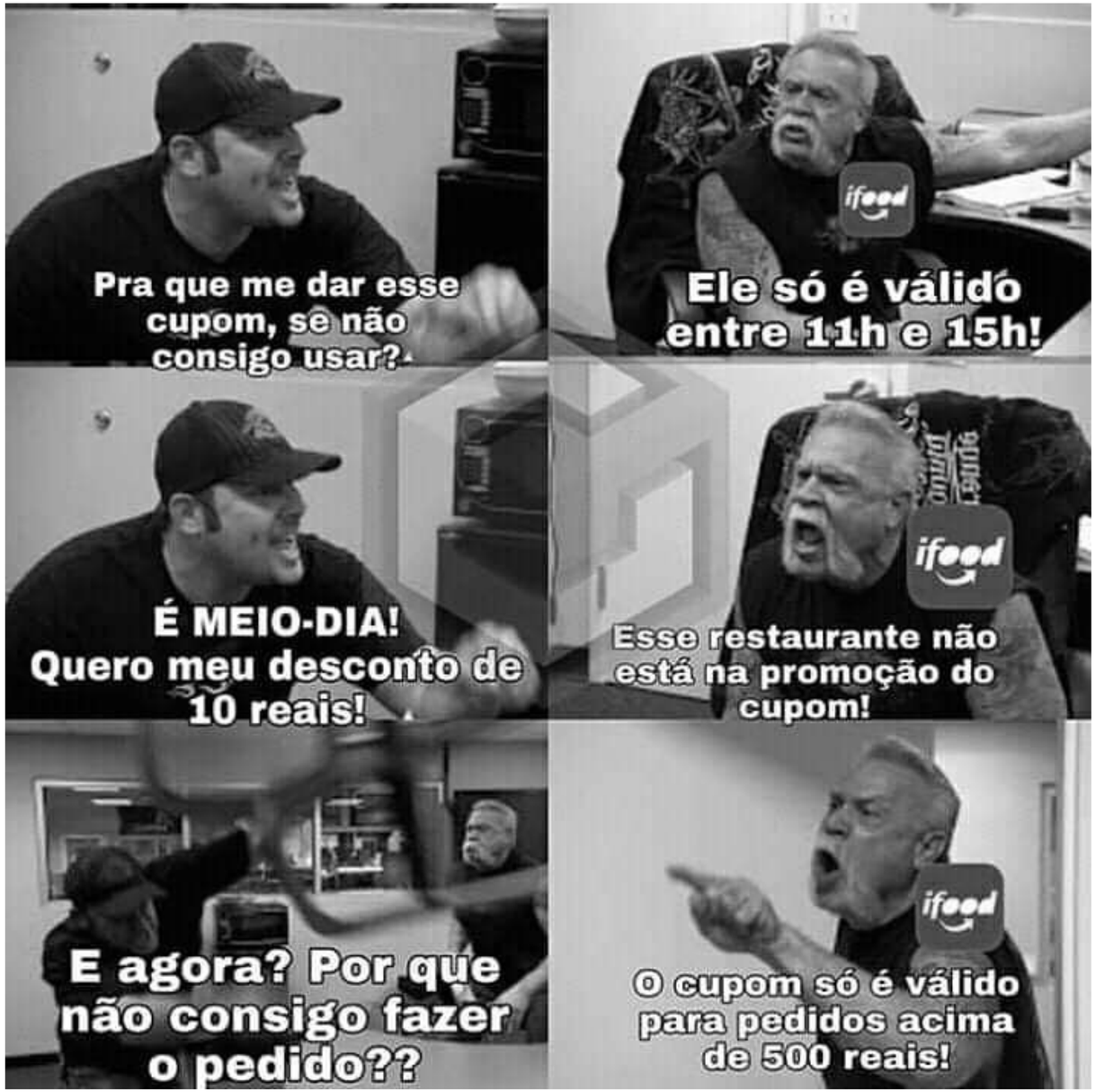
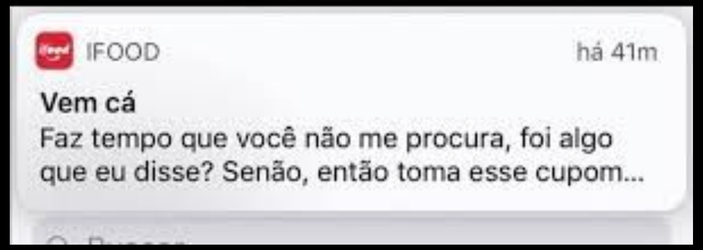
Para resolver um problema real de analytics do iFood!


Pra que me dar esse cupom, se não consigo usar?
Ele só é válido entre 11h e 15h!
É MEIO-DIA! Quero meu desconto de 10 reais!
Esse restaurante não está na promoção do cupom!
E agora? Por que não consigo fazer o pedido??
O cupom só é válido para pedidos acima de 500 reais!

o marketing agressivo (de pushs) é eficiente?



O que ganho com isso?

APRENDIZADO
EM UMA
SITUAÇÃO REAL

CUPOM!!!!!!!!

O que iFood irá avaliar?

1. BUSINESS VALUE

How significant and relevant is the problem that the solution is trying to solve?

1	2	3	4	5
Not relevant (unknwon results or solution not linked with problem)				Very relevant (clear results and address the problem)

2. WOW FACTOR

Is it something a human being would feel delighted or excited? Have you make the audience uncorfatable (in a good sense)?

1	2	3	4	5
Yupi....				WOW! Eureka!

3. REALISM vs. LEVEL OF INNOVATION

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?

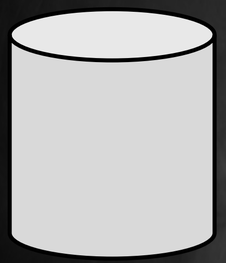
1	2	3	4	5
Not at all (too complicated or replicated from Google...)				It seens like a winner solution!

4. PRESENTATION

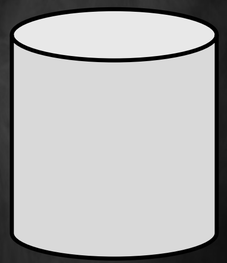
Were the judges able to understand the methodology, steps taken during the Hackaton, solution achieved and valuation of the project?

1	2	3	4	5
What are they talking about?				The project presentation was understandable and straight to the point

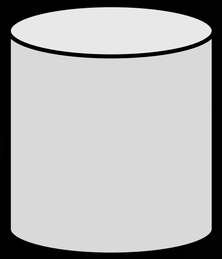
Qual a matéria-prima?



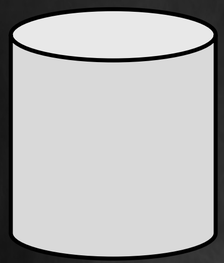
fia_orders - 98.8MB



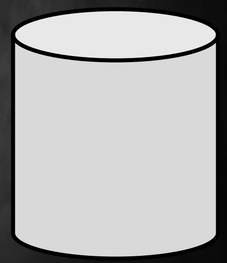
fia_marketing_push 1.5GB



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.