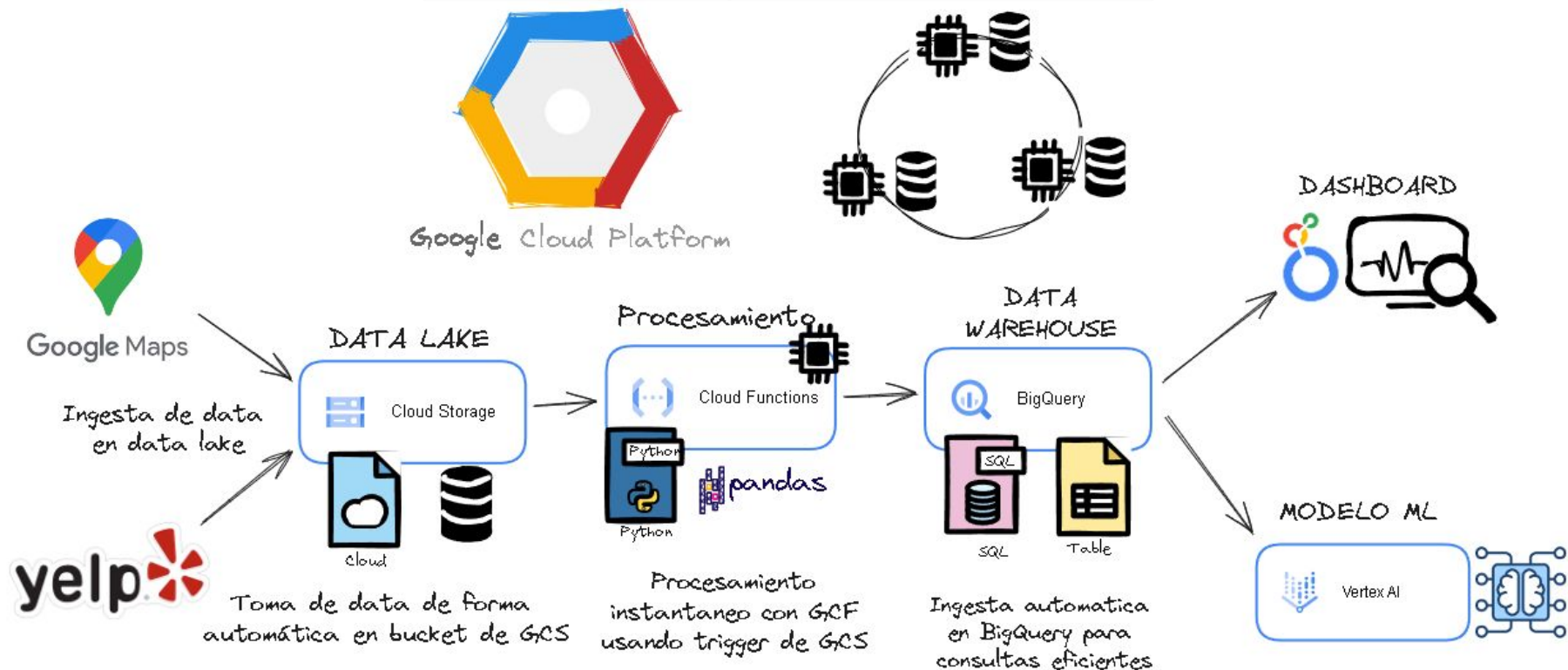




# **DataMinds Solutions**

**Desbloqueando el Potencial Empresarial a través de Ingeniosas Ideas  
e Innovación en Big Data**

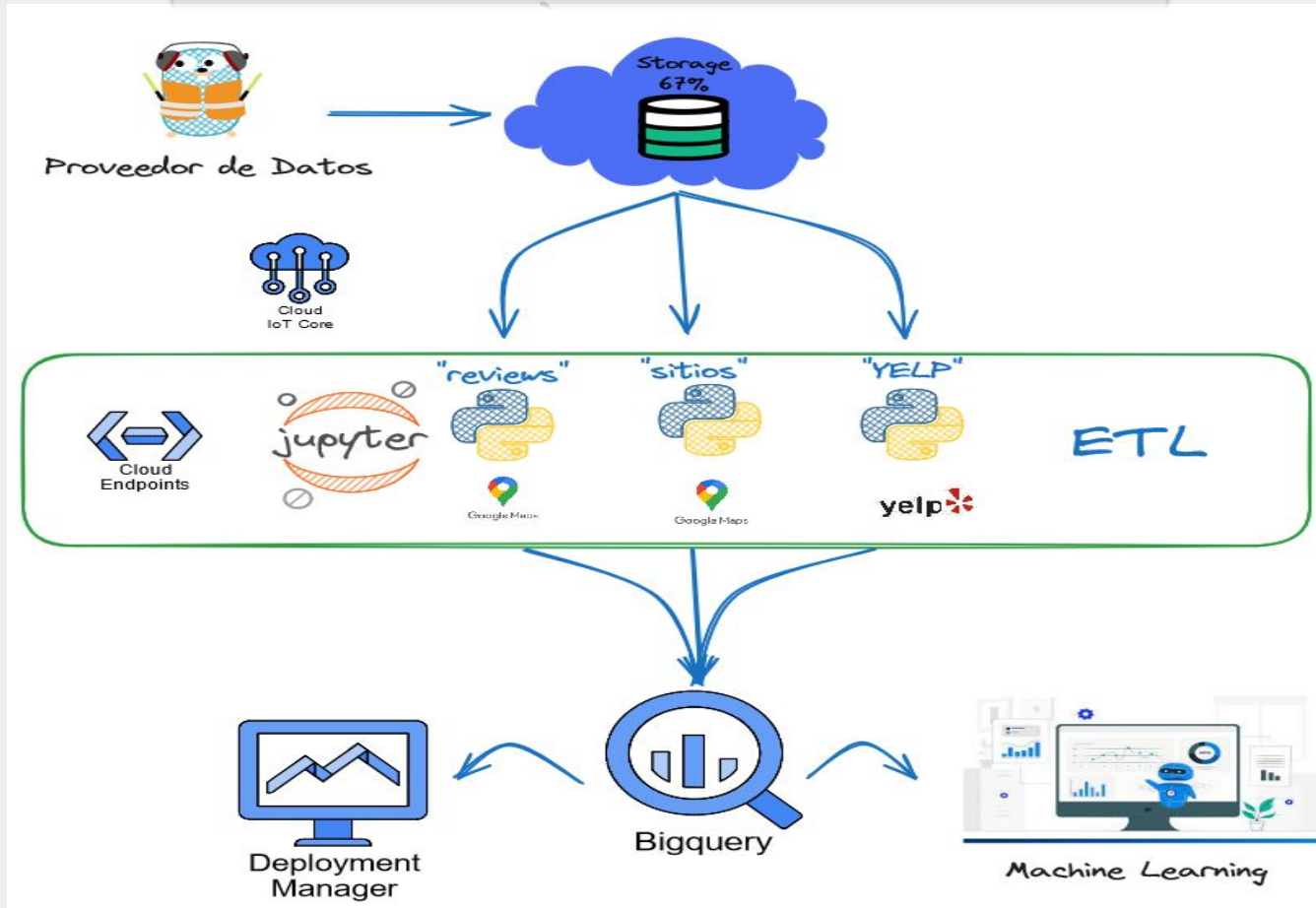
# Pipeline y Ciclo del dato



# *Automatización*



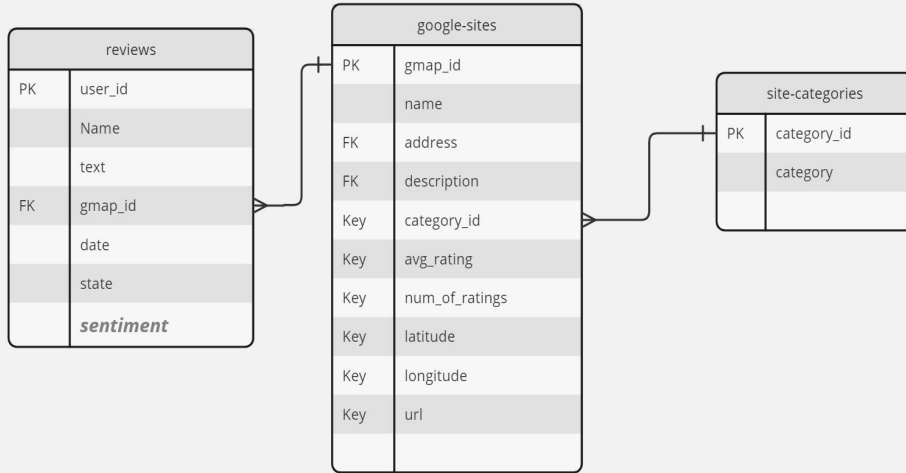
# Ciclo de vida y Validación de los Datos



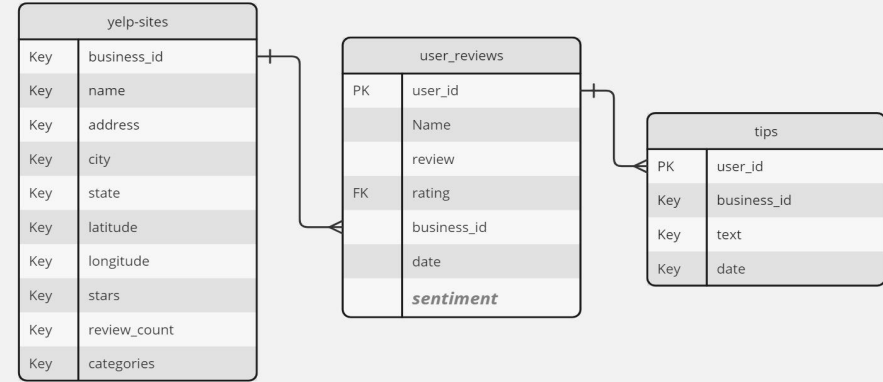
# Esquema DataWarehouse



## Google




## Yelp





BigQuery > Documentation > Guides

Was this helpful?  

## Use nested and repeated fields

[Send feedback](#)

BigQuery can be used with many different data modelling methods, and generally provides high performance across many data model methodologies. To further tune a data model for performance, one method you might consider is data denormalization, which means adding columns of data to a single table to reduce or remove table joins.

**Best practice:** Use nested and repeated fields to denormalize data storage and increase query performance.

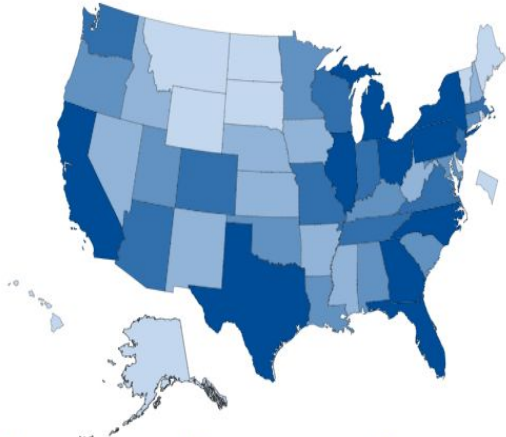
Documentación BigQuery:

<https://cloud.google.com/bigquery/docs/best-practices-performance-nested>



## Mercado Objetivo:

United States, Real personal consumption expenditures, 2022



Source: BEA | U.S.=15,090,796.8

440,925.0 to 1,802,396.4   266,490.2 to 440,924.9   144,682.1 to 266,490.1   66,048.2 to 144,682.0   28,567.0 to 66,048.1

### Source:

U.S. Bureau of Economic Analysis, "SARPI Real personal income and real personal Consumption Expenditures (PCE) by state"

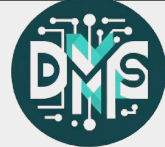
## East zone

- Georgia
- Florida
- South Carolina
- North Carolina
- Tennessee
- Kentucky
- Virginia
- West Virginia
- Illinois
- Wisconsin
- Michigan
- Indiana
- Ohio
- Pennsylvania
- New York
- New Jersey
- Maryland
- Delaware
- Connecticut
- Rhode Island
- Massachusetts
- New Hampshire
- Vermont

Personal consumption expenditures (PCE), is the value of the goods and services purchased by individuals.



# Análisis Dashboard IIU (Índice Influencia del Usuario)



Total de Usuarios en Yelp!

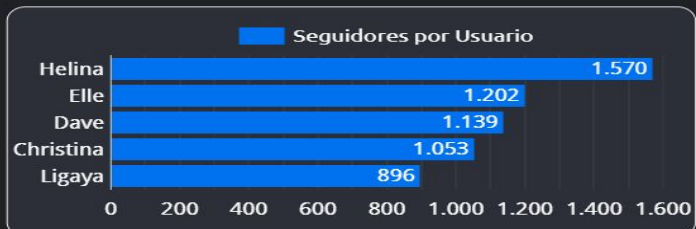
50.000

Total de Reviews

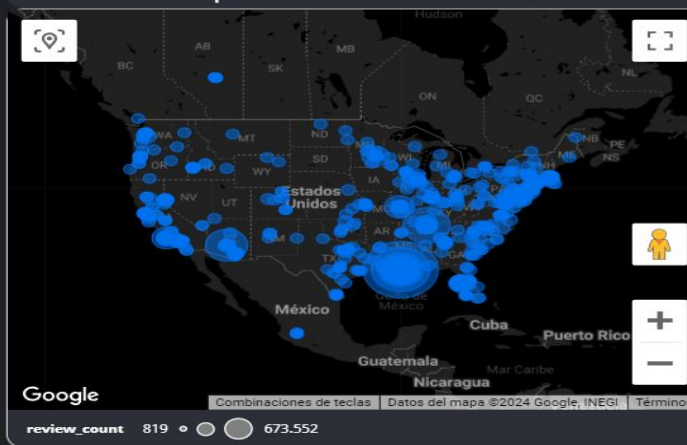
1.414.713

Puntuación Promedio

3,64



### Mapa con Total de Reseñas

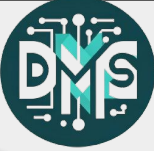


Looker Studio

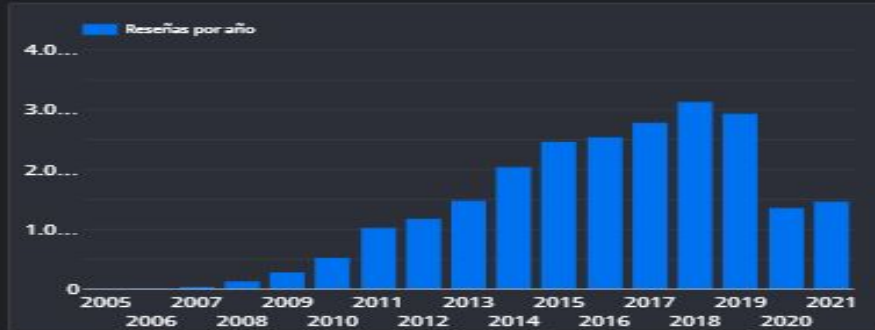


# Análisis Dashboard TCR

(Tasa de Crecimiento de Reviews)



## TCR: TASA DE CRECIMIENTO DE RESEÑAS



Reseñas el el tiempo

23,6 M

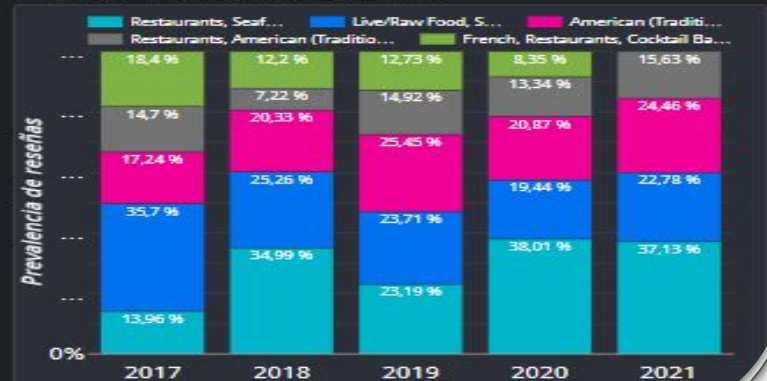
Año

2.805

2.022

Trimestres de cada año

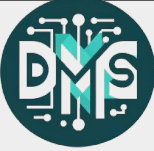
5 principales categorías por  
prevalencia en los ultimos 5 años



Looker Studio

# Análisis Dashboard ISP

(Índice de Sentimiento Promedio)



## ISP: INDICE DE SENTIMIENTO PROMEDIO



# Staff



## DataMind Solutions

Product Manager



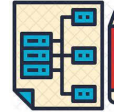
Fer Abraham

Data Scientist



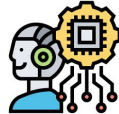
Juan Mendoza

Data Architect



Nico Mussante

Data Analyst



Tiago Sepulveda

Machine Learning Engineer



Ignacio Waukuluk