

Forecasting Ventas inmobiliarias

Miraflores - Sprint review 2



Propuesta exclusiva para:



The image features a notebook with a black cover and white lined pages, with a black and white pen resting on it. The background is a light gray with a faint, artistic overlay of a pair of glasses and various numbers and mathematical symbols, suggesting a theme of research or academia.

Agenda

- Metodología
- Resultados
- Próximos pasos

The image features a presentation slide. On the left, there is a close-up of a spiral-bound notebook with a black cover and a white pen resting on its lined pages. The background of the slide is a light gray with a faint, artistic overlay. This overlay includes a pair of glasses and various mathematical symbols, numbers, and geometric lines, suggesting a theme of research, science, or education.

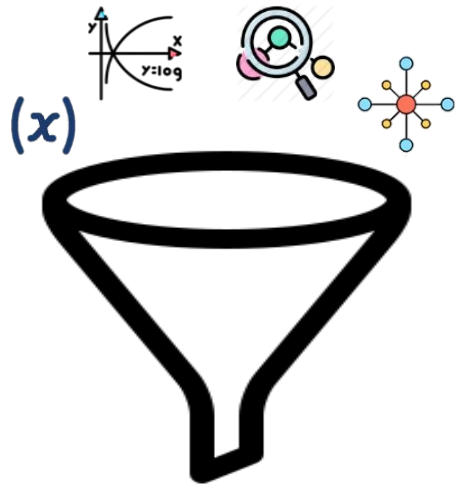
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El forecast propuesto para las ventas de la zona 2 tiene 4 fases de modelamiento e incluye componentes macroeconómicos

1

Tratamiento exhaustivo
de datos



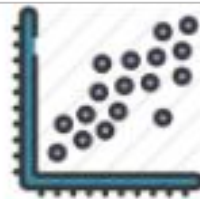
2

Serie ARIMA



3

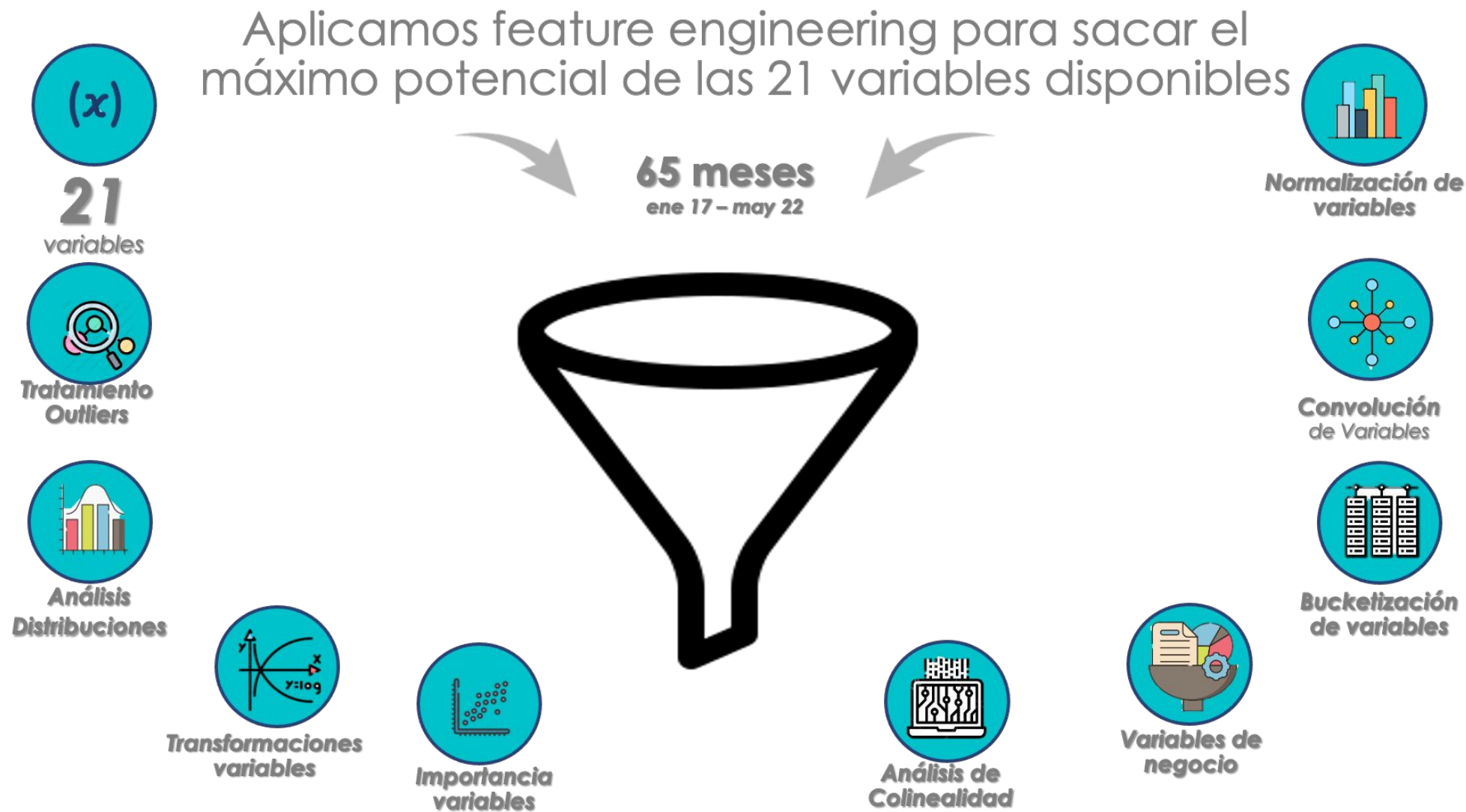
Regresiones lineales de variables
Macroeconómicas



4

Modelo combinado





The background of the slide is a light gray with a subtle, artistic composition. On the left side, there is a close-up of a black notebook with white horizontal lines, and a black and white pen is resting on it. On the right side, there is a pair of black-rimmed glasses. The entire background is overlaid with a faint, complex network of white lines and numbers, suggesting a technical or scientific theme.

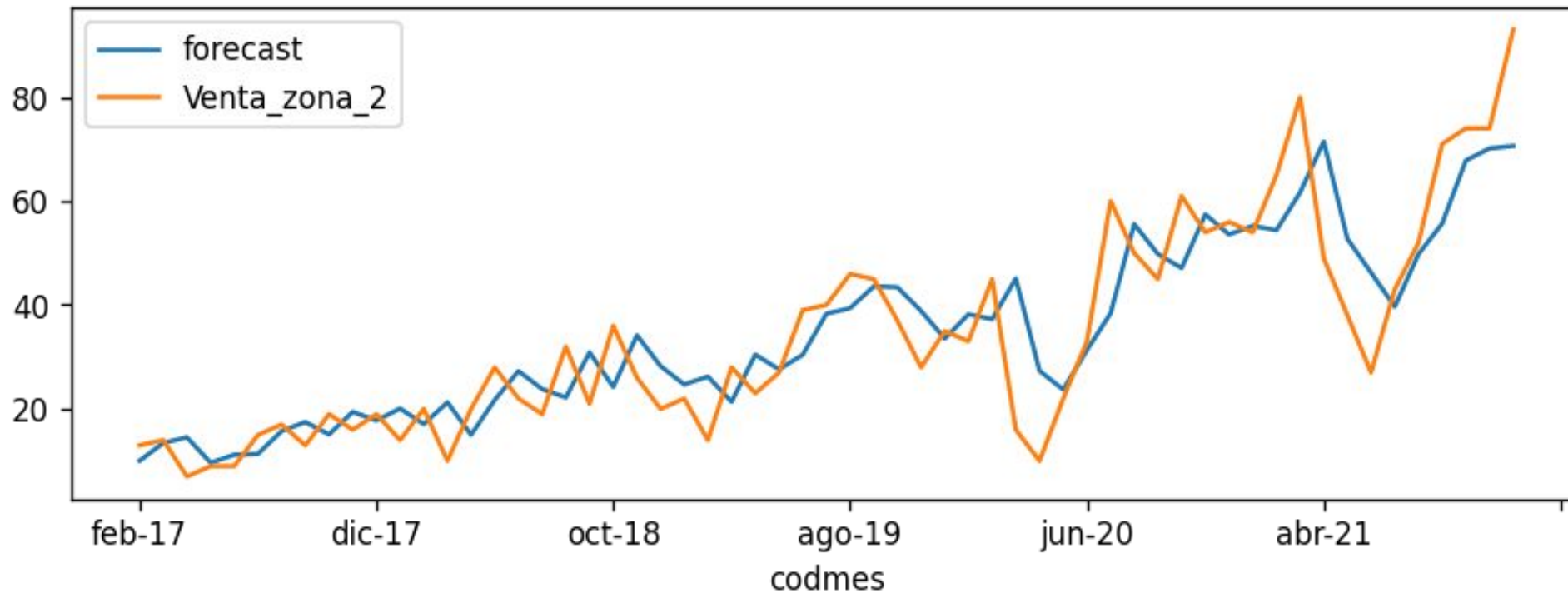
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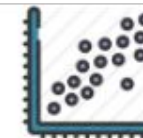


Paso 1: Forecasting sobre la serie temporal de ventas.

Forecast de las ventas



Ajuste del modelo
R2: 72.2%



Estimamos la venta en dos pasos para agregar variables de tendencias macroeconómicas

Paso 2: Calculamos el **componente macroeconómico** con 2 variables.

30% Expectativa del PBI

70% Índice de precios consumidor
(alimentos y energía)

Ajuste del modelo
R2: 73.2%

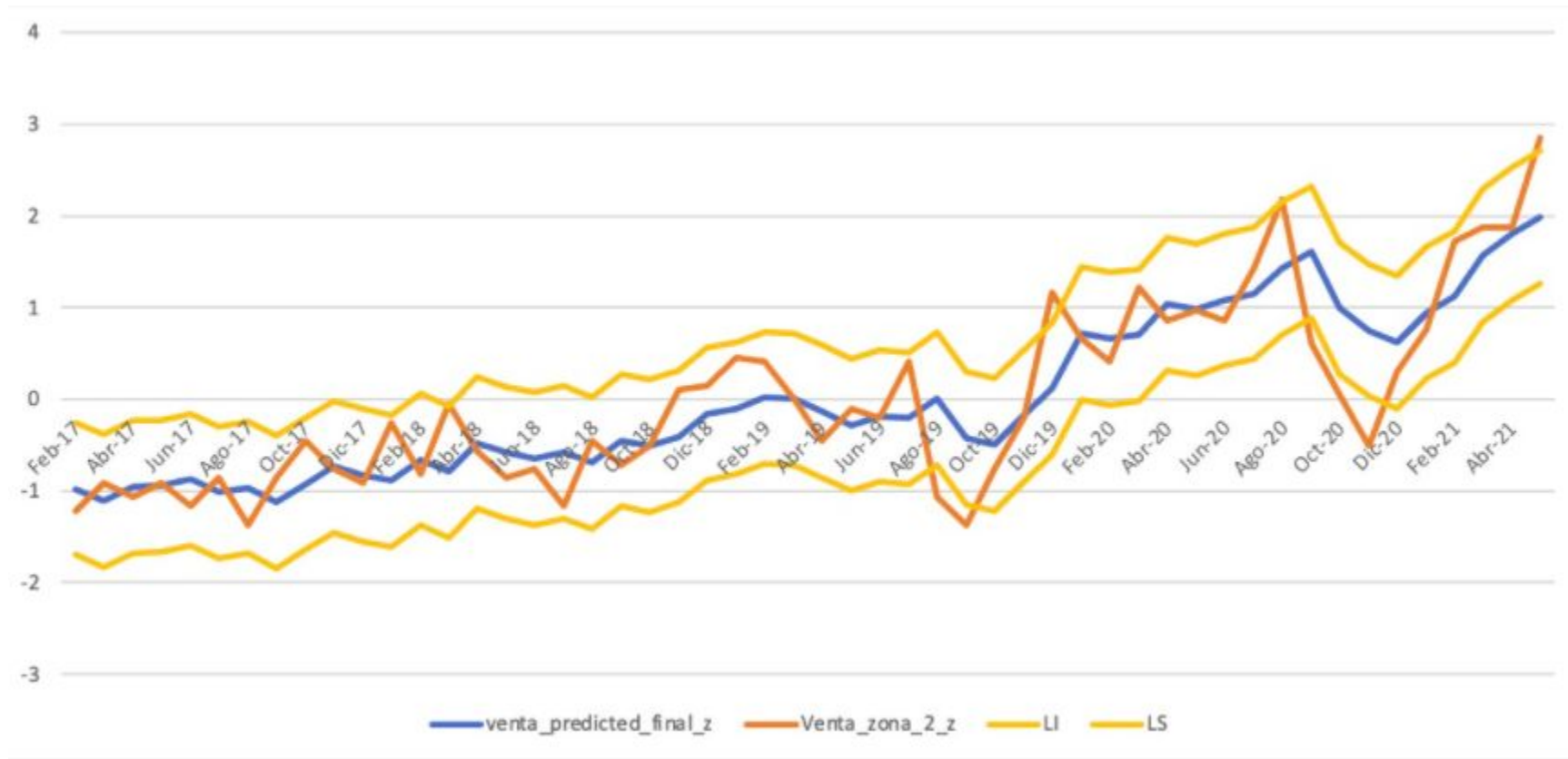
Paso 3: **Estimamos la venta** usando el componente macroeconómico y el forecast de la venta

58% Componente Macroeconómico

42% Forecast venta

Ajuste del modelo
R2: 75.7%

Predicción final



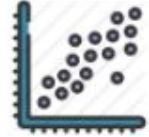
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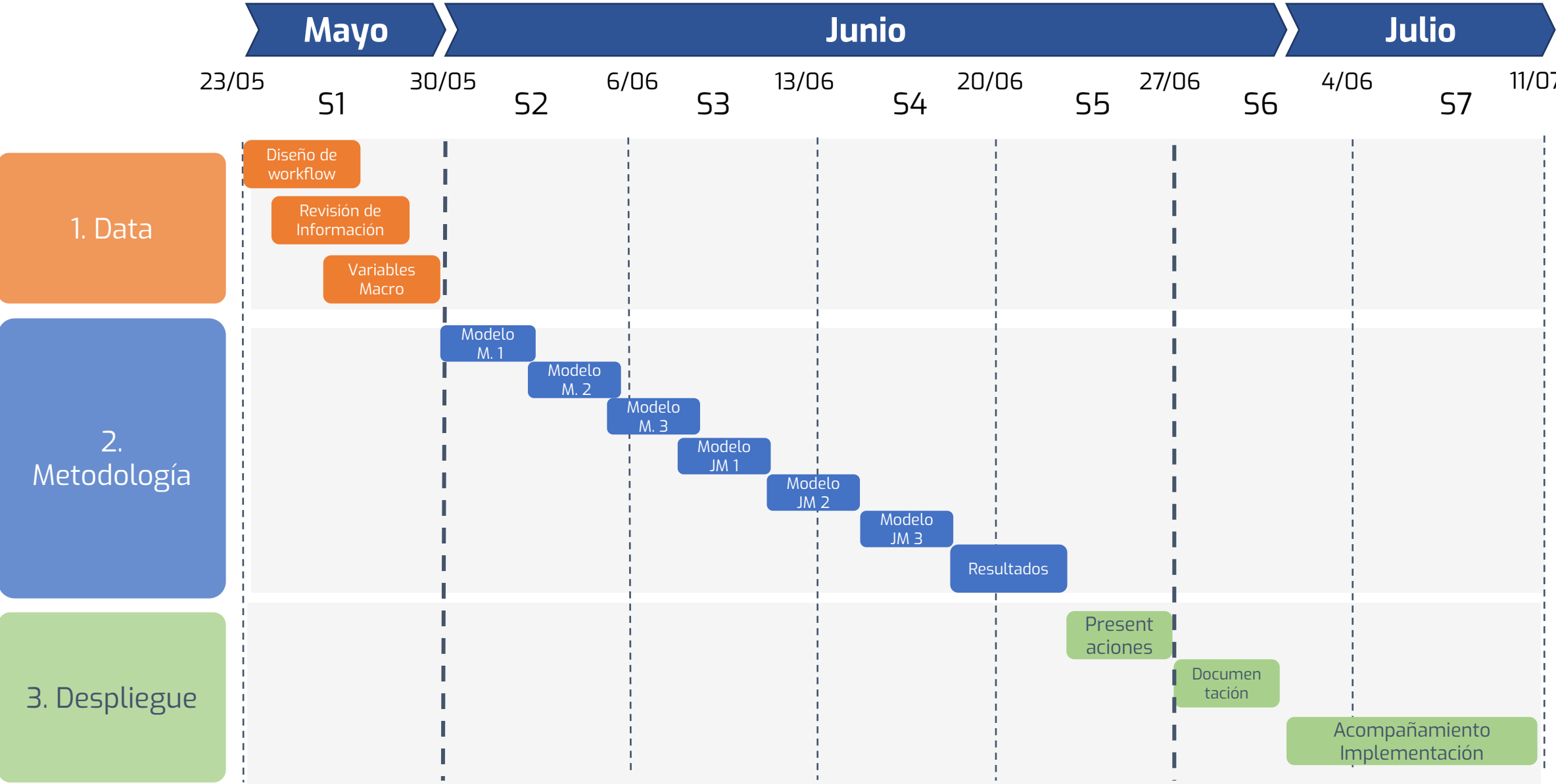
Próximos pasos

- Desarrollo de modelos zona 1 y 3



Cronograma

8 horas semanales
56 Horas Totales



Wellcome to the age of
data-driven everything

