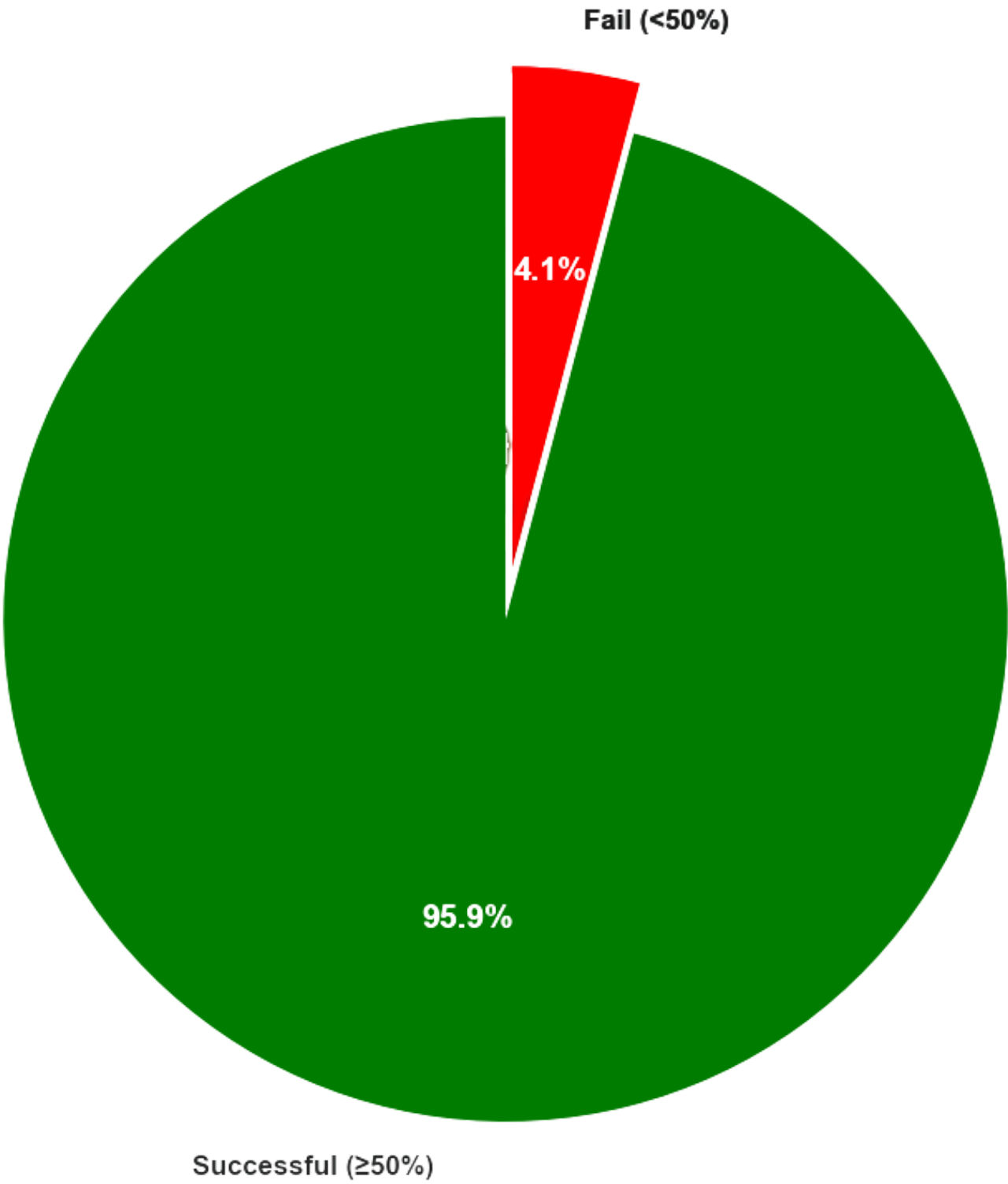


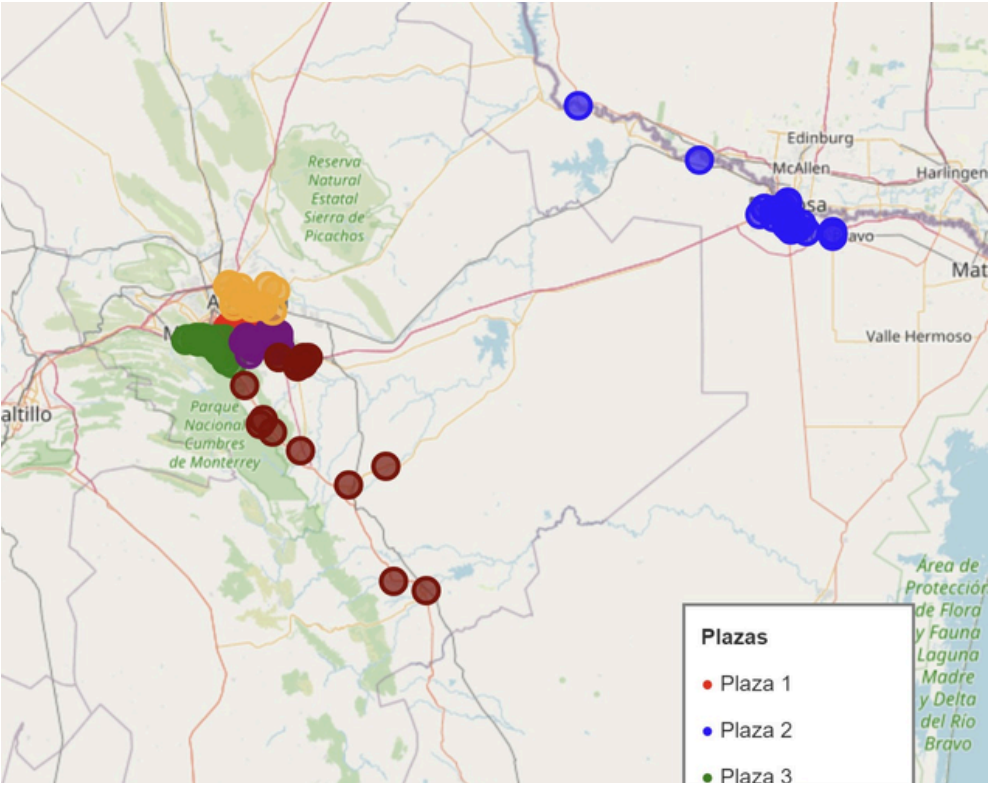
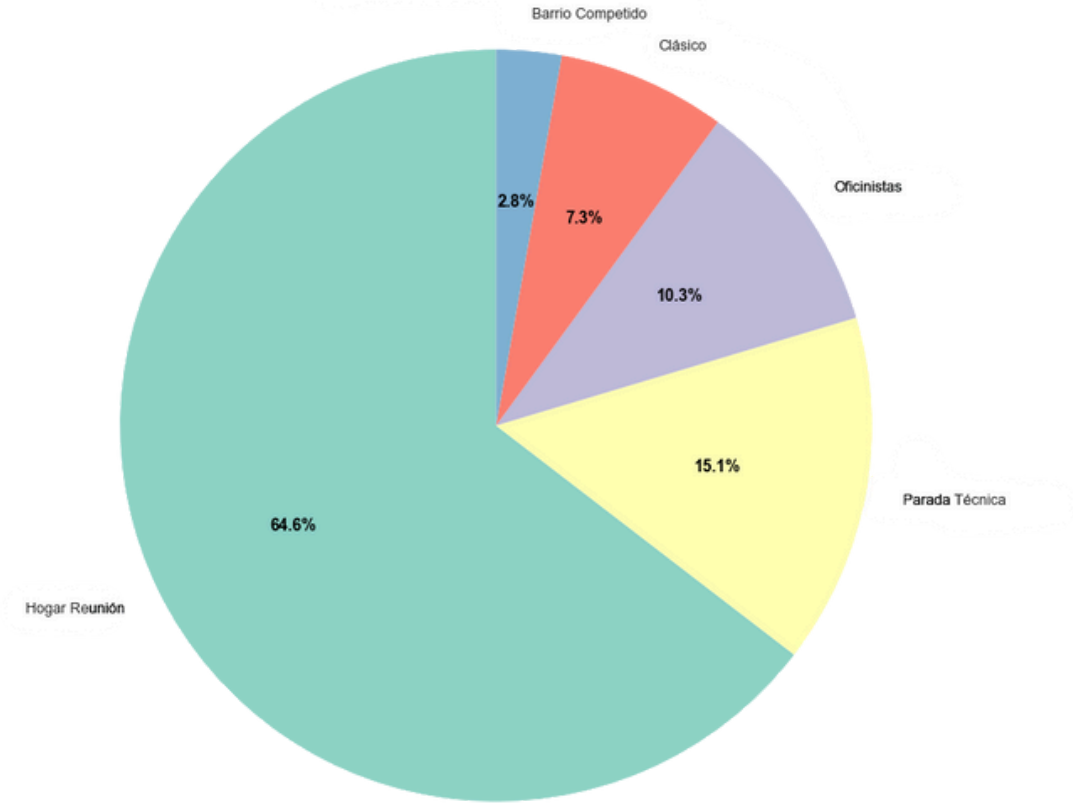
951

TIENDAS  
OXXO

Store Performance Distribution  
(Binary Classification)

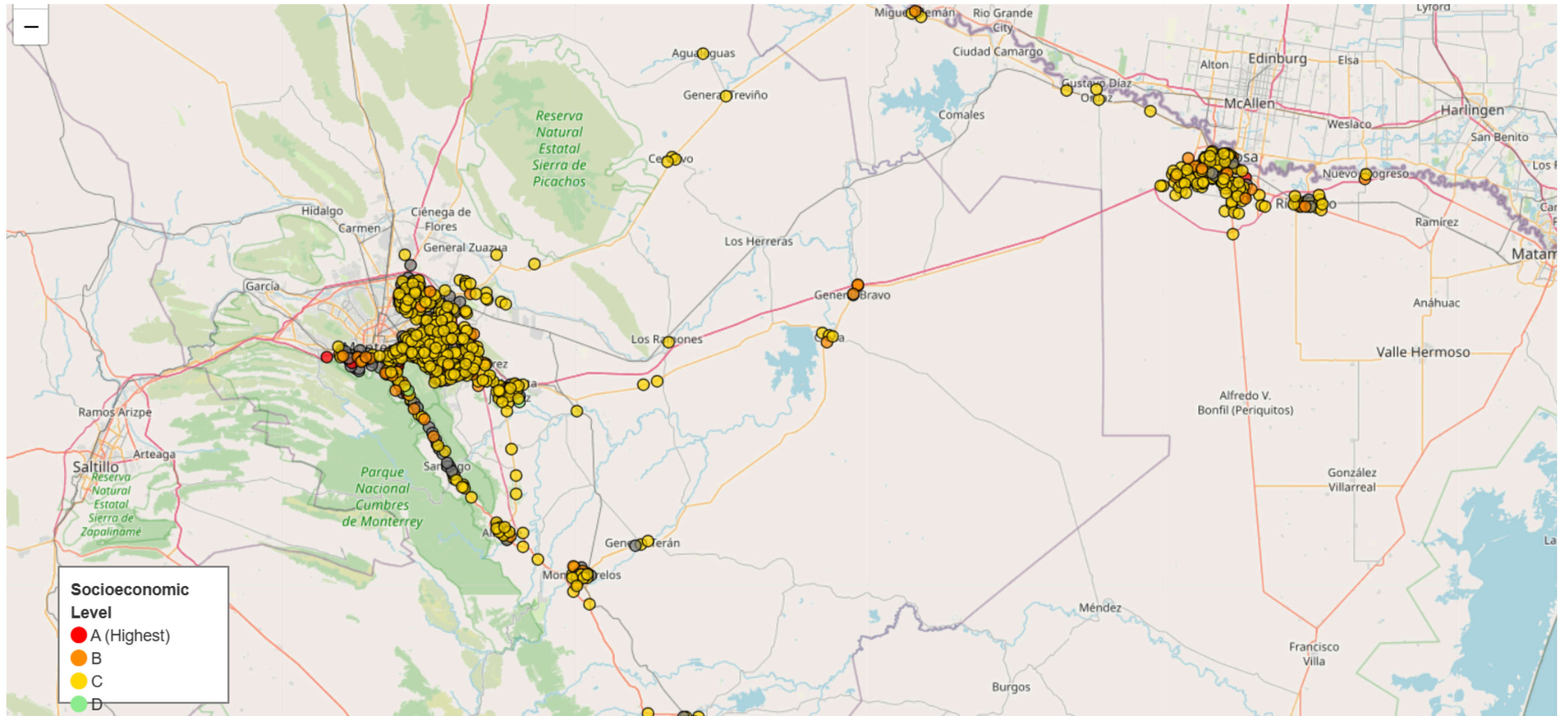


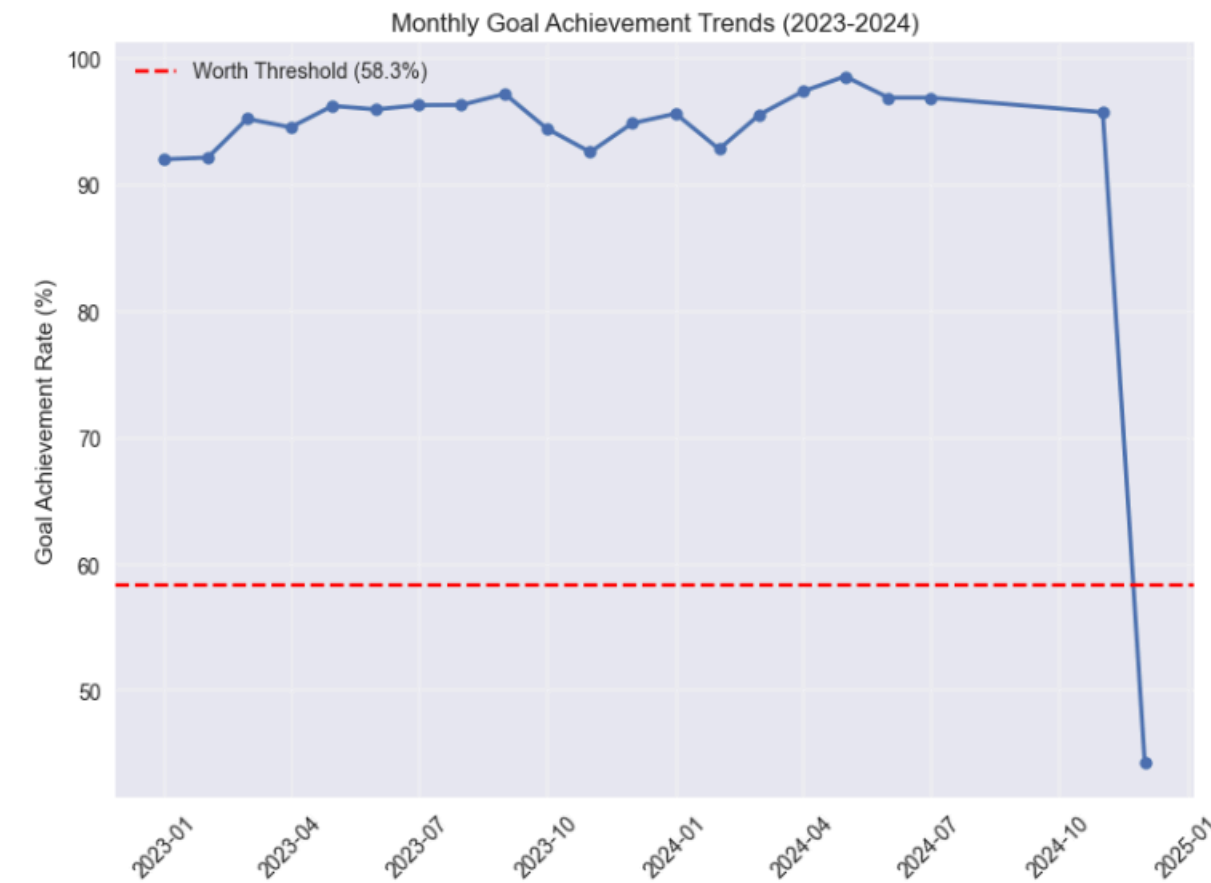
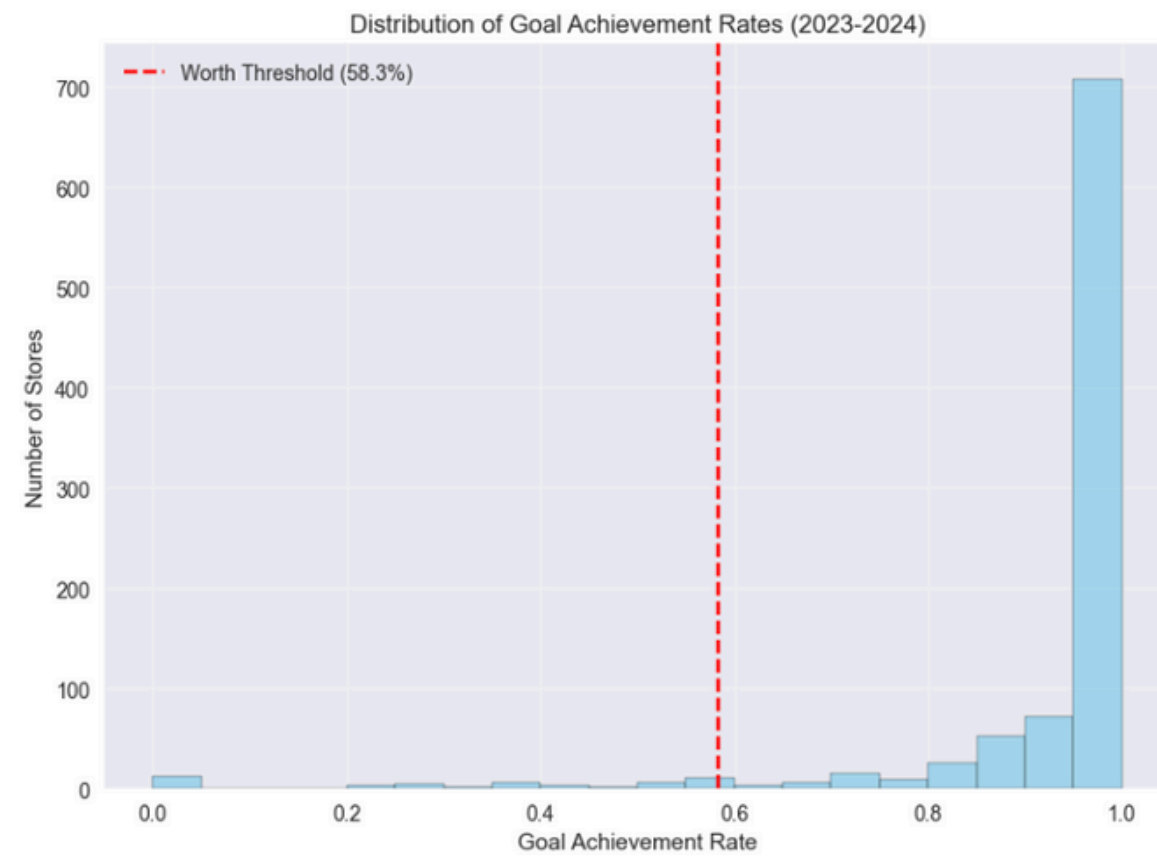
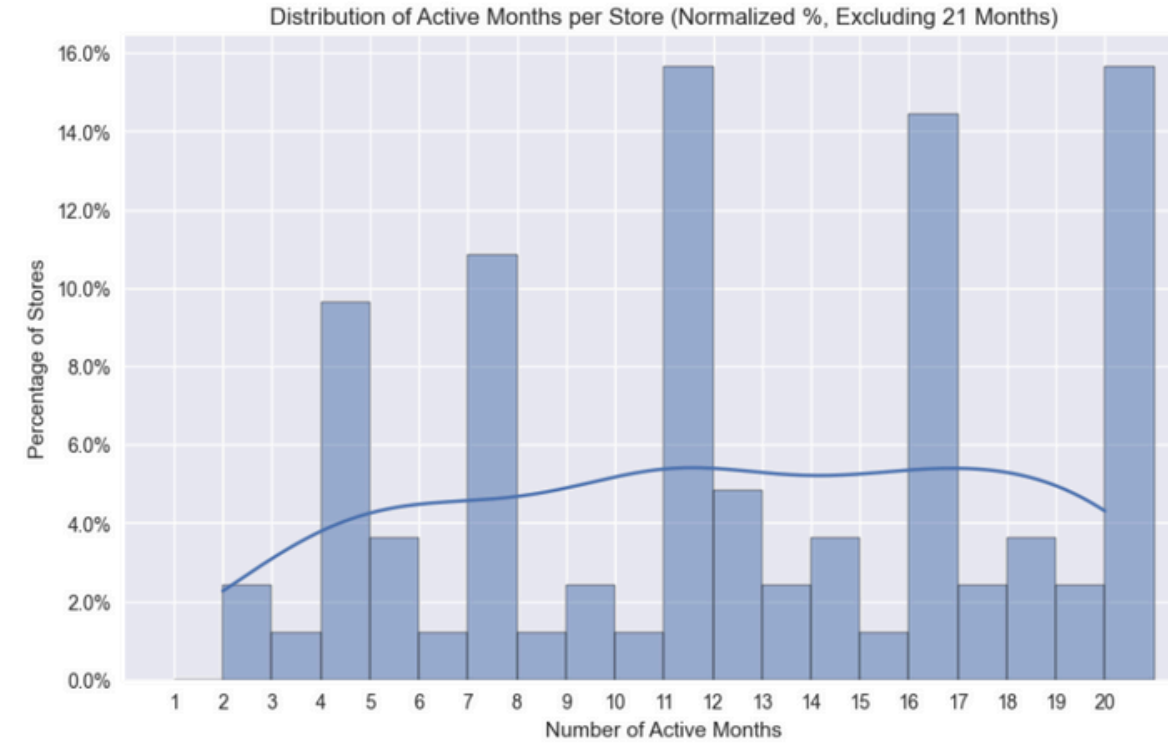
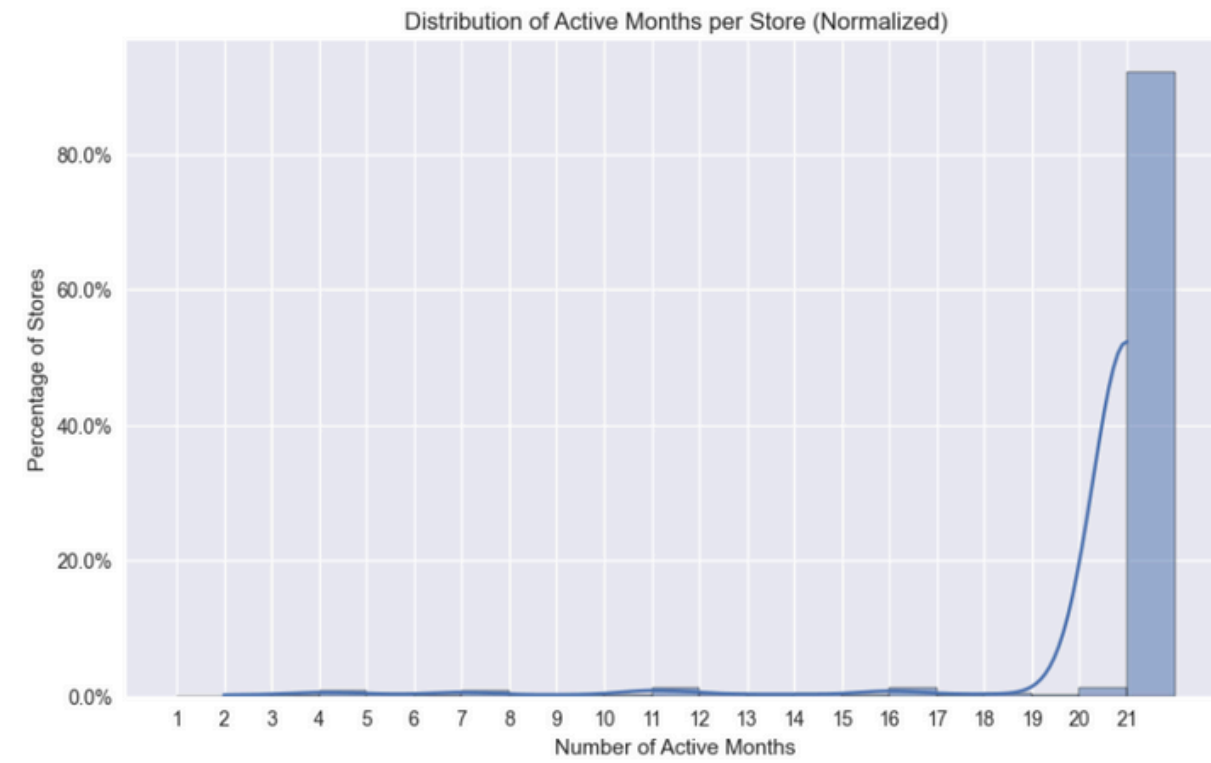
Distribution of OXXO Store Segments  
(Segmento Maestro)





**951 TIENDAS OXXO**





951 TIENDAS OXXO

# ETAPA PREDICTIVA





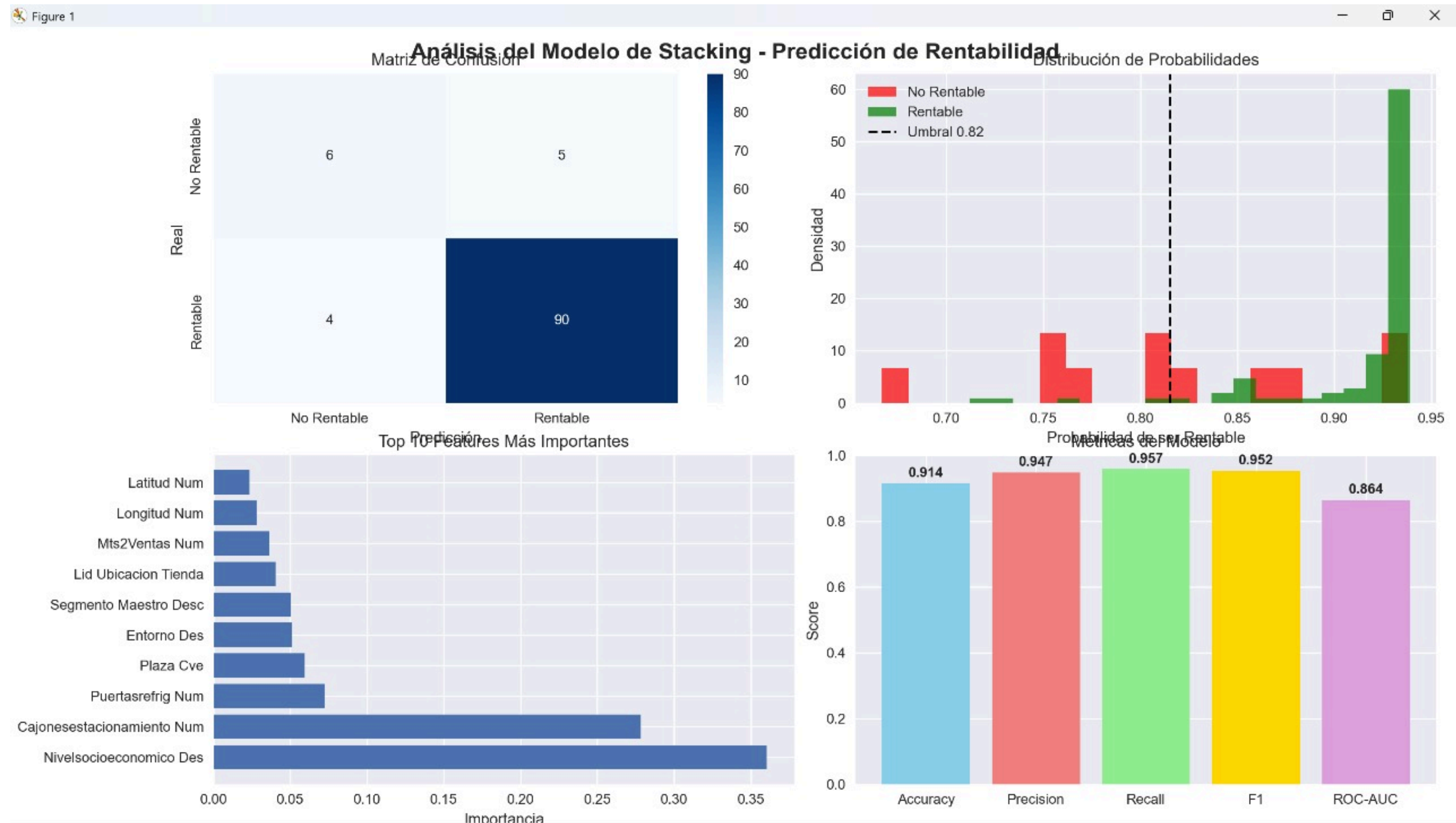


# F-beta score

## 0.4

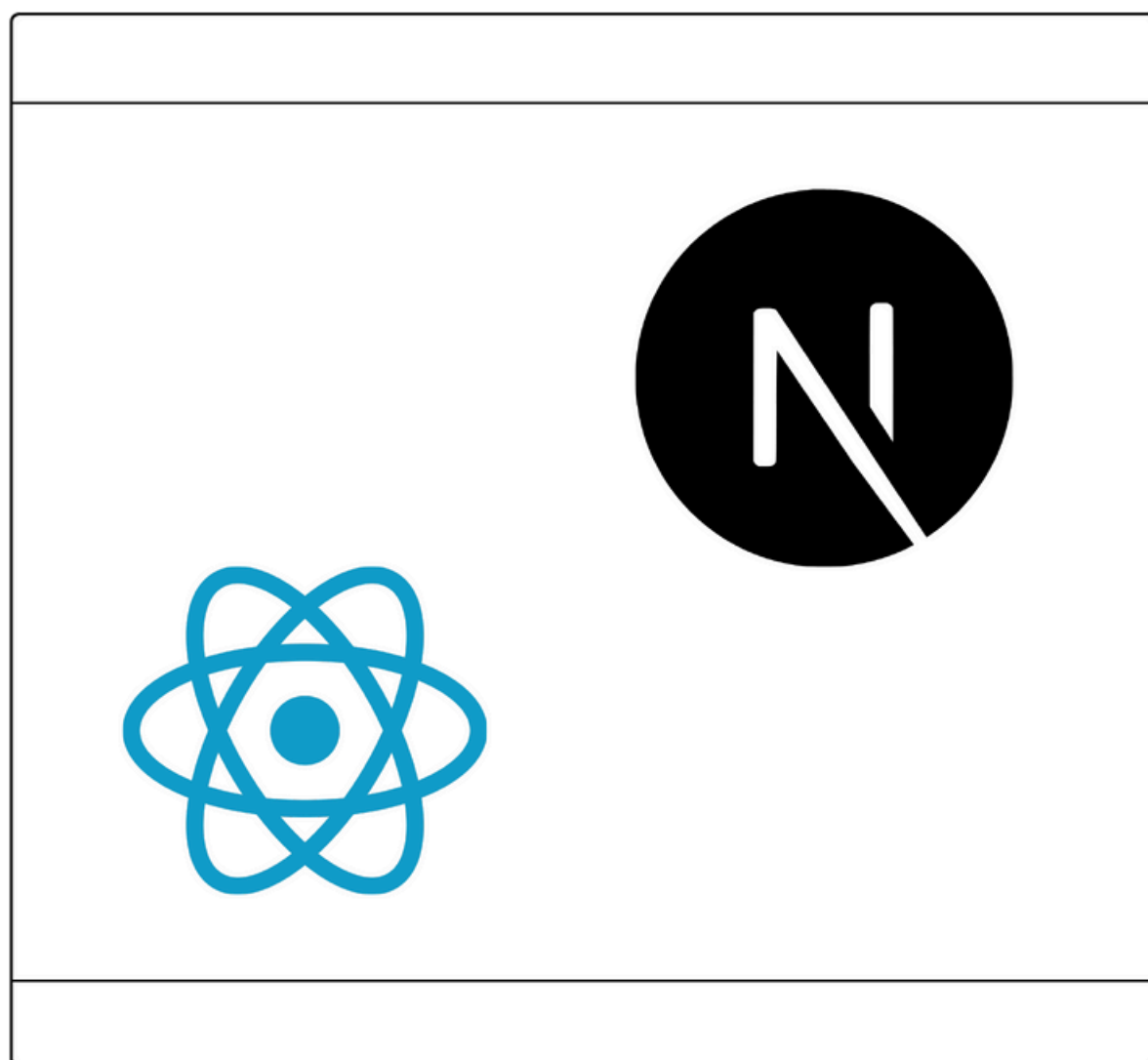
The general formula for non-negative real  $\beta$  is:

$$F_{\beta} = \frac{(1 + \beta^2) \cdot (\text{precision} \cdot \text{recall})}{(\beta^2 \cdot \text{precision} + \text{recall})}$$

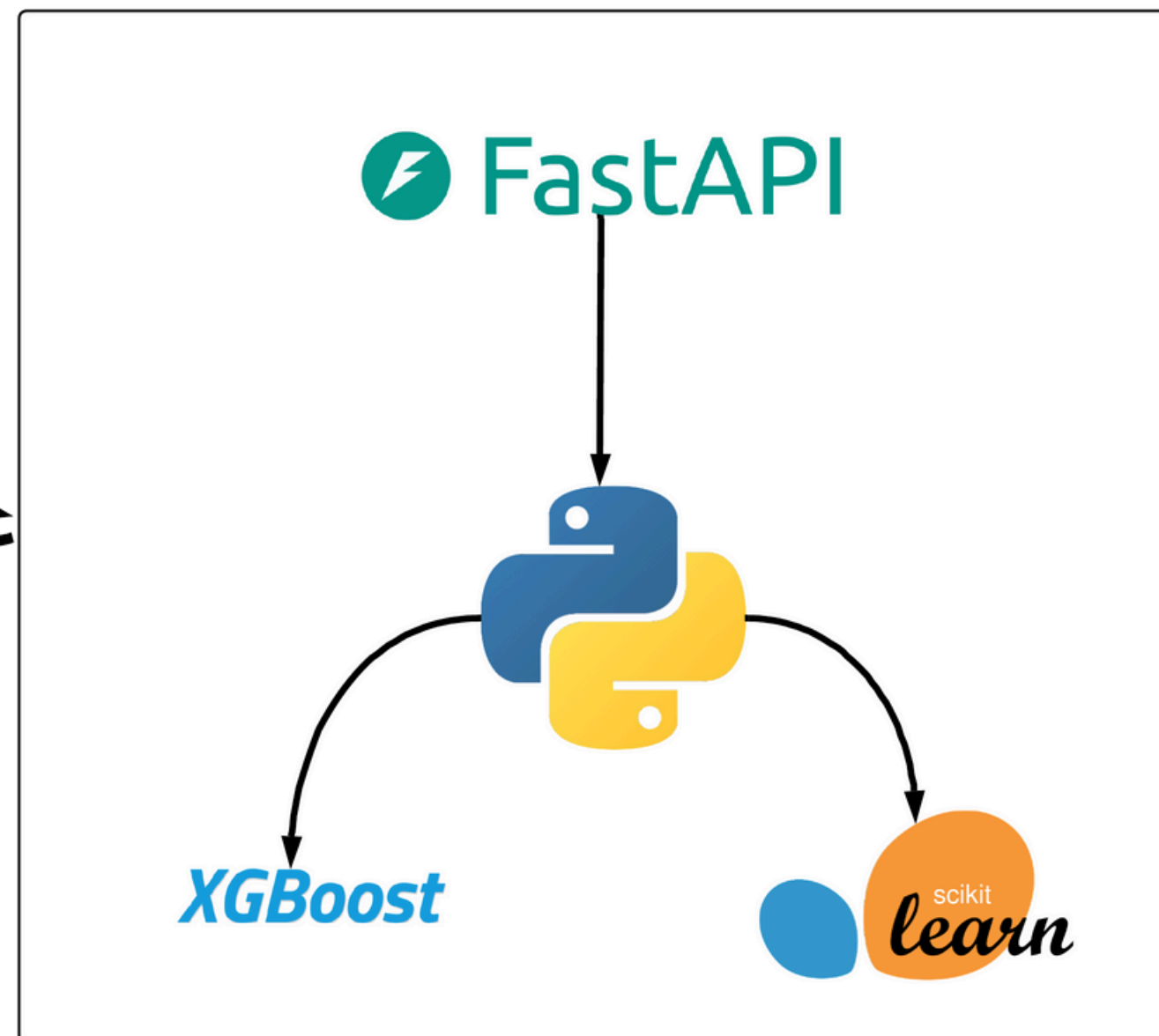




## APLICACIÓN WEB



## MODELO DE PREDICCIÓN



# By Chuy

- **Mapear categorias en la web para comparar el exito en las tiendas.**
- **Web Scraping en DENUÉ para conseguir datos en zona de Nuevo Leon.**
- **Conseguir mayor registro de tiendas fallidas.**
- **Para llevar a otros negocios es necesario otros indicadores fisicos (Ex. Puertas de refrigerador)**



By  
Chuy

