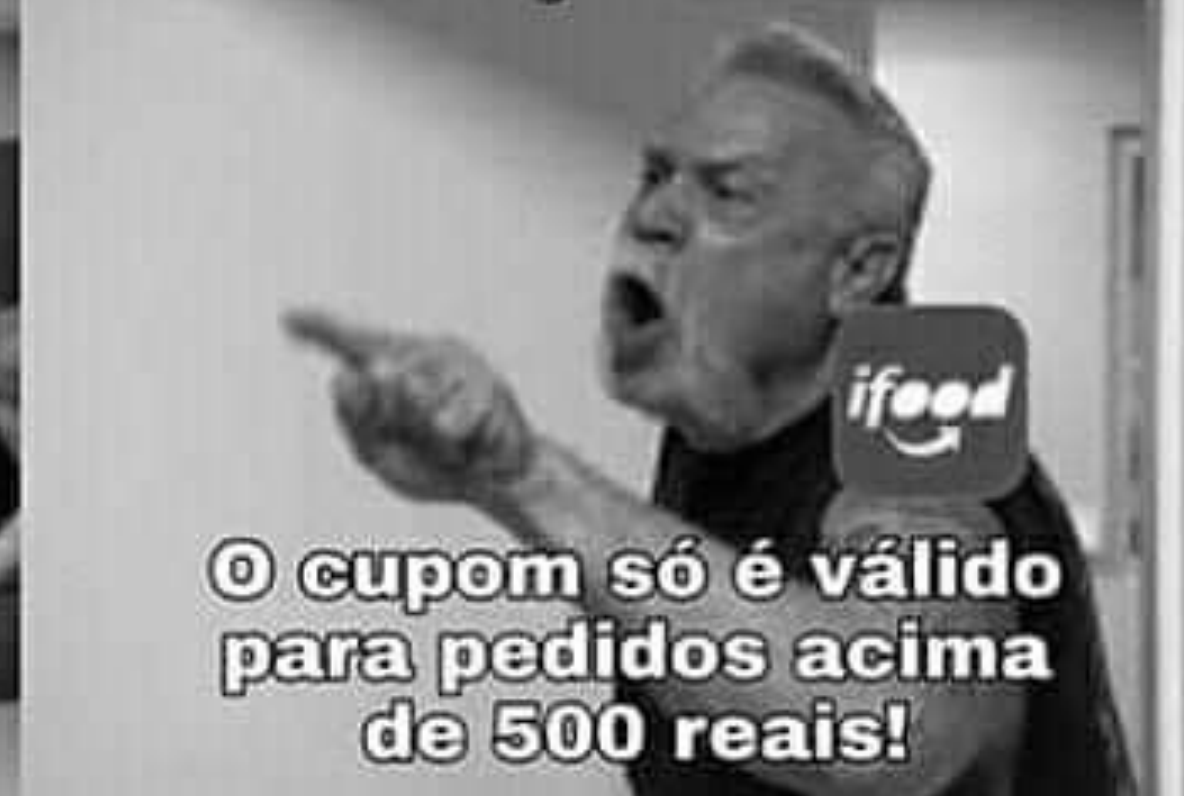
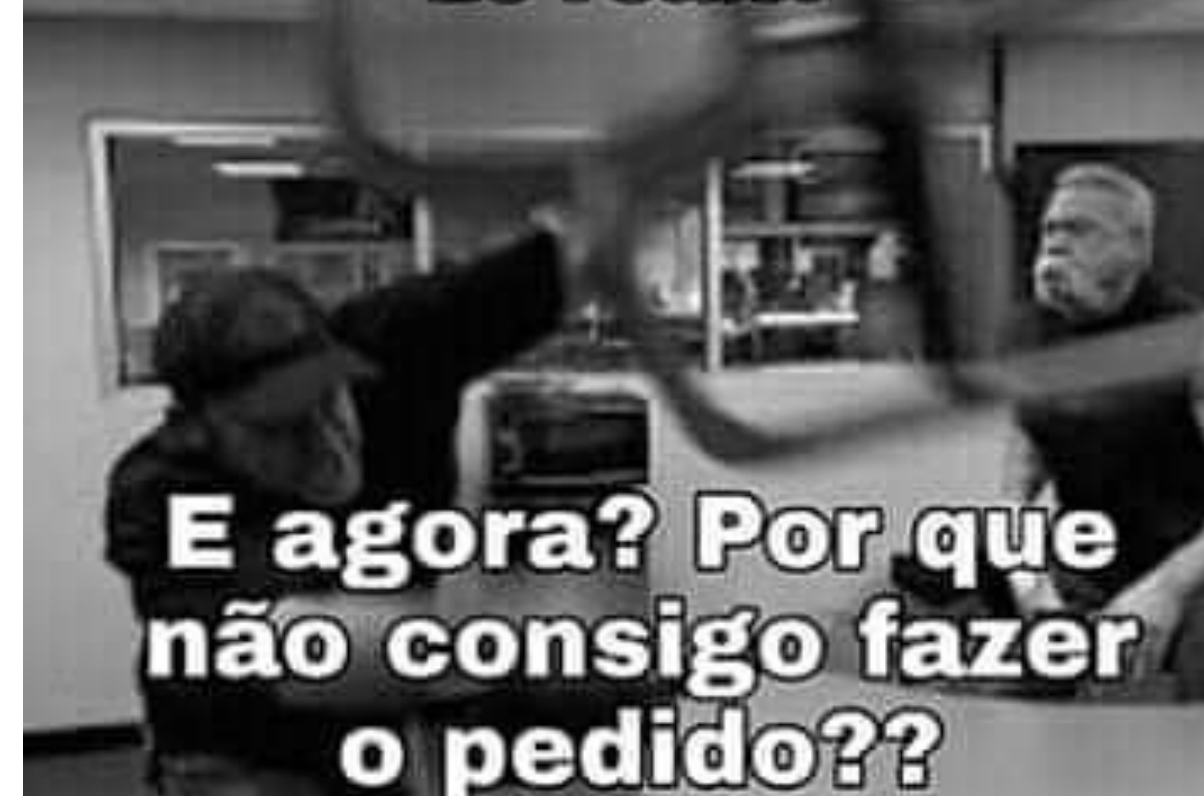
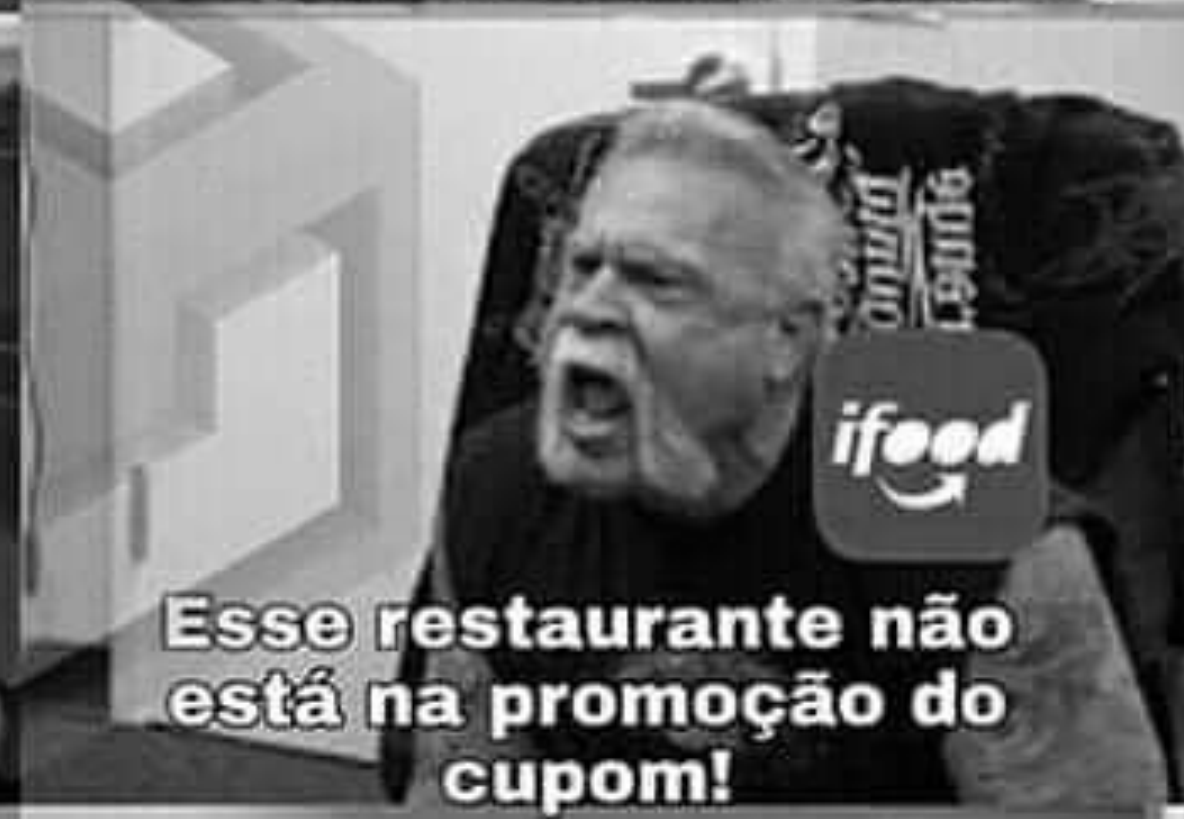
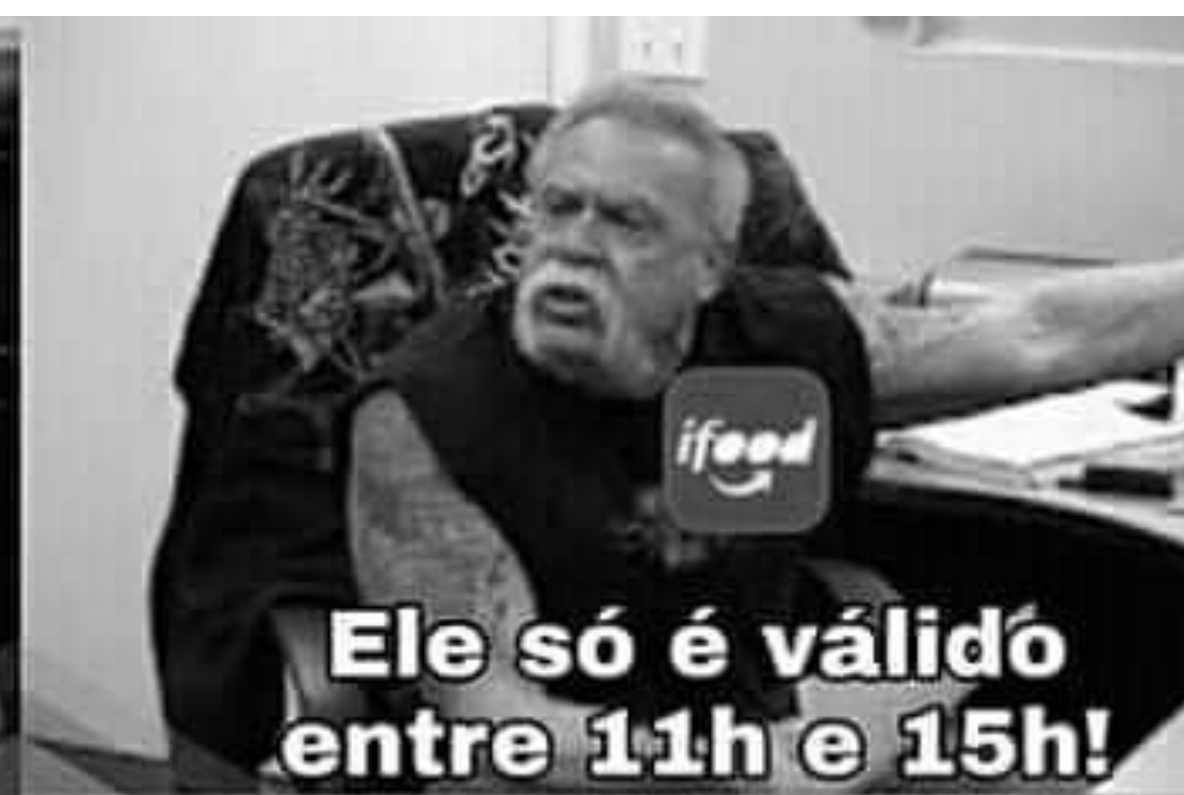
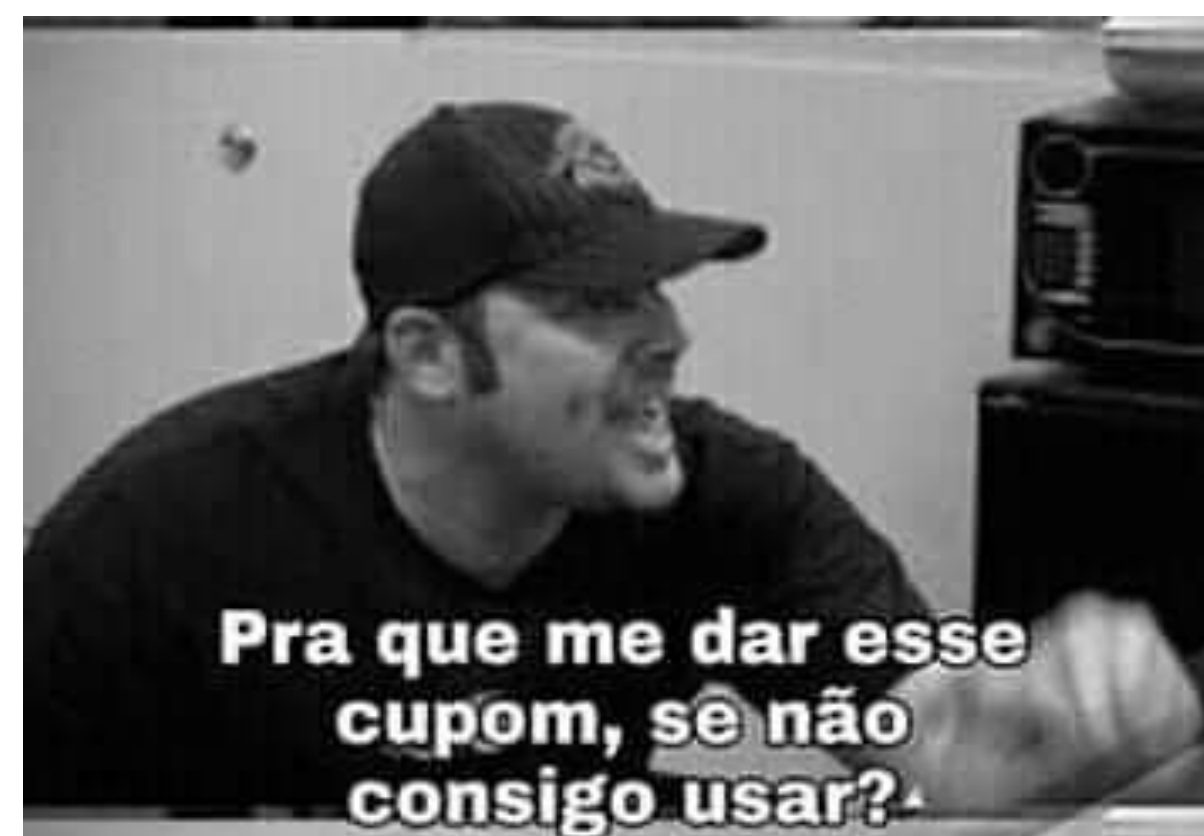




Para resolver um problema real de analytics do iFood!





o marketing  
agressivo (de  
pushs) é  
eficiente?



**QUEM NUNCA?**  
QUEM NUNCA PEDIU IFOOD  
NÃO VAI RESISTIR A ESSE CUPOM.

RÓTULOS DE COCA-COLA  
COM CUPOM DE

**R\$15**

NA SUA PRIMEIRA COMPRA  
INCLUINDO COCA-COLA™ PELO IFOOD\*

CUPOM ATÉ FALAR  
**CHEGA**  
(MAS VOCÊ NUNCA VAI FALAR CHEGA, NÉ)

A photograph of a plate of food, including fried chicken, fries, and vegetables. A large white arrow points from left to right across the food. The text 'CUPOM ATÉ FALAR CHEGA' is overlaid on the left side of the image.

IFood 11:30  
Pede um iFood 🍔  
Não tem travessuras, só GOSTOSURAS com esse cu..

IFood 6:00 PM  
Pede um iFood  
Estava aqui pensando... Que tal você, eu, um CU..

IFood 18:15  
#melhorcontatinho  
Consegui promoção de até 50% e ainda te dei um cu..

**CREDO SE VALORIZA IFOOD  
ATÉ PARECE EU**

IFOOD há 41m

Vem cá  
Faz tempo que você não me procura, foi algo  
que eu disse? Senão, então toma esse cupom...

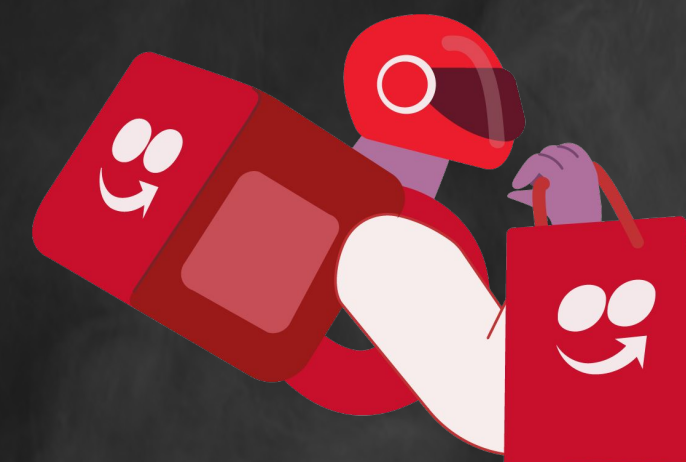


# 🚧 O que ganho com isso? 🚧



APRENDIZADO  
\* EM UMA \*

SITUAÇÃO REAL



\* CUPOM!!!!!!! \*

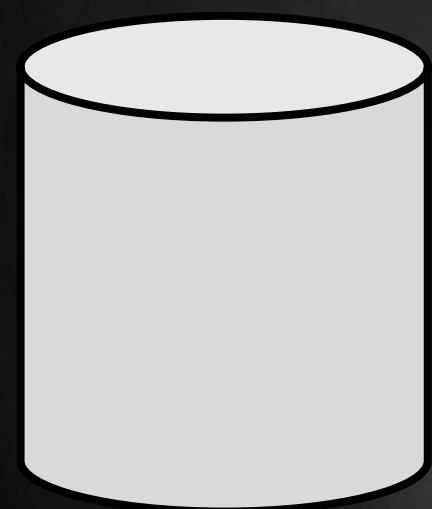


# 🔪 O que iFood irá avaliar? 🔪

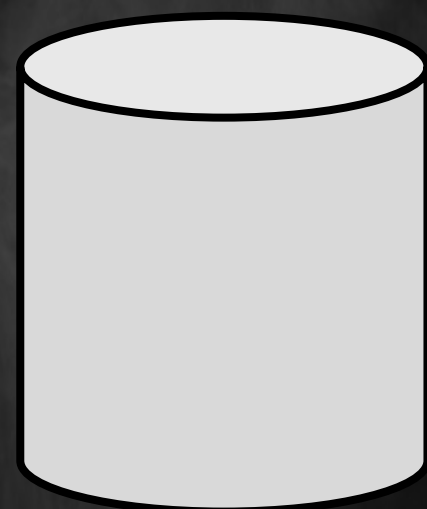
<b>1. BUSINESS VALUE</b>				
How significant and relevant is the problem that the solution is trying to solve?				
1	2	3	4	5
Not relevant (unknown results or solution not linked with problem)				Very relevant (clear results and address the problem)
<b>2. WOW FACTOR</b>				
Is it something a human being would feel delighted or excited? Have you made the audience uncomfortable (in a good sense)?				
1	2	3	4	5
Yupi....				WOW! Eureka!
<b>3. REALISM vs. LEVEL OF INNOVATION</b>				
Which level of effort that would be required to put the technology into production? Does it pull something off that hasn't been pulled off before?				
1	2	3	4	5
Not at all (too complicated or replicated from Google...)				It seems like a winner solution!
<b>4. PRESENTATION</b>				
Were the judges able to understand the methodology, steps taken during the Hackaton, solution achieved and valuation of the project?				
1	2	3	4	5
What are they talking about?				The project presentation was understandable and straight to the point



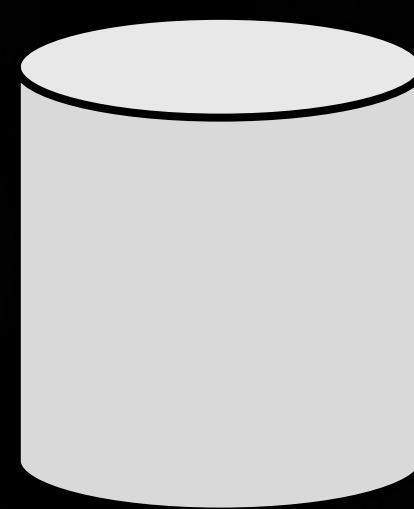
# Qual a matéria-prima?



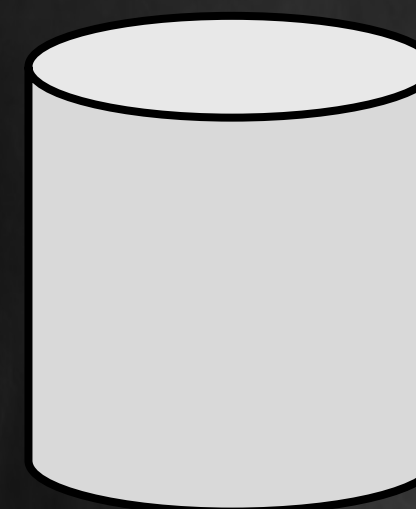
fia\_orders -  
98.8MB



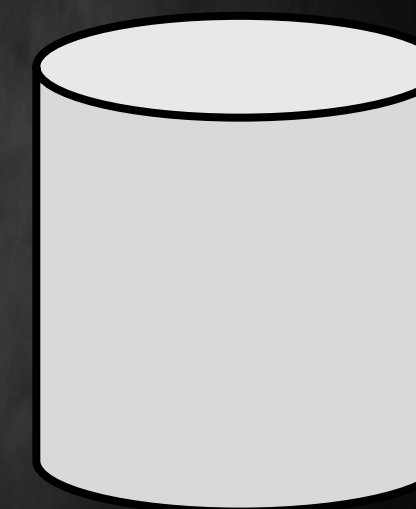
fia\_marketing\_push  
1.5GB



fia\_customer\_seg  
- 82.5MB



fia\_orders\_with\_  
cost\_revenue -  
38.8MB



fia\_sessions\_visits -  
98.1MB

Bases com dados reais, maquiados e transformados. Não considerar valores absolutos, somente relações.