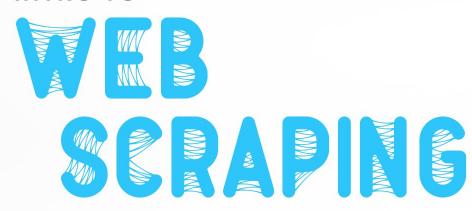


INTRO TO





DATA ANALYTICS & WEB DEVELOPMENT

¿Quiénes somos?



Javier Viñas
Inbound Marketer







Dani Vicario
Lead Teacher
Web Development







Sobre Ironhack



9 campus



+3500 estudiantes



+600 empresas

Sobre Ironhack



UX/UI Design
Bootcamp

Full Time / Part Time 9 semanas 24 semanas



Web Dev
Bootcamp

Full Time / Part Time 9 semanas 24 semanas



Data Analytics
Bootcamp

Full Time / Part Time 9 semanas 24 semanas

Agenda

/¿Qué es web scraping?

/¿Para qué podemos utilizarlo?

/¿Qué métodos y herramientas existen?

/Web scraping con Node.js y Cheerio

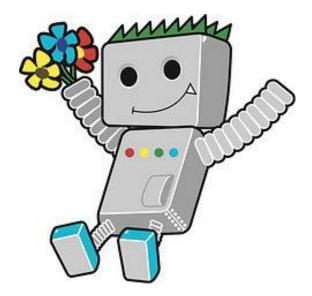




Web Scraping

Es una técnica realizada a través de programación que permite extraer información de páginas web de forma automatizada



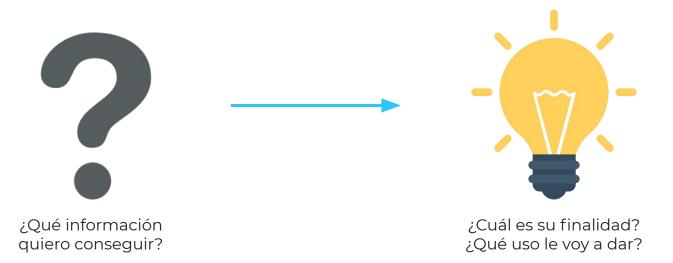


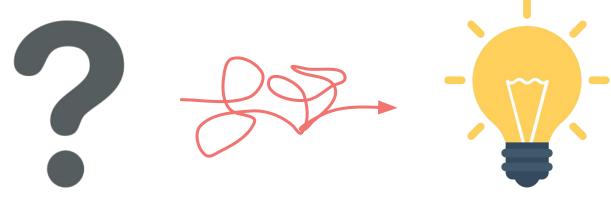
Google Bot





¿Qué información quiero conseguir?





¿Qué información quiero conseguir?

¿Cuál es su finalidad? ¿Qué uso le voy a dar?



Identificar

¿Qué información necesitamos?



Extraer

¿Cómo la vamos a obtener?



Transformar

¿En qué formato la necesitamos?



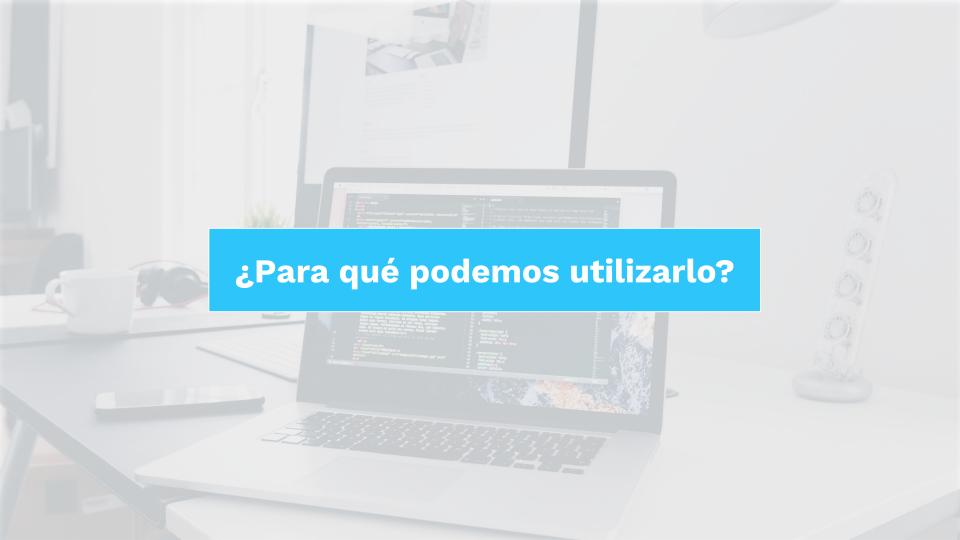
Integrar

¿Qué otras APIs podemos vincular?



Consumir

¿Qué uso le voy a dar?



Casos de uso

```
/Optimización de precios
```

/Elaboración de informes

/Desarrollo de producto

/Reputación online

/Monitorización competencia

Casos de uso

/Optimización de precios

/Elaboración de informes

/Desarrollo de producto

/Reputación online

/Monitorización competencia

BURTON

SNOWBOARDING MEN WOMEN KIDS BAGS & LUGGAGE GIFTS SALE

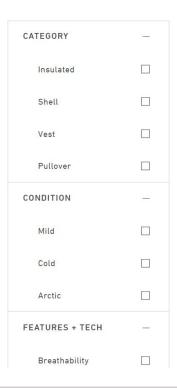
Search

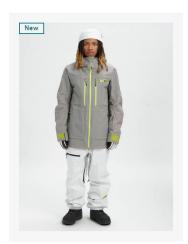
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: ∃ Hide Filters

Bestsellers Price: High To Low Price: Low To High Availability

35 Items | View All







Compare



Men's Burton [ak] GORE-TEX 3L Pro Hover Jacket 450,00 €

Compare



Men's Burton GORE-TEX 3L Frostner Jacket 450,00 €

Compare

BURTON

SNOWBOARDING MEN WOMEN KIDS BAGS & LUGGAGE GIFTS SALE

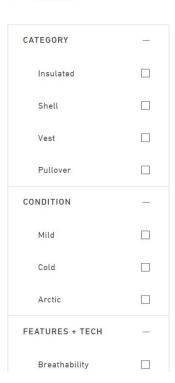
Search

∵ 0

: ∃ Hide Filters

Bestsellers Price: High To Low Price: Low To High Availability

35 Items | View All







Compare



Men's Burton [ak] GORE-TEX 3L Pro Hover Jacket 650,00€

Compare



Men's Burton GORE-TEX 3L Frostner Jacket 450,00€

Compare

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	# Omni Se	Omni Se 🕶	How Many Count *	Content *	Slide Ima *	Omní Search 5	Standard Price *	Sales Price *
B	1	•	2 Colors		+ 3 items	Travis Stretch Snow Jacket	\$389.95	\$292.99
PORTAL	2		2 Colors		v 3 items	Travis Stretch Snow Jacket	\$389.95	\$292.99
£	3		2 Colors	DRYFLIGHT 19K	# 2 hama	Travis Ambition Snow Jacket	\$209.95	\$157.99
TRACTORS	4	•	2 Colors	DRYFLIGHT 19K	+ 3 items	Travis Ambition Snow Jacket	\$209.95	\$157.99
	5		3 Colors	DRYFLIGHT 15K	a Sitems	Horizon Snow Jacket	\$239.95	\$180.99
∰ ANSFORMS	6	4	3 Colors	DRYFLIGHT 15K	e S Items	Horizon Snow Jecket	\$239.95	\$180.99
	7	0	2 Colors	DRYFLIGHT 19K	+ 3 Items	Drift Snow Jacket	\$189.95	\$142.99
REPORTS	*		1 Color	DRYFLIGHT 28K		Snow SpinDye Snow Jacket	\$299.95	\$225.99
REPORTS	9		2 Colors	DRYFLIGHT 19K	+ 3 Items	Sierra Snow Jacket	\$179.95	\$135.99
(0)	10	ŵ	2 Colors	DRYFLIGHT 19K	+ 2 items	Raft Snow Jacket	\$199.95	\$150.99
NSIGHTS	11	9	1 Color	DRYFLIGHT 19K		Mission Snow Jacket	\$169.95	\$127.99
	12	A	2 Colors	DRYFLIGHT 16K	# 3 Items	Mission Block Snow Jacket	\$179.95	\$135.99
	13		3 Colors	GORE-TEX	e 5 Items	Forever 2t, GORE-TEX® Snow Jacket	\$349,95	\$262.99
	14	A	3 Colors	GORE-TEX	a S Items	Forever 2L GORE-TEX® Snow Jacket	\$349.95	\$262.99

	#	Omni Se 🔻	Omni Se *	How Many Count *	Content *	Slide Ima *	Omní Search 5	Standard Price -	Sales Price *
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RTAL	2	A	•	2 Colors	4	+ 2 items	Travis Stretch Snow Jacket	\$309.95	\$292.99
<u>t</u>	3	A	•	2 Colors	DRYFLIGHT 18K	+ 3 items	Travis Ambition Snow Jacket	\$209.95	\$157.99
CTORS	4	A	•	2 Colors	DRYFLIGHT 19K	+ 3 items	Travis Ambition Snow Jacket	\$209.95	\$157.99
	5	A	^	3 Colors	DRYFLIGHT 15K	a Sitems	Horizon Snow Jacket	\$239.95	\$180.99
IFORMS	6	A	•	3 Colors	DRYFLIGHT 15K	a S Items	Horizon Snow Jacket	\$239.95	\$180.99
	7	A	•	2 Colors	DRYFLIGHT 19K	+ 2 items	Drift Snow Jacket	\$189.95	\$142.99
₽.		A		1 Color	DRYFLIGHT 29K		Snow SpinDye Snow Jacket	\$299.95	\$225.99
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SHTS	11	À	A	1 Color	DRYFLIGHT 19K		Raft Snow Jacket Mission Snow Jacket Mission Block Snow Jacket Forever 2L GORE-TEX® Snow Jacket Forever 2L GORE-TEX® Snow Jacket	\$169.95	COTON
	12	A	A	2 Colors	DRYFLIGHT 16K	+3 items	Mission Block Snow Jacket	é prou	\$135.99
	13	A		3 Colors	GORE-TEX	+ 5 Items	Forever 21, GORE-TEX® Snow Jacket	\$349,95	enelle
	14	A	A	3 Colors	GORE-TEX	e S Items	Forever 2L GORE-TEX® Snow Jacket	ron de	\$262.99





Métodos y herramientas

Extensiones del navegador



Data Miner



Scraper

Herramientas online SaaS

import.io





Google Sheets

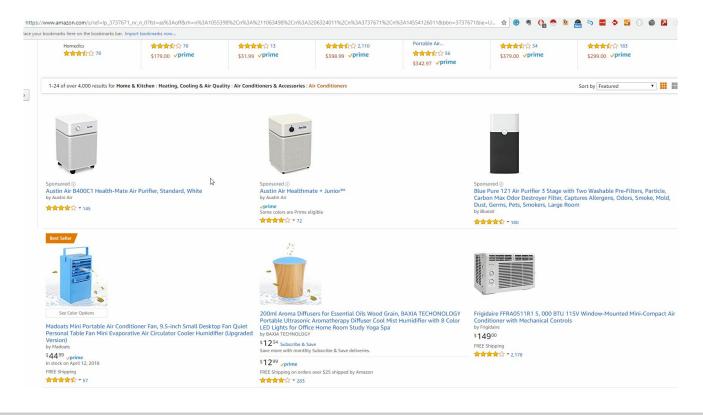
Lenguajes de programación



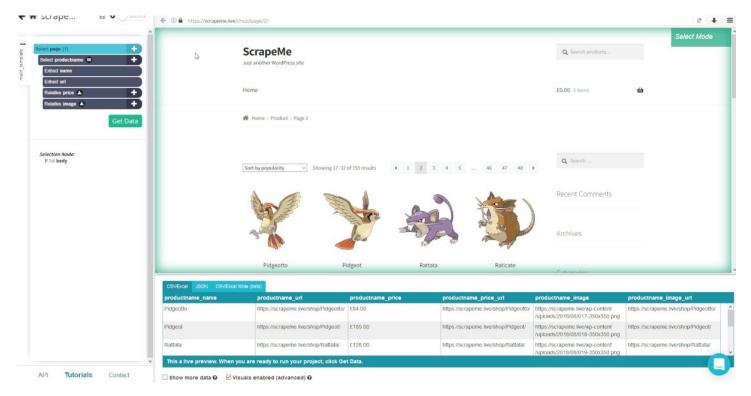




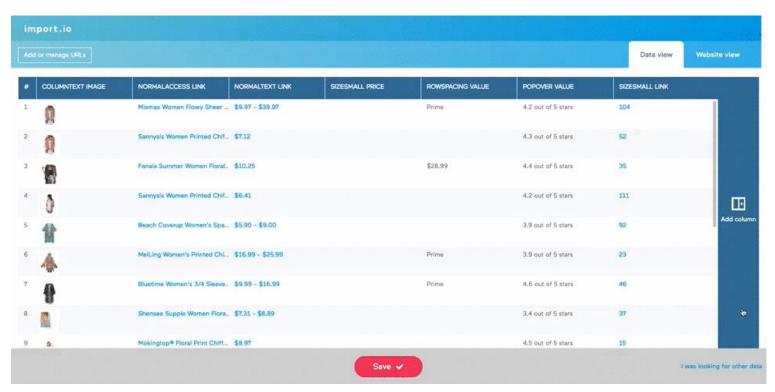
Data Miner Chrome Extension



Parsehub Scraping Tool



Import.io Scraping Tool





Casos de uso

/Optimización de precios

/Elaboración de informes

/Desarrollo de producto

/Reputación online

/Monitorización competencia

Y ahora comienza la magia



Recursos adicionales

- Repo de hoy
- Repositorio de APIs públicas
- Expresiones Regulares (Crash Course) FreeCodeCamp
- ParseHub Videos
- Cheerio
- Puppeteer
- Beautiful Soup for Python



Madrid Campus

mad@ironhack.com