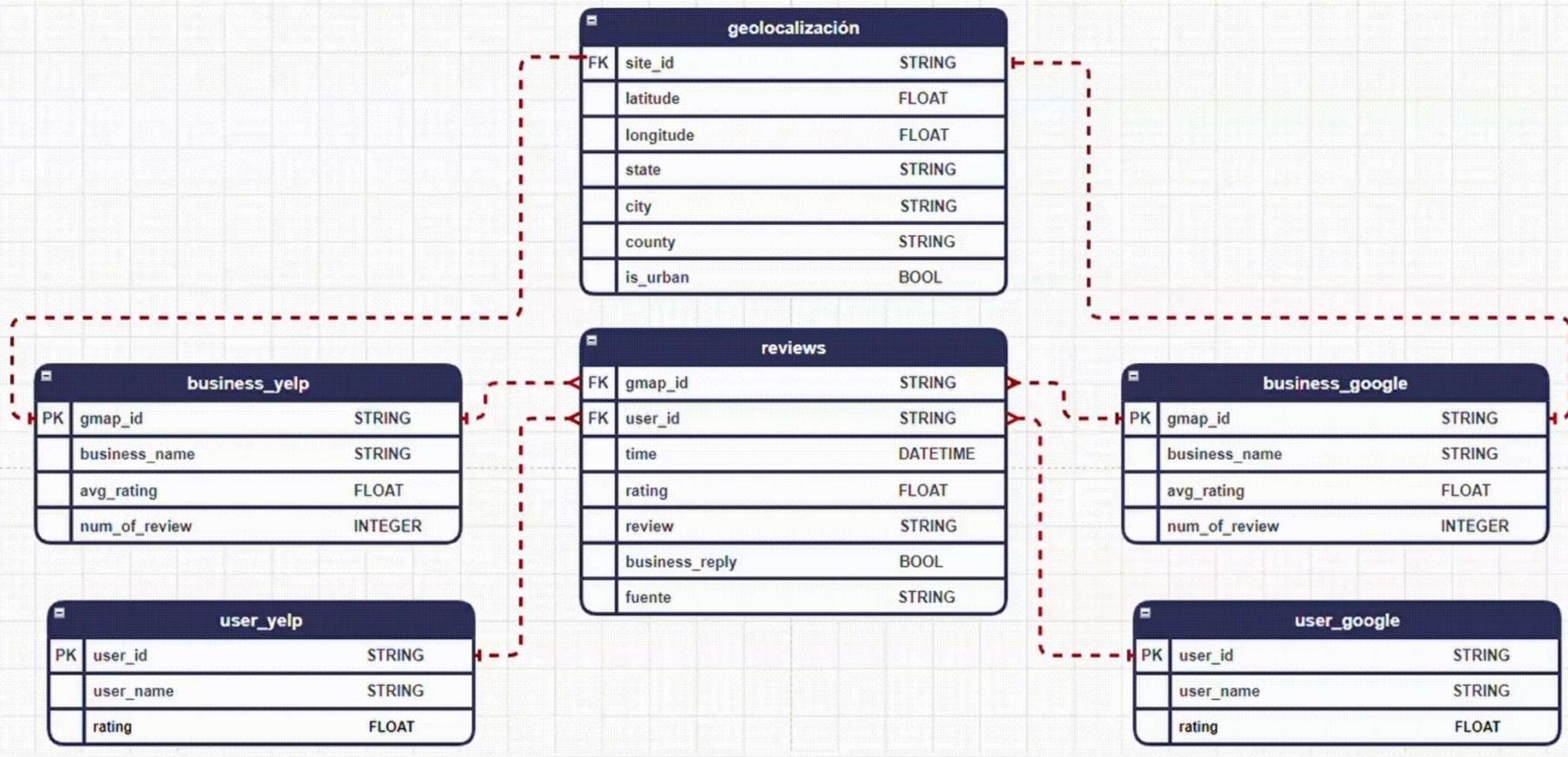
- Open Source
- Orquestación fácil y accesible
- UI - Interfaz Usuario
- Blocks
- run@once - con solo un click
- Triggers/Schedule/Condicionales
- Visualización paso a paso





DER

g¹
DATA





Machine Learning



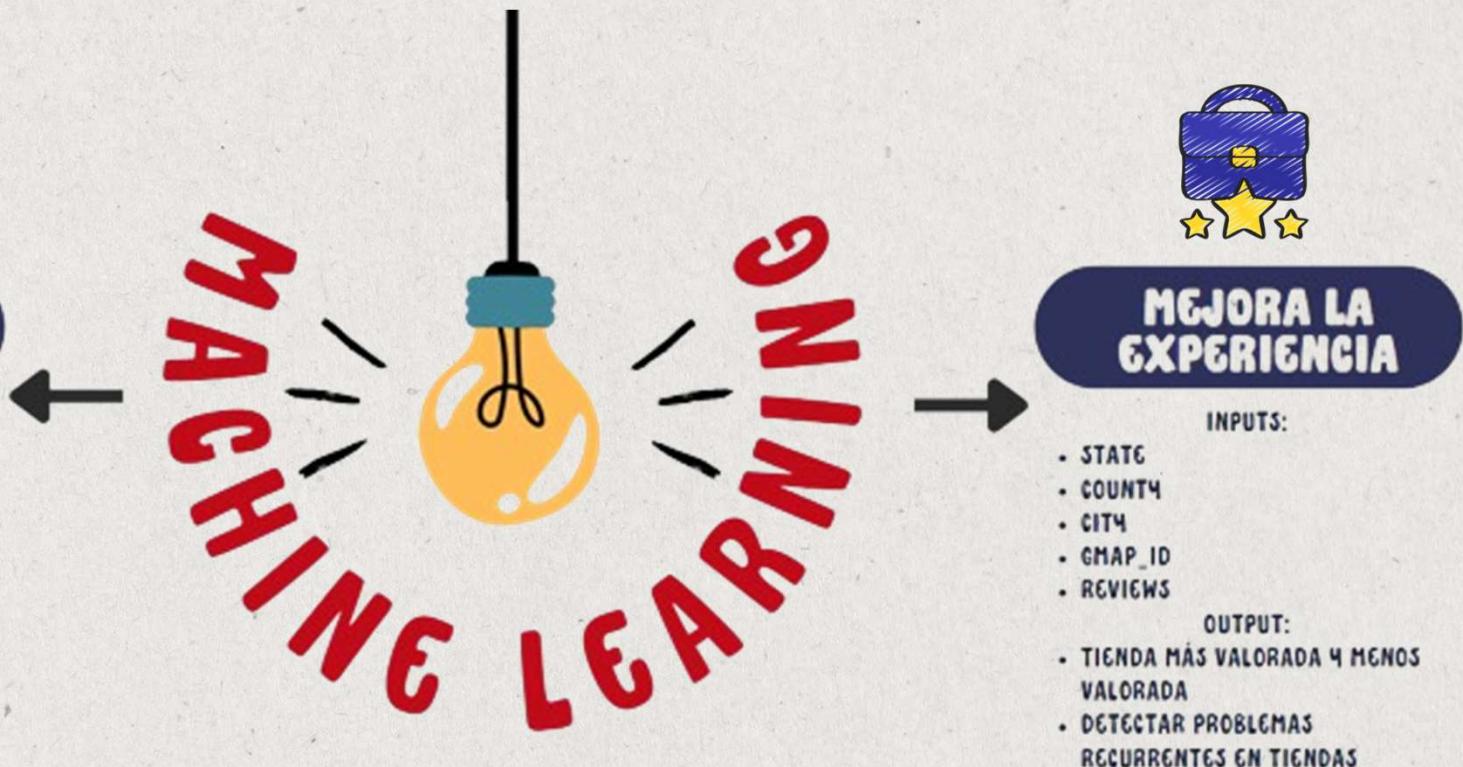
OPTIMIZACION DE UBICACIONES

INPUTS:

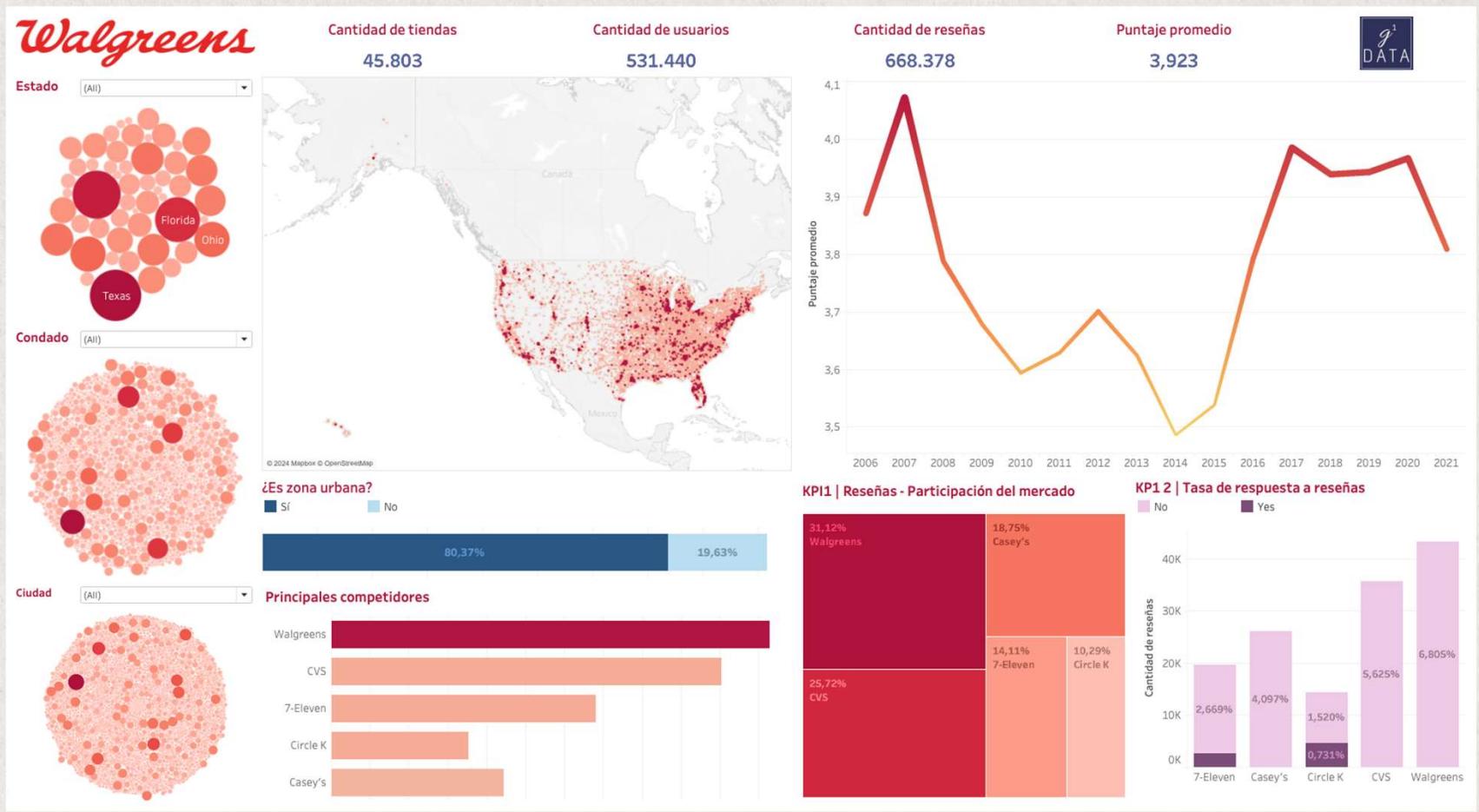
- STATE
- COUNTY
- CITY
- GMAP_ID
- POP_DENSITY

OUTPUT:

- NUEVA UBICACIÓN

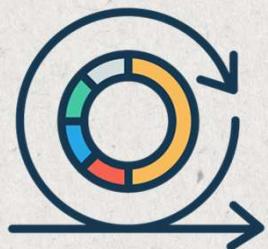


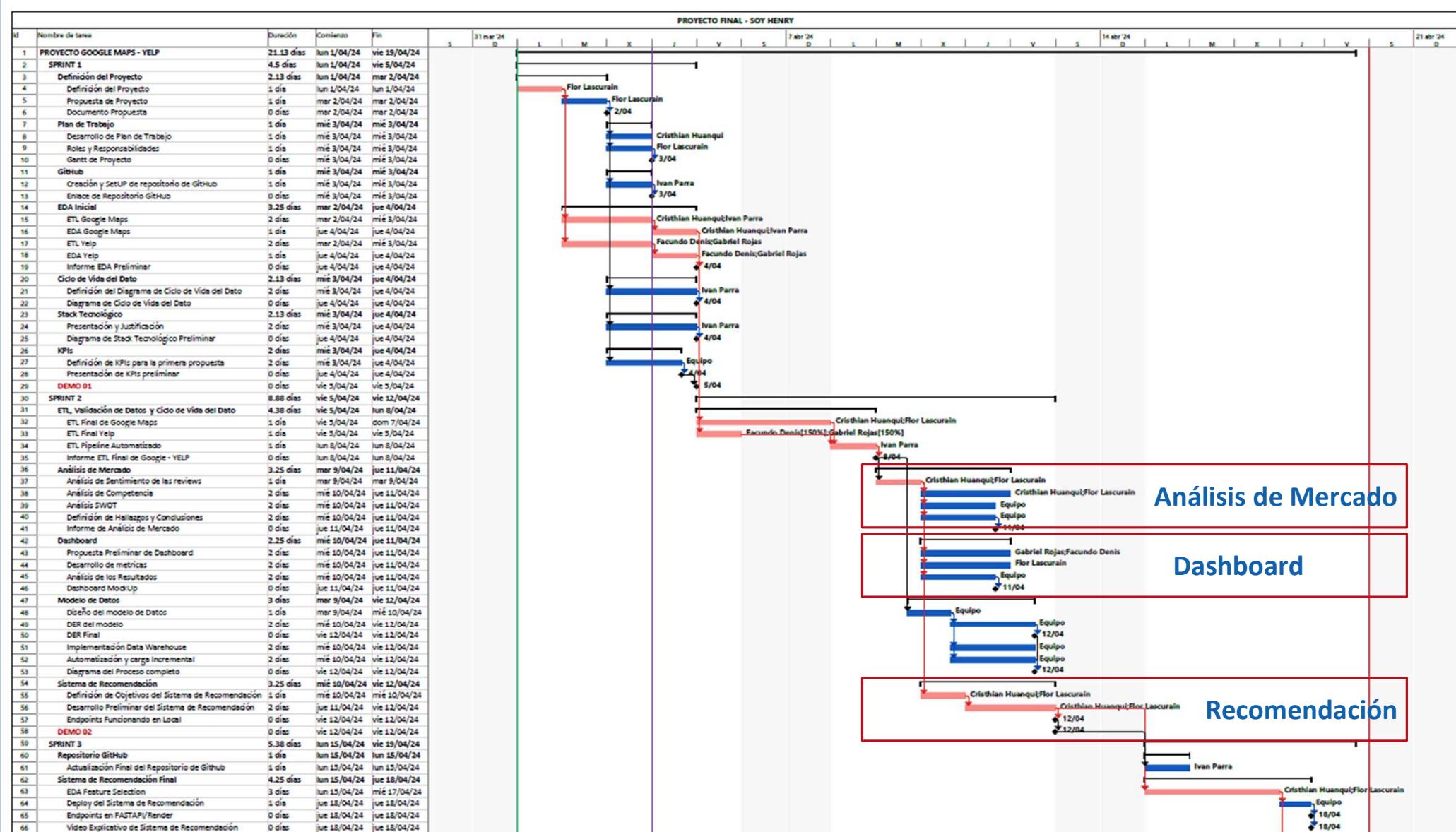
Dashboard



Próximamente

- Dashboard Deploy
- Oportunidades de Mejora
- Machine Learning Model Deploy







Dudas y Consultas





¡Gracias!

