### **Abstract (English)**

This ATP project, led by Sebastián Cruz, focuses on improving business processes for "Conejo Furioso," an independent craft brewery based in Villa Alemana, Valparaíso. Given the significant population growth and changing demographic trends in the region, the project aims to implement a more efficient inventory management system and a sales tracking module. The ultimate goal is to enhance the brewery's operations by predicting stock levels and customer preferences, thus avoiding overstock or product shortages and optimizing sales. This project is aligned with current technological trends, leveraging business intelligence and data modeling to provide insights that support strategic decision-making.

### **Abstract (Español)**

Este proyecto ATP, desarrollado por Sebastián Cruz, se centra en mejorar los procesos comerciales de "Conejo Furioso", una cervecería artesanal independiente con sede en Villa Alemana, Valparaíso. Dado el significativo crecimiento poblacional y las tendencias demográficas cambiantes en la región, el proyecto tiene como objetivo implementar un sistema de gestión de inventarios más eficiente y un módulo de seguimiento de ventas. El objetivo final es mejorar las operaciones de la cervecería prediciendo los niveles de existencias y las preferencias de los clientes, evitando así el exceso de stock o la falta de productos y optimizando las ventas. Este proyecto está alineado con las tendencias tecnológicas actuales, aprovechando la inteligencia de negocios y el modelado de datos para proporcionar información que apoye la toma de decisiones estratégicas.

**Conclusions (Individual by Sebastián Cruz)**

Throughout the ATP project, it became evident that combining inventory management with sales analysis provides a powerful tool for improving business operations. The key takeaway is the importance of real-time data in making informed decisions that affect stock levels, customer satisfaction, and overall profitability. By integrating data models, business intelligence, and predictive analytics, we can not only streamline processes but also forecast future trends and adapt quickly to changes in demand. The project also highlighted the need for ongoing collaboration with stakeholders to ensure that the solutions developed are aligned with business needs and capable of evolving over time. In summary, the project demonstrates that technology-driven solutions, when properly implemented, can have a significant positive impact on small and medium enterprises.

**Reflection**

Working on this ATP project has been an insightful experience in understanding the direct impact that data-driven solutions can have on business operations, especially in small-scale industries like craft breweries. The challenge was not just technical but also in understanding the specific needs of the client and translating those into effective software solutions. This experience reinforced the importance of agile methodologies, such as Scrum, to ensure that all parts of the project stay on track and that feedback from stakeholders is continuously incorporated into the development process.

One of the key reflections from this project is the growing importance of business intelligence and predictive analytics in today’s competitive landscape. Companies that can harness their data effectively can better anticipate market trends, reduce operational inefficiencies, and provide better customer experiences. This project allowed me to apply my skills in data analysis, software development, and project management in a real-world context, providing valuable lessons for future professional endeavors.

Additionally, it became clear that interdisciplinary collaboration—between technology experts, business strategists, and end-users—is crucial for the success of any digital transformation project. Going forward, I aim to further refine my abilities to communicate technical concepts to non-technical stakeholders, ensuring that the solutions we develop truly meet the business’s needs