Technical Interview Presentation

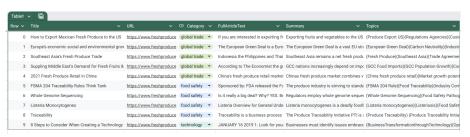
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Problem Overview

We want to extract the **articles** from the categories **Global Trade**, **Food Safety** and **Technology** in order to analyze them through Al 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.



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.

