# Investigaciones y notas sobre el análisis de datos del desafío de Reservemos

## Features

|  |  |  |
| --- | --- | --- |
| reservamos\_search | reservamos\_purchase\_attempt | reservamos\_purchase\_complete |
| 'event',  'time',  'distinct\_id',  '$browser',  '$browser\_version',  '$city',  '$current\_url',  '$device',  '$device\_id',  '$distinct\_id\_before\_identity',  '$initial\_referrer',  '$initial\_referring\_domain',  '$insert\_id',  '$is\_reshuffled',  '$lib\_version',  '$mp\_api\_endpoint',  '$mp\_api\_timestamp\_ms',  '$os',  '$region',  '$screen\_height',  '$screen\_width',  '$search\_engine',  'Departure',  'Departure Delta',  'Destination',  'Destination Terminal',  'Lodging Provider',  'Origin',  'Origin Terminal',  'Passengers',  'Route',  'Test Version',  'User Fingerprint',  'User Type',  'mp\_country\_code',  'mp\_lib',  'mp\_processing\_time\_ms',  'mp\_sent\_by\_lib\_version',  'product',  '$referrer',  '$referring\_domain',  'Return',  'Trip Length',  'gclid',  '$user\_id',  'utm\_campaign',  'utm\_medium',  'utm\_source',  'utm\_content',  'utm\_term',  '$model',  '$os\_version',  'platform',  'Android API Version',  'fbclid',  'mp\_keyword',  '$had\_persisted\_distinct\_id',  '$android\_app\_version',  '$app\_version\_string' | 'event',  'time',  'distinct\_id',  '$browser',  '$browser\_version',  '$city',  '$current\_url',  '$device',  '$device\_id',  '$initial\_referrer',  '$initial\_referring\_domain',  '$insert\_id',  '$lib\_version',  '$mp\_api\_endpoint',  '$mp\_api\_timestamp\_ms',  '$os',  '$referrer',  '$referring\_domain',  '$region',  '$screen\_height',  '$screen\_width',  '$search\_engine',  'Departure Ally',  'Departure Arrival',  'Departure Copyright Protected',  'Departure Destination',  'Departure Destination Terminal',  'Departure Line',  'Departure Open Ticket',  'Departure Origin',  'Departure Origin Terminal',  'Departure Price',  'Departure Route',  'Departure Stops',  'Departure Time',  'Departure Transport Type',  'Departure Transporter',  'Experimental',  'Language',  'Markup Percentage',  'Passenger Count',  'Payment Engine',  'Routes',  'Test Version',  'Token',  'Total',  'Trip Length',  'User Fingerprint',  'User Type',  'Viaja Ahorrando',  'mp\_country\_code',  'mp\_lib',  'mp\_processing\_time\_ms',  'mp\_sent\_by\_lib\_version',  'product',  '$user\_id',  '$distinct\_id\_before\_identity',  'Return Ally',  'Return Arrival',  'Return Copyright Protected',  'Return Destination',  'Return Destination Terminal',  'Return Line',  'Return Open Ticket',  'Return Origin',  'Return Origin Terminal',  'Return Price',  'Return Route',  'Return Stops',  'Return Time',  'Return Transport Type',  'Return Transporter',  '$model',  '$os\_version',  'Android API Version',  'platform',  '$is\_reshuffled',  'Departure Multicarrier Lines',  'Departure Multicarrier Transport Types',  'Departure Multicarrier Transporters',  'Departure Stop Cities',  'gclid',  'fbclid',  'utm\_campaign',  'utm\_medium',  'utm\_source',  'Return Multicarrier Lines',  'Return Multicarrier Transport Types',  'Return Multicarrier Transporters',  'Return Stop Cities',  'utm\_content',  'utm\_term',  'mp\_keyword',  '$android\_app\_version',  '$app\_version\_string',  'Tickets',  '$had\_persisted\_distinct\_id',  'Service Level' | 'event',  'time',  'distinct\_id',  '$city',  '$distinct\_id\_before\_identity',  '$insert\_id',  '$lib\_version',  '$mp\_api\_endpoint',  '$mp\_api\_timestamp\_ms',  '$region',  '$user\_id',  'Departure Ally',  'Departure Arrival',  'Departure Copyright Protected',  'Departure Destination',  'Departure Destination Terminal',  'Departure Line',  'Departure Multicarrier Lines',  'Departure Multicarrier Transporters',  'Departure Origin',  'Departure Origin Terminal',  'Departure Price',  'Departure Route',  'Departure Stop Cities',  'Departure Stops',  'Departure Time',  'Departure Transport Type',  'Departure Transport Types',  'Departure Transporter',  'Discount Code',  'Experimental',  'Has Insurance',  'Installments',  'Insurance Amount',  'Markup Amount',  'Markup Experimental',  'Markup Percentage',  'Passenger Count',  'Payment Card Affiliate',  'Payment Engine',  'Payment Type',  'Recurring Discount Code',  'Recurring Discount Percent',  'Routes',  'Save Card',  'Service Level',  'Service Level Price',  'Test Version',  'Tickets',  'Token',  'Total',  'Use Saved Card',  'Use Viaja Ahorrando Discount',  'User Fingerprint',  'User Type',  'Viaja Ahorrando',  'Wallet Amount',  'Wants Taxi',  'mp\_country\_code',  'mp\_lib',  'mp\_processing\_time\_ms',  'product',  '$is\_reshuffled',  'Return Ally',  'Return Arrival',  'Return Copyright Protected',  'Return Destination',  'Return Destination Terminal',  'Return Line',  'Return Multicarrier Lines',  'Return Multicarrier Transporters',  'Return Origin',  'Return Origin Terminal',  'Return Price',  'Return Route',  'Return Stop Cities',  'Return Stops',  'Return Time',  'Return Transport Type',  'Return Transport Types',  'Return Transporter' |

|  |  |  |
| --- | --- | --- |
| tenant\_purchase\_search | tenant\_purchase\_attempt | tenant\_purchase\_complete |
| 'event',  'time',  'distinct\_id',  '$browser',  '$browser\_version',  '$city',  '$current\_url',  '$device',  '$device\_id',  '$distinct\_id\_before\_identity',  '$initial\_referrer',  '$initial\_referring\_domain',  '$insert\_id',  '$is\_reshuffled',  '$lib\_version',  '$mp\_api\_endpoint',  '$mp\_api\_timestamp\_ms',  '$os',  '$referrer',  '$referring\_domain',  '$region',  '$screen\_height',  '$screen\_width',  '$search\_engine',  'Calendar Button Used',  'Departure',  'Departure Delta',  'Destination',  'Destination Slug',  'Destination Terminal',  'Device Fingerprint',  'Language',  'Lodging Provider',  'Open Ticket',  'Origin',  'Origin Slug',  'Origin Terminal',  'Passengers',  'Passengers on Search',  'Popular Destinations Design Used',  'Preferred Terminal Showed',  'Preferred Terminal Used',  'Recent Search Showed',  'Recent Search Used',  'Route',  'User Fingerprint',  'User Type',  'from',  'mp\_country\_code',  'mp\_lib',  'mp\_processing\_time\_ms',  'mp\_sent\_by\_lib\_version',  'product',  'Return',  'Trip Length',  '$app\_build\_number',  '$app\_version\_string',  '$carrier',  '$had\_persisted\_distinct\_id',  '$manufacturer',  '$model',  '$os\_version',  '$radio',  '$wifi',  'platform',  '$app\_release',  '$app\_version',  '$bluetooth\_version',  '$brand',  '$has\_nfc',  '$has\_telephone',  '$screen\_dpi',  'Android API Version',  '$user\_id',  'TL\_Experiments',  'mp\_keyword',  'utm\_campaign',  'utm\_medium',  'utm\_source',  'utm\_term',  '$bluetooth\_enabled',  'Calendar Buttons Showed',  'Popular Destinations Design Showed',  'Destination Hit Order',  'Destination Hit Order Ab',  'test',  'Deperture & Arrival',  'utm\_content',  'Geo Place Used',  'Geo Place Used Ab',  'fbclid',  'ttclid' | 'event',  'time',  'distinct\_id',  '$browser',  '$browser\_version',  '$city',  '$current\_url',  '$device',  '$device\_id',  '$distinct\_id\_before\_identity',  '$initial\_referrer',  '$initial\_referring\_domain',  '$insert\_id',  '$is\_reshuffled',  '$lib\_version',  '$mp\_api\_endpoint',  '$mp\_api\_timestamp\_ms',  '$os',  '$referrer',  '$referring\_domain',  '$region',  '$screen\_height',  '$screen\_width',  '$search\_engine',  'Adjacent Seats',  'Departure Ally',  'Departure Arrival',  'Departure Destination',  'Departure Destination Terminal',  'Departure Line',  'Departure Open Ticket',  'Departure Origin',  'Departure Origin Terminal',  'Departure Price',  'Departure Route',  'Departure Stops',  'Departure Time',  'Departure Transport Type',  'Departure Transporter',  'Device Fingerprint',  'Language',  'Open Ticket',  'Passenger Count',  'Recommended Trip',  'Recommended Trip Type',  'Routes',  'Token',  'Total',  'Trip Length',  'User Fingerprint',  'User Type',  'mp\_country\_code',  'mp\_lib',  'mp\_processing\_time\_ms',  'mp\_sent\_by\_lib\_version',  'product',  'Return Ally',  'Return Arrival',  'Return Destination',  'Return Destination Terminal',  'Return Line',  'Return Open Ticket',  'Return Origin',  'Return Origin Terminal',  'Return Price',  'Return Route',  'Return Stops',  'Return Time',  'Return Transport Type',  'Return Transporter',  '$app\_build\_number',  '$app\_version\_string',  '$carrier',  '$had\_persisted\_distinct\_id',  '$manufacturer',  '$model',  '$os\_version',  '$radio',  '$user\_id',  '$wifi',  'platform',  '$app\_release',  '$app\_version',  '$bluetooth\_version',  '$brand',  '$has\_nfc',  '$has\_telephone',  '$screen\_dpi',  'Android API Version',  '$bluetooth\_enabled',  'TL\_Experiments',  'test',  'utm\_campaign',  'utm\_medium',  'utm\_source',  'utm\_term',  'utm\_content',  'mp\_keyword',  'Tickets',  'ttclid',  'fbclid' | 'event',  'time',  'distinct\_id',  '$city',  '$distinct\_id\_before\_identity',  '$insert\_id',  '$is\_reshuffled',  '$lib\_version',  '$mp\_api\_endpoint',  '$mp\_api\_timestamp\_ms',  '$region',  'Bus Categories',  'Carbon Offset',  'Carbon Offset Amount',  'Departure Ally',  'Departure Arrival',  'Departure Destination',  'Departure Destination Terminal',  'Departure Line',  'Departure Multicarrier Lines',  'Departure Multicarrier Transporters',  'Departure Open Ticket',  'Departure Origin',  'Departure Origin Terminal',  'Departure Price',  'Departure Route',  'Departure Stop Cities',  'Departure Stops',  'Departure Time',  'Departure Transport Type',  'Departure Transport Types',  'Departure Transporter',  'Discount Code',  'Installments',  'Insurance',  'Insurance Amount',  'Language',  'Markup Amount',  'On Demand',  'Open Ticket',  'Passenger Count',  'Payment Card Affiliate',  'Payment Engine',  'Payment Type',  'Recommended Trip',  'Recommended Trip Type',  'Return Ally',  'Return Arrival',  'Return Destination',  'Return Destination Terminal',  'Return Line',  'Return Multicarrier Lines',  'Return Multicarrier Transporters',  'Return Open Ticket',  'Return Origin',  'Return Origin Terminal',  'Return Price',  'Return Route',  'Return Stop Cities',  'Return Stops',  'Return Time',  'Return Transport Type',  'Return Transport Types',  'Return Transporter',  'Routes',  'Save Card',  'Tenant Name',  'Tickets',  'Token',  'Total',  'Use Saved Card',  'User Fingerprint',  'User Type',  'Wallet Amount',  'mp\_country\_code',  'mp\_lib',  'mp\_processing\_time\_ms',  'product',  '$email',  '$first\_name',  '$last\_name',  '$phone',  '$user\_id',  'Doters Api Response',  'Doters Automatic Points',  'Doters Available Points at Request',  'Doters Flat Fare Used',  'Doters Id',  'Doters Level at Request',  'Doters New balance',  'Doters Old balance',  'Doters Pending Points at Request',  'Doters Points Redeemed',  'Doters Points Rewarded',  'Doters Points at Request',  'Redirected From' |

## ¿Cómo se relacionan los dataframes de cada servicio?

A screenshot of a web page

Description automatically generatedSe encontró que se puede relacionar el intento de compra con el evento de compra completa con la columna “Token”. Ahora bien, no encontré una columna sola para relacionar el intento con la búsqueda, por lo que lo más lógico para mí sería buscar en la página de Reservamos qué datos son los necesarios para hacer las búsquedas de viajes:

Usaré el Origen, Destino, Salida, y número de pasajeros para unir estos dataframes.