

Noviembre 2019



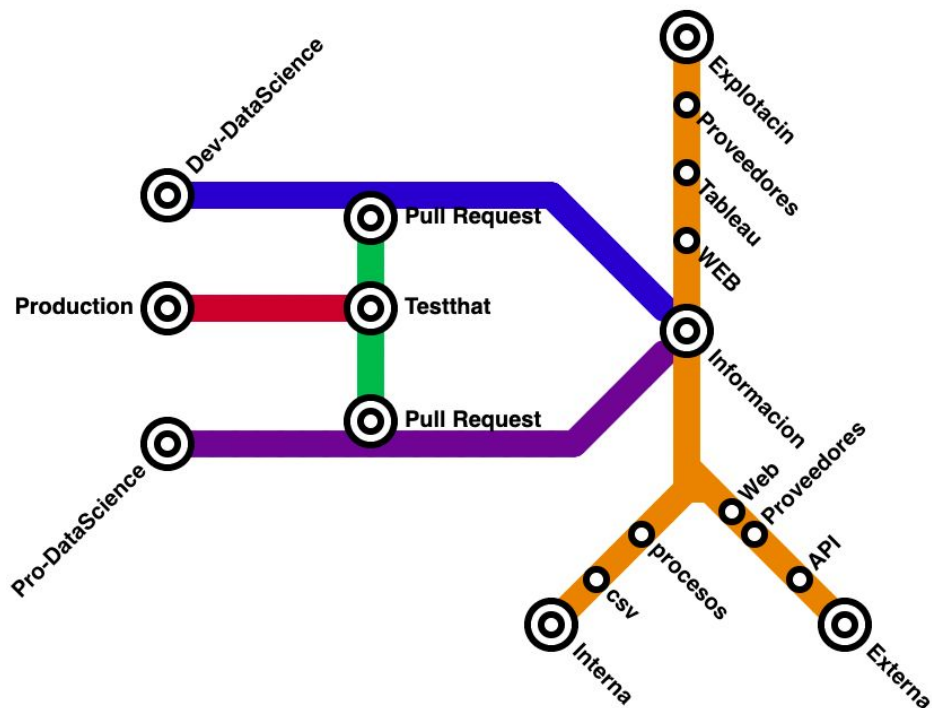
FUNIGLOBAL

WORLDWIDE FUN DELIVERY

**R en la empresa: cómo
vender más disfraces
integrando R.**

- 1 Nuestros entornos**
- 2 L1: Desarrollo, validación y puesta en producción**
- 3 L2: Algoritmo F-Score para ordenación de productos**
- 4 L3: Gestión inteligente de campañas en Google Ads**





Dev

8-18 Núcleos
> 32 Gb Ram
> 100 Gb ROM
Cloud + VM

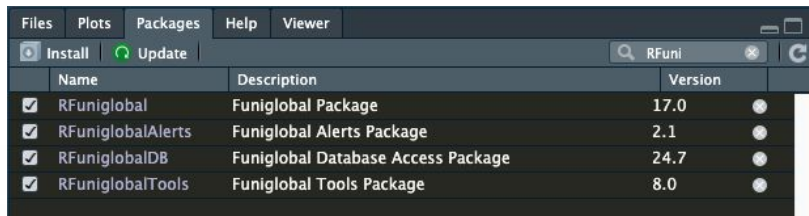
Git

Tableau /
Shiny

MySQL,
MongoDB,
PostgreSQL



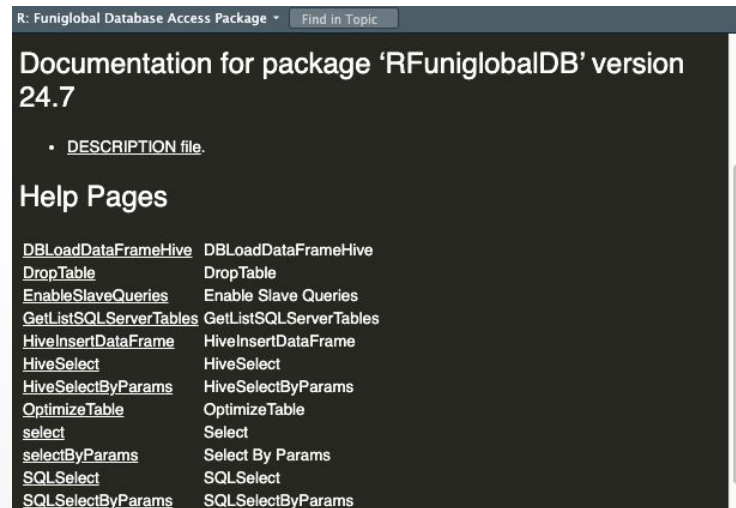
1.2 ▶ Nuestros entornos



The screenshot shows the RStudio 'Packages' pane. At the top, there are tabs for 'Files', 'Plots', 'Packages', 'Help', and 'Viewer'. Below these, there are buttons for 'Install' and 'Update', and a search bar containing 'RFun'. A table lists the installed packages with columns for 'Name', 'Description', and 'Version'. All packages are checked as installed.

Name	Description	Version
RFuniglobal	Funiglobal Package	17.0
RFuniglobalAlerts	Funiglobal Alerts Package	2.1
RFuniglobalDB	Funiglobal Database Access Package	24.7
RFuniglobalTools	Funiglobal Tools Package	8.0

```
cat("INSERCIÓN EN LA BBDD\n")
SetupDBConnection("conexion1")
TruncateTable("aggregated_sales_shop_pending", "datascience")
DBLoadDataFrame(pending.sales.df, "aggregated_sales_shop_pending", "datascience")
OptimizeTable("aggregated_sales_shop_pending", "datascience")
```



The screenshot shows the R documentation page for the 'RFuniglobalDB' package, version 24.7. The title is 'Documentation for package 'RFuniglobalDB' version 24.7'. Below the title, there is a link to the 'DESCRIPTION file'. Under the 'Help Pages' section, there is a list of functions available in the package, arranged in two columns.

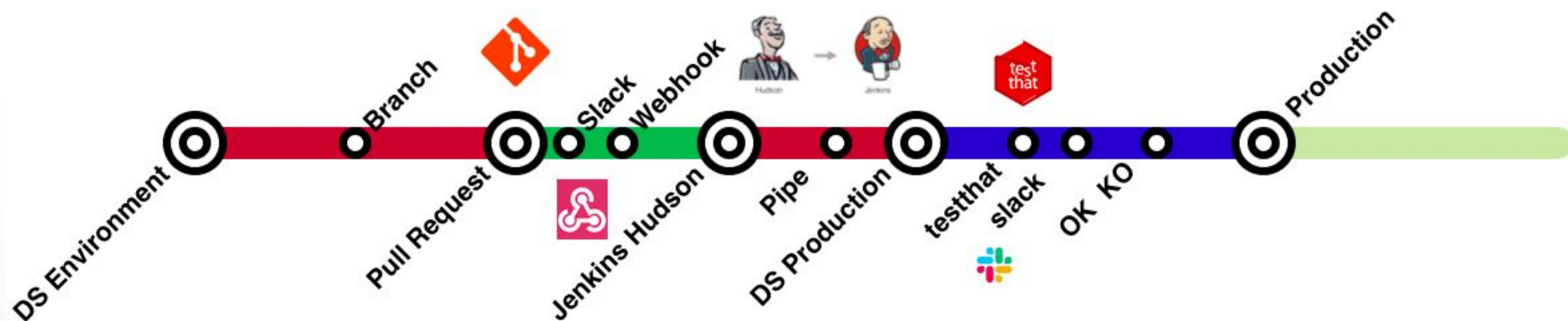
Documentation for package 'RFuniglobalDB' version 24.7

- [DESCRIPTION file.](#)

Help Pages

DBLoadDataFrameHive	DBLoadDataFrameHive
DropTable	DropTable
EnableSlaveQueries	Enable Slave Queries
GetListSQLServerTables	GetListSQLServerTables
HiveInsertDataFrame	HiveInsertDataFrame
HiveSelect	HiveSelect
HiveSelectByParams	HiveSelectByParams
OptimizeTable	Optimize Table
select	Select
selectByParams	Select By Params
SQLSelect	SQLSelect
SQLSelectByParams	SQLSelectByParams





2.2 ► L1: Desarrollo, validación y puesta en producción

```
#test unitario
test_that("Calculate Royalties OUT: vector expected", {
  expect_equal(length(CalculateAdjustedRoyaltiesDevos(LoadRoyaltiesFakeData(1))), 3)
  expect_equal(length(CalculateAdjustedRoyaltiesDevos(LoadRoyaltiesFakeData(2))), 2)
  expect_equal(length(CalculateAdjustedRoyaltiesDevos(LoadRoyaltiesFakeData(3))), 1)
  expect_equal(length(CalculateAdjustedRoyaltiesDevos(LoadRoyaltiesFakeData(4))), 4)
  expect_equal(length(CalculateAdjustedRoyaltiesDevos(LoadRoyaltiesFakeData(5))), 10)
})
```

```
cat("Calculate Royalties OUT: vector expected: ..... OK\n")
```

```
Coste - Pedido: Royalties
> test_file('~/.DataScience-cookbook/testthat_dir/coste-pedido-testthat.R')
✓ | OK F W S | Context
F | 0         | coste-pedido-testthatCalculate Royalties OUT: object type: ..... OK
Calculate Royalties OUT: vector expected: ..... OK
Calculate Royalties OUT: value expected: ..... OK
✓ | 16        | coste-pedido-testthat

— Results —
Duration: 0.4 s

OK:      16
Failed:   0
Warnings: 0
Skipped:  0
```



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TOP ▸ Star Wars ▸ Regalos ▸ Superhéroes

Funidelia > Merchandising > Ropa > Chaquetas, Sudaderas & Jerseys > Jerseys

Jerseys Navideños (Christmas ugly sweaters)

Filtrar ▾

Se han encontrado 27 productos

Ordenar ▾



Sudadera de reno divertido para adulto

-11%

26,77 €

44,99 €

RECIBE MAÑANA (5 DE NOV.)



Jersey navideño de chimenea Digital Dudz

-6%

46,23 €

49,99 €

RECIBE MAÑANA (5 DE NOV.)



Chaqueta de unicornio multicolor talla grande para adulto

-31%

27,48 €

40,99 €

RECIBE MAÑANA (5 DE NOV.)



Jersey navideño de galleta de jengibre mordida Digital Dudz

-31%

34,60 €

49,99 €

RECIBE MAÑANA (5 DE NOV.)



Chaqueta de muñeco de nieve calentito para adulto

-2%

29,25 €

29,99 €

RECIBE MAÑANA (5 DE NOV.)



Jersey de Papá Noel descarado para adulto

49,99 €

RECIBE MAÑANA (5 DE NOV.)



Chaqueta de muñeco de nieve calentito talla grande para adulto

39,99 €

RECIBE MAÑANA (5 DE NOV.)



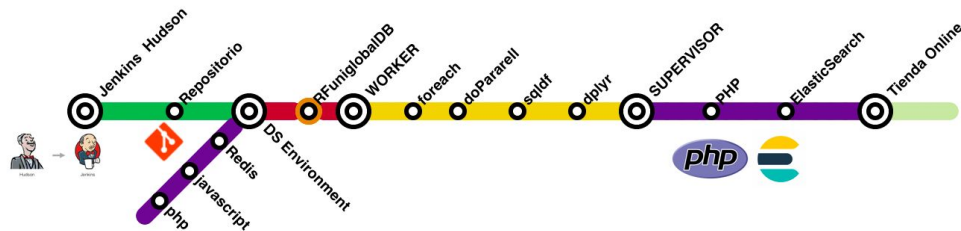
Jersey navideño Santa en el tejado Digital Dudz

-14%

42,76 €

49,99 €

RECIBE MAÑANA (5 DE NOV.)


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3.2 ► L2: Algoritmo F-Score para ordenación de productos



VS

sqldf

Tiempo ddply: 204.936 sec elapsed

sqldf: 47.707 sec elapsed

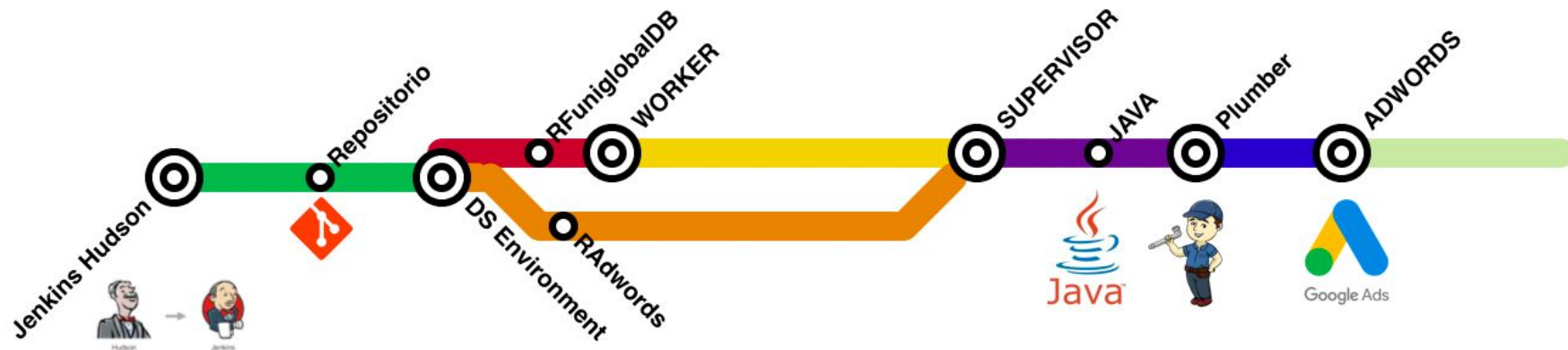
```
tic("Tiempo sqldf")
sqldf.df <- sqldf::sqldf("select id_shop, id_landing, count(1) as productos,
                           count(distinct(ds_etiqueta_seller)) as etiquetas,
                           avg(if(id_shop = 1, fscore, null)) as esp
                           from `datos.df`
                           group by id_shop, id_landing", drv = "SQLite")

toc()

tic("Tiempo ddply")
ddply.df <- ddply(datos.df, c("id_shop", "id_landing"), summarise,
                  productos = length(id_product),
                  etiquetas = length(unique(ds_etiqueta_seller)),
                  esp = mean(fscore[id_shop == 1]))

toc()
```







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