



Módulo 2 – Obtención y Preparación de Datos

UNIVERSITY OF KIBERNUM

Actividad: Caso Bookshop

Ciencia de Datos

Actividad: Caso Bookshop

The screenshot shows the homepage of a bookshop website. At the top left is the logo 'BOOKSHOP'. A search bar at the top center contains the placeholder text 'Search over 30 million book titles'. To the right of the search bar are a shopping cart icon and a magnifying glass icon. Below the search bar is a navigation menu with links: Home (which is underlined in blue), Books, Magazines, Textbooks, Audiobooks, Recomended, and Sale. The main visual is a woman with glasses and a bun hairstyle, wearing a red sweater, laughing and holding a large stack of books. To her left, the text 'BACK TO SCHOOL' is displayed in blue. Overlaid on the image is a large promotional message: 'SPECIAL 50% OFF FOR OUR STUDENT COMMUNITY' in bold black and blue text, with a blue button below it labeled 'GET THE DEAL'. At the bottom of the page, there are four service icons: 'Quick Delivery' (with a delivery truck icon), 'Pay with Easy' (with a credit card icon), 'Best Deal' (with a price tag icon), and 'Secured Payment' (with a shield icon). Each service has a small explanatory text below it.

Bookshop

The screenshot shows a website for 'BOOKSHOP'. At the top left is the logo 'BOOKSHOP' with a blue square icon. To its right is a search bar containing the placeholder 'Search over 30 million book titles' with a magnifying glass icon. On the far right of the header are a shopping cart icon and a user profile icon.

The main navigation menu below the header includes links for 'Home', 'Books', 'Magazines', 'Textbooks', 'Audiobooks', 'Recommended', and 'Sale'. The 'Books' link is underlined, indicating it is the current page.

The central content area features a large image of a young woman with glasses, smiling and holding a large stack of books. To her left, the text 'BACK TO SCHOOL' is displayed in blue capital letters. Below that, in large bold letters, is 'SPECIAL 50% OFF'. Underneath that, in smaller text, is 'FOR OUR STUDENT COMMUNITY'. A blue button labeled 'GET THE DEAL' is positioned at the bottom of this section.

At the bottom of the page, there are four promotional boxes:

- Quick Delivery**: Shows a delivery truck icon and placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit.'
- Pay with Easy**: Shows a credit card icon and placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit.'
- Best Deal**: Shows a price tag icon and placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit.'
- Secured Payment**: Shows a shield icon and placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit.'

La empresa Bookshop está analizando la información de ventas desde varios países. Se ha recibido la información desde dos fuentes: Tiendas físicas alrededor del mundo y el portal web.

Archivos Bookshop

Archivo de tiendas

```
bookshop-stores-sales.txt: Bloc de... — □ ×  
Archivo Edición Formato Ver Ayuda  
title,Units sold,List price,Royalty  
,  
Sales report for Q4  
Bookshop US Store  
Pining for the Fisheries of Yore,80,3.50,14.98  
Swimrand,1,2.99,0.14  
The Bricklayer's Bible,17,3.50,5.15  
The Duck Goes Here,34,2.99,5.78  
The Tower Commission Report,4,9.50,6.20  
US royalties (USD),,,32.25  
,  
,  
Sales report for Q4  
Bookshop UK Store  
Pining for the Fisheries of Yore,47,2.99,11.98  
The Bricklayer's Bible,17,2.99,3.50  
The Tower Commission Report,4,6.50,4.80  
UK royalties (GBP),,,20.28  
,  
,  
Sales report for Q4  
Bookshop France Store  
Swimrand,8,1.99,0.88  
The Duck Goes Here,12,1.99,1.50  
France royalties (EUR),,,2.38
```

Archivo web

```
bookshop-web-sales.txt: Bloc de n... — □ ×  
Archivo Edición Formato Ver Ayuda  
Book title,Number sold,Sales price,Royalty paid  
The Bricklayer's Bible,8,2.99,0.55  
Swimrand,2,1.99,0.35  
Pining For The Fisheries of Yore,28,2.99,0.55  
The Duck Goes Here,34,2.99,0.55  
The Tower Commission Report,4,11.50,4.25
```

Parte 1

➤ Entregue un reporte a la gerencia comercial, en Excel, donde contenga:

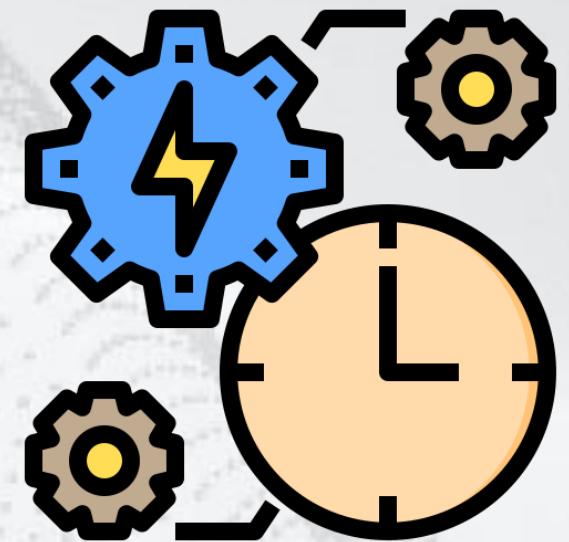
- Tienda.
- Título.
- Cantidad vendida.
- Precio de venta.
- Royalty.

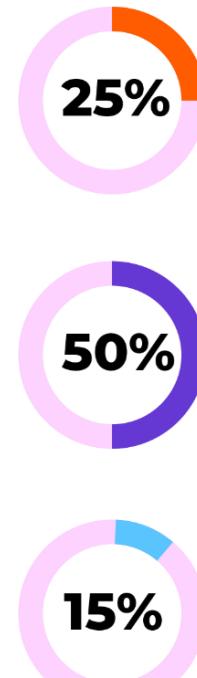
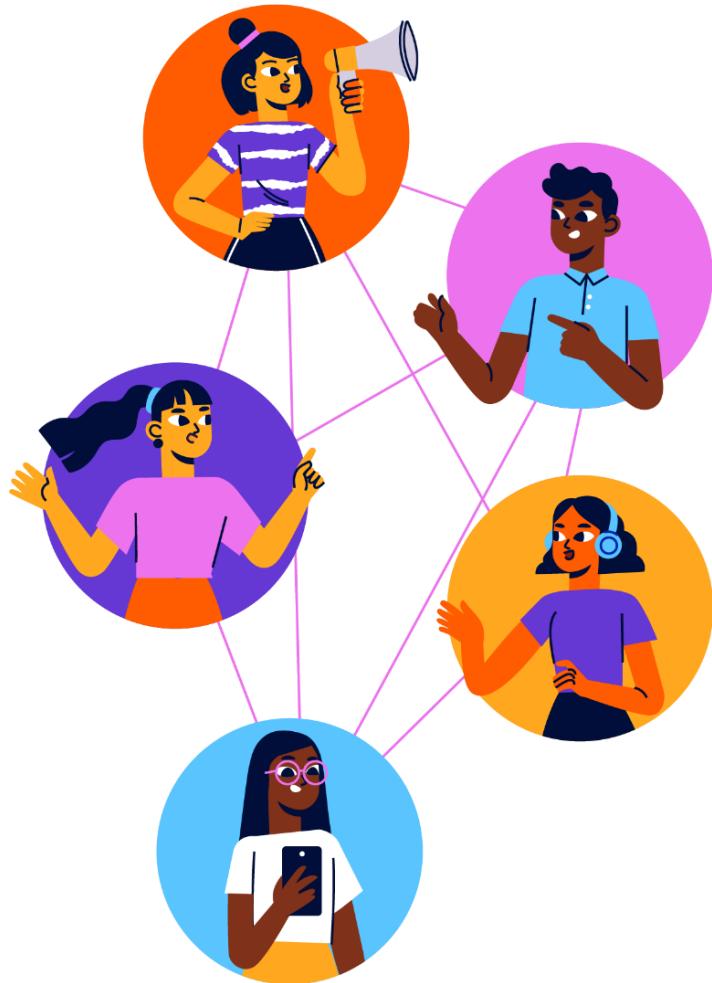
	A	B	C	D	E
1	Store	Title	Units sold	List price	Royalty
2	Web	The bricklayer's bible	8	2,99	0,55
3	Web	Swimrand	2	1,99	0,35
4	Web	Pining for the fisheries of yore	28	2,99	0,55
5	Web	The duck goes here	34	2,99	0,55
6	Web	The tower commission report	4	11,5	4,25
7	US	Pining for the fisheries of yore	80	3,5	14,98
8	US	Swimrand	1	2,99	0,14
9	US	The bricklayer's bible	17	3,5	5,15
10	US	The duck goes here	34	2,99	5,78
11	US	The tower commission report	4	9,5	6,2
12	EUR	Pining for the fisheries of yore	47	2,99	11,98
13	EUR	The bricklayer's bible	17	2,99	3,5
14	EUR	The tower commission report	4	6,5	4,8
15	EUR	Swimrand	8	1,99	0,88
16	EUR	The duck goes here	12	1,99	1,5

Parte 2

- ④ La gerencia comercial de la compañía le pide a Usted, el analista de datos de la compañía, que responda dos preguntas:
- ¿Cuáles son los libros más vendidos?
 - ¿Cuáles son los libros que más conviene vender?

Podría ser de utilidad para usted, la función groupby()





¡Éxito!