

# Proyecto Final

Sinergia Global

&

CulinaryCrossRoads



# ¿Quienes somos?



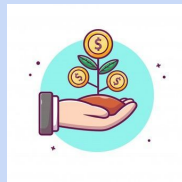
# ¿Quién, cuándo, dónde y por qué?



# Objetivos



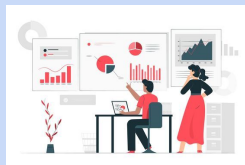
**Identificar oportunidades estratégicas para nuevas inversiones.**



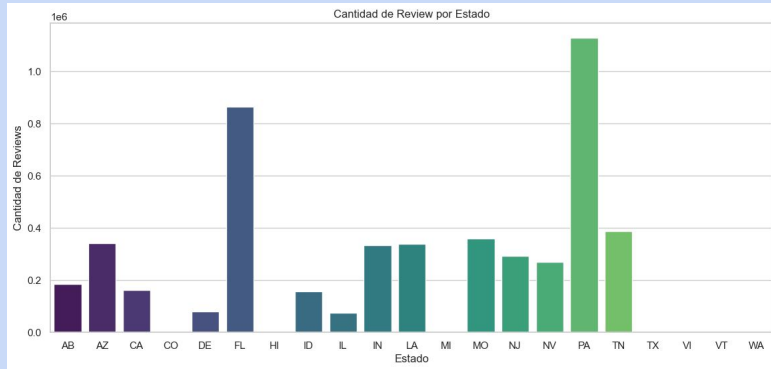
**Implementación del Sistema de Recomendación.**



**Analizar datos de usuarios para optimizar el sistema de recomendación.**



# EDA preliminar

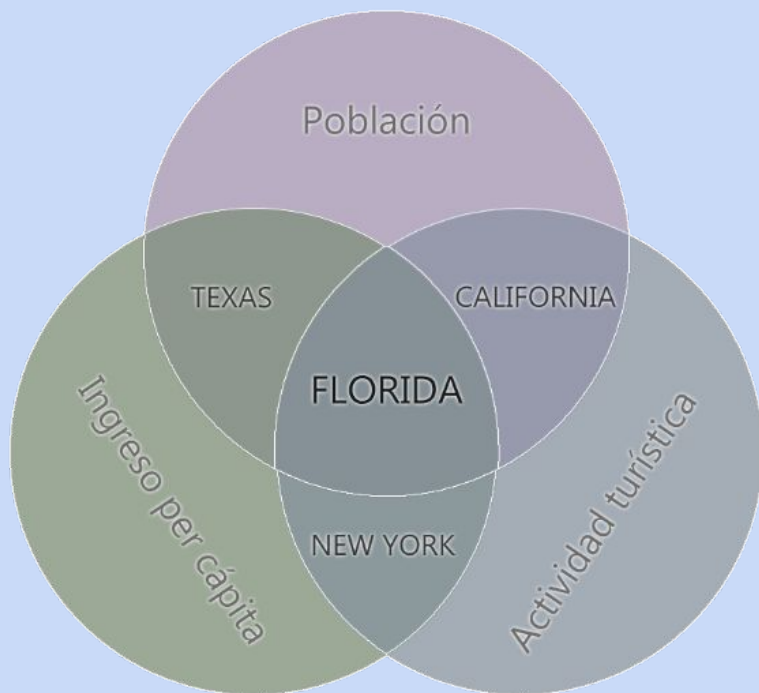


Usuarios con mayor cantidad de reviews realizadas

	user_id	name	review_count	yelping_since	useful	funny	cool	elite
17169	Hi10sGSZNxQH3NlyWSZ1oA	Fox	17473	2009-05-26 11:33:58	206296	185823	195814	2014,2015,2016,2017,2018,2019,20,20,2021
795339	8k3aO-mPeyhbR5HUucA5aA	Victor	16978	2007-12-08 14:56:45	152979	84992	125516	2008,2009,2010,2011,2012,2013,2014,2015,2016,2...
4723	hWdYbu_KvYLSdEFzGmiTw	Bruce	16567	2009-03-08 21:47:44	173089	98459	144849	2010,2011,2012,2013,2014,2015,2016,2017,2018,2...
606393	RtGqdDBwB8Cju5dUqwfzA	Shila	12868	2010-10-17 06:35:06	11109	3747	3292	2012,2013,2014,2015,2016,2017,2018,2019,20,20...
152	P5bUL3Engv-2z6kKohB6qQ	Kim	9941	2006-05-31 21:27:42	27549	10772	21375	2006,2007,2008,2009,2010,2011,2012,2013,2014,2...

5 rows × 22 columns

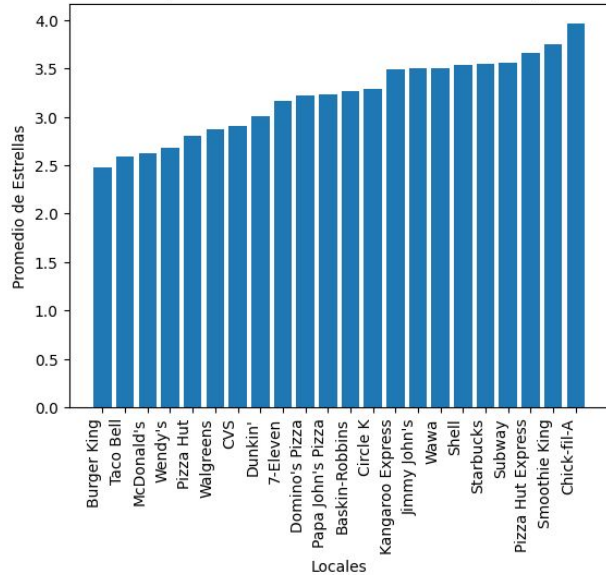
# Análisis



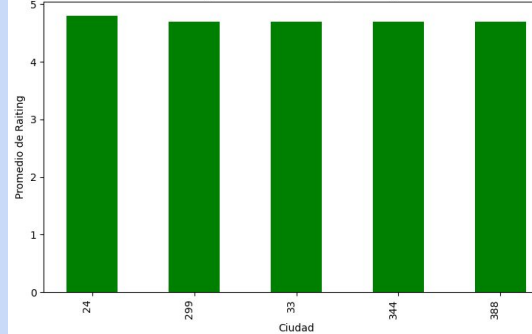
	id_estado	estado	avg_pop	avg_pop_grow	per_capita_income
19	6	California	39029342	-0.597204	63133
10	48	Texas	30029572	1.380412	55734
39	12	Florida	22244823	1.554003	55859
37	36	New York	19677151	-1.191607	60451
24	42	Pennsylvania	12972008	-0.067751	55624

# EDA profundo

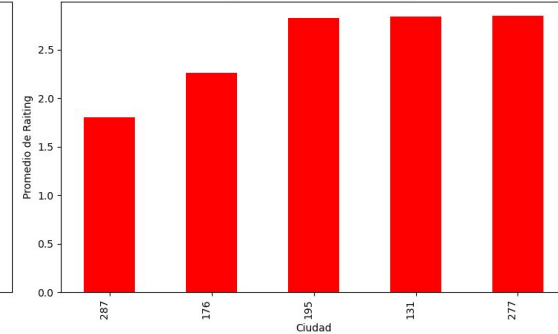
Promedio de Estrellas para Locales con más de 50 Sucursales (Orden Ascendente)



Top 5 Ciudades con Mejor Raiting



Top 5 Ciudades con Peor Raiting



24 – Belleair	287 – Otter Creek
299 – Palmetto Bay	176 – Jennings
33 – Bonifay	195 – Lake Hamilton
344 – Shalimar	131 – Greensboro
388 – Welaka	277 – Ocean Ridge

# Locales Seleccionados para Evaluación...



# Kobe Japanese Steakhouse



id_restaurante	nueva_fecha	raiting	useful	funny	cool	positi	negati	neutro
8018	2011	4.000000	0.0	0.0	0.0	0	0	2
8018	2012	5.000000	0.0	0.0	0.0	1	0	1
8018	2014	5.000000	0.0	0.0	0.0	0	0	2
8018	2015	4.000000	0.0	0.0	0.0	1	0	1
8018	2016	4.453125	0.0	0.0	0.0	39	3	22
8018	2017	4.516393	0.0	0.0	0.0	116	5	123
8018	2018	4.579268	0.0	0.0	0.0	358	9	289
8018	2019	4.560563	0.0	0.0	0.0	355	16	339
8018	2020	4.625000	0.0	0.0	0.0	240	9	183
8018	2021	4.669492	0.0	0.0	0.0	136	4	96

Sucursales		
Dirección	Estrellas	Opiniones
2773 66th St N, St. Petersburg	4,5	91
468 FL-436, Altamonte Springs	4,7	5.548
2210 W Brandon Blvd, Bradenton	4,5	2.425

# Joe's Stone Crab Restaurant



id_restaurante	nueva_fecha	raiting	useful	funny	cool	positi	negati	neutro
9499	2003	3.000000	0.0	0.0	0.0	0	0	1
9499	2005	4.000000	0.0	0.0	0.0	1	0	2
9499	2007	4.000000	0.0	0.0	0.0	0	0	1
9499	2010	3.333333	0.0	0.0	0.0	1	0	2
9499	2011	4.636364	0.0	0.0	0.0	5	1	5
9499	2012	3.333333	0.0	0.0	0.0	2	1	3
9499	2013	4.555556	0.0	0.0	0.0	4	1	4
9499	2014	5.000000	0.0	0.0	0.0	3	0	3
9499	2015	3.965517	0.0	0.0	0.0	19	0	10
9499	2016	4.620690	0.0	0.0	0.0	78	6	61
9499	2017	4.629630	0.0	0.0	0.0	176	12	163
9499	2018	4.655172	0.0	0.0	0.0	345	16	364
9499	2019	4.615575	0.0	0.0	0.0	412	21	376
9499	2020	4.772727	0.0	0.0	0.0	203	9	184
9499	2021	4.664151	0.0	0.0	0.0	158	8	99

Sucursales		
Dirección	Estrellas	Opiniones
11 Washington Ave, Miami Beach	4,6	6.388

# Marie Patties



id_restaurante	nueva_fecha	raiting	useful	funny	cool	positi	negati	neutro
4915	2015	5.000000	0.0	0.0	0.0	2	0	2
4915	2016	5.000000	0.0	0.0	0.0	0	0	3
4915	2017	5.000000	0.0	0.0	0.0	3	0	5
4915	2018	4.888889	0.0	0.0	0.0	5	0	13
4915	2019	5.000000	0.0	0.0	0.0	1	0	2

Sucursales		
Dirección	Estrellas	Opiniones
9493 SW 160th St, Palmetto Bay	4,9	68

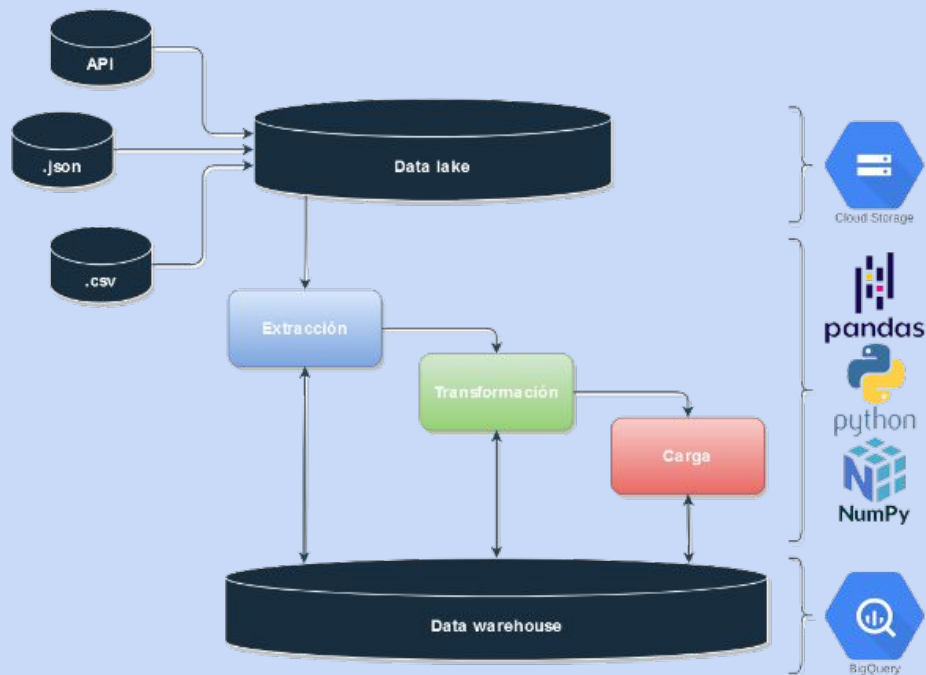
# Bolay



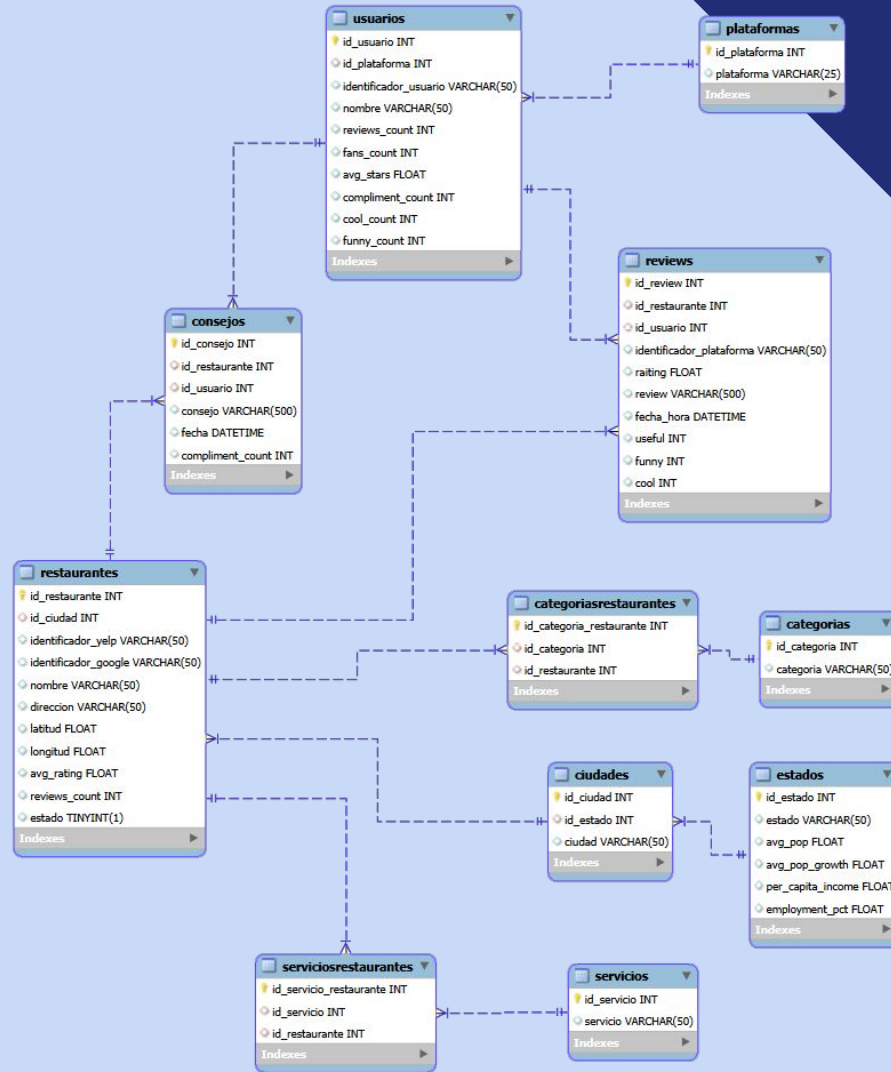
id_restaurante	nueva_fecha	raiting	useful	funny	cool	positi	negati	neutro
8265	2017	4.706897	0.0	0.0	0.0	41	1	16
8265	2018	4.648810	0.0	0.0	0.0	88	3	77
8265	2019	4.651685	0.0	0.0	0.0	90	2	86
8265	2020	4.630435	0.0	0.0	0.0	52	2	38
8265	2021	4.781250	0.0	0.0	0.0	14	0	18

Sucursales		
Dirección	Estrellas	Opiniones
1330 4th St N, St. Petersburg	4,5	25
7880 SW 104th St #101, Miami	4,7	98
5030 Champion Blvd G1D #G1D, Boca Raton	4,6	748
1880 Okeechobee Blvd Suite A Suite A, West Palm Beach	4,6	951
250 S State Rd 7 Suite 100 Suite 100, Royal Palm Beach	4,6	1161

# Pipeline



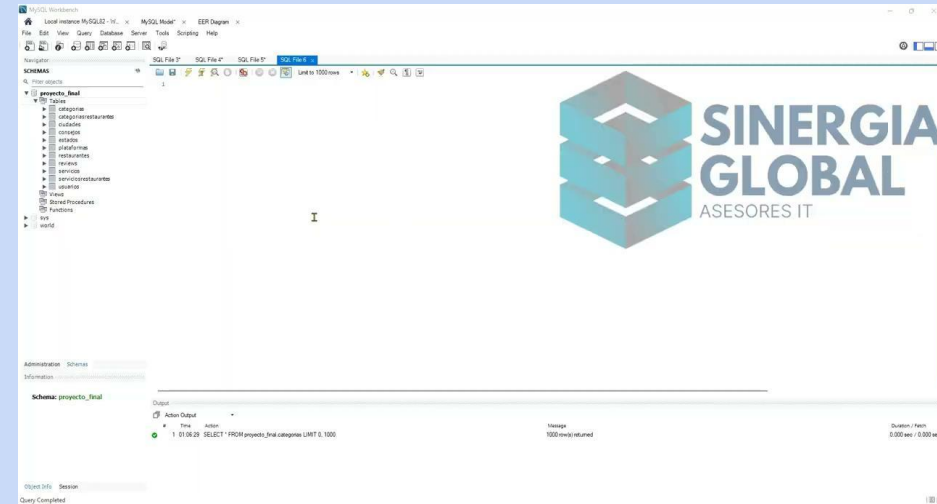
# Diagrama entidad-relación



# Carga incremental de datos

[link](#)

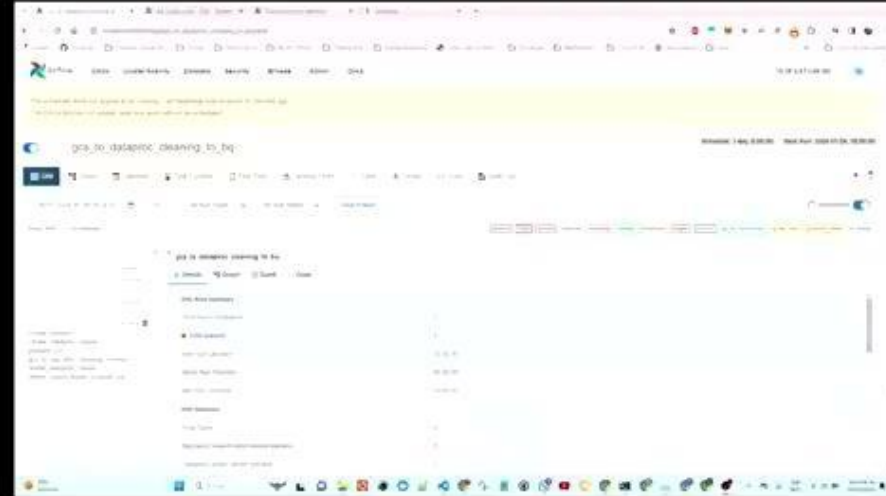
[link](#)



# Base de datos funcional


[link](#)

[link](#)







# Modelo ML



## Recomendación Restaurantes




 ¿En qué ciudad de Florida te encuentras?

Confirma tu ubicación

Miami Beach

Miami Beach , increíble decisión.

 ¿Qué menú se te antoja hoy?

Ej.: Cafe, Smoothies, Pizza, Tacos, Hot Dog, Chicken, Sandwich, Burgers, Seafood, Chinese, Thai, Italian, Argentinian

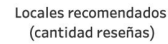
Pizza

Recomendar

	nombre	direccion	ciudad	avg_rating
0	Joe's Stone Crab Restaurant	11 Washington Ave	Miami Beach	4.6
1	B&B Haulover Beach Cafe	10800 Haulover Park	Miami Beach	4.6
2	Fresh Restaurant	4441 Collins Ave [Poolside]	Miami Beach	4.2
3	Burgers And More	6995 Collins Ave	Miami Beach	3.9
4	Miami Grill South Beach	1541 Washington Ave	Miami Beach	4.1

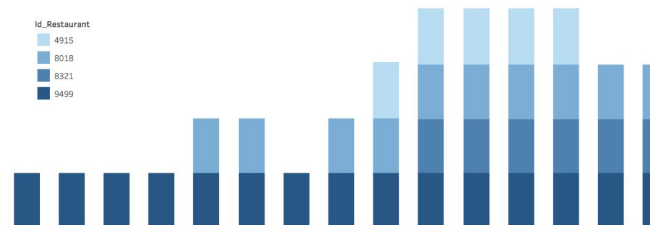
<
Pg1. Recomendaciones
Pg2. KPI's
Pg3. Reseñas
>

Población / ingreso *per capita* por estados



Id\_Restaurant

- 4915
- 8018
- 8321
- 9499



**Gracias**  
¿Preguntas?