

Exploring Generative AI in an ETL Pipeline with Python

About:

Project for exploring generative AI in an ETL pipeline using Python.

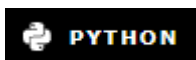
Proposal:

This project aims to enhance customer engagement through the customization of marketing messages. We will employ Generative AI to create unique messages that resonate with the individual needs and aspirations of each customer.

Repository Structure:

- **data:** You will find the `.csv` file containing the data used for analysis.
- **notebook:** This directory contains the Jupyter notebook where the analysis was conducted and the results were obtained.
- **readme_translated:** This repository contains the **PDF** with the report translated into English.

Language Used:



Libraries Used:



Methodology:

- **Data Collection and Acquisition:**

Using a **.csv** file containing a list of customer IDs, it serves as the starting point for obtaining personalized information about each customer.

Through the connection to the **API**, detailed information about each customer was accessed, with reference to the identifiers listed in the **CSV** file.

- **Utilizing AI:**

The **OpenAI ChatGPT API** was used to craft highly personalized marketing messages for each customer. The primary objective is to highlight the importance and advantages, taking into account individual data and preferences of each customer accurately.

- **Loading Information:**

Once personalized messages are ready, this information is sent back to the **API**. This will update each user's "**news**" list, ensuring that personalized messages are delivered appropriately.

Conclusion:

By applying **Generative AI**, this project aims to redefine the way the company communicates with its customer base. By creating personalized marketing messages, we intend to strengthen the bonds with customers, driving greater understanding and engagement with the services offered.