Technical Interview Presentation

Sixto Payán Escárcega

June 2025

Problem Overview

We want to extract the **articles** from the categories **Global Trade**, **Food Safety** and **Technology** in order to analyze them through AI in hopes of obtaining insight on the agro markets.
In the end we built a **dataframe** containing the information of the 10 analyzed articles, namely, their *title*, *URL*, *category*, *complete text*, a *sumary* of each, and a collection of some *keywords* pertaining each article.

Table1

Row	Title	URL	Category	FullArticleText	Summary	Topics
0	How to Export Mexican Fresh Produce to the US	https://www.freshproduce	global trade	If you are interested in exporting fr	Exporting fruits and vegetables to the US	(Produce Export US)(Regulations Agencies)(Custo
1	Europe's economic social and environmental grov	https://www.freshproduce	global trade	The European Green Deal is a Euro	The European Green Deal is a vast EU stra	(European Green Deal)(Carbon Neutrality)(Industr
2	Southeast Asia's Fresh Produce Trade	https://www.freshproduce	global trade	Indonesia the Philippines and Thai	Southeast Asia remains a net fresh produ	(Fresh Produce)(Southeast Asia)(Trade Agreemer
3	Suppling Middle East's Demand for Fresh Fruits &	https://www.freshproduce	global trade	According to The Economist the gr	GCC nations increasingly depend on impo	(GCC Food Imports)(GCC Population Growth)(Cor
4	2021 Fresh Produce Retail in China	https://www.freshproduce	global trade	China's fresh produce retail market	Chinas fresh produce market combines v	(China fresh produce retail)(Market growth potent
5	FSMA 204 Traceability Rules Think Tank	https://www.freshproduce	food safety	Sponsored by: FDA released the Fc	The produce industry is striving to standa	(FSMA 204 Rule)(Food Traceability)(Industry Com
6	Whole Genome Sequencing	https://www.freshproduce	food safety	Is it really a big deal? Why? YES. Be	Regulators employ whole genome sequer	(Whole Genome Sequencing)(Food Safety Pathog
7	Listeria Monocytogenes	https://www.freshproduce	food safety	Listeria Overview for General Unde	Listeria monocytogenes is a deadly foodb	(Listeria monocytogenes)(Listeriosis)(Food Safet
8	Traceability	https://www.freshproduce	food safety	Traceability is a business process	The Produce Traceability Initiative PTI is a	(Produce Traceability) (Produce Traceability Initia
9	8 Steps to Consider When Creating a Technology	https://www.freshproduce	technology	JANUARY 16 2019 1. Look for your	Businesses must identify issues embrace	(BusinessTransformationthroughTechnology)(Op

Used tools

The code was all writen in python, using some relevant libraries like *BeautifulSoup* and *Selenium* for the web scraping. The analysis of the scraped data was made using the *Google Geminy API*. The final dataframe was managed with *Pandas*.
The code and dataframes can be found on
`https://github.com/Placoso5/web-scraping/tree/main`

Results and Insights

Let's overview the information obtained from the first article:

- How to Export Mexican Fresh Produce to the US
- `https://www.freshproduce.com/resources/global-trade/how-to-export-mexican-fresh-produce-to-the-us/`
- Global Trade
- If you are interested in exporting fruits and vegetables to the U.S. you must understand...
- Exporting fruits and vegetables to the US necessitates thorough understanding and strict compliance with complex US agency regulations and is best achieved with a customs broker.
- (Produce Export US)(Regulations Agencies)(Customs Brokers)

Results and Insights

From the obtained data we can determine

- Persian Gulf and South-East Asian countries increasingly depend on produce importations, while the chinese market remains untaped.
- There are several regulatory iniciatives aiming to improve the food safety and transparency of the produce supply chain.
- Businesses must continuously improve operations and embrace new technologies to remain competitive.

Thus, the produce market is a shifting, competitive one where the traditional ways should be expected to become obsolete. Producers must adapt acordingly.

GRACIAS!