



# Análisis de datos e inteligencia artificial con Google Cloud

Yolanda Azcúnaga - Customer Engineer

Google Cloud

# Simplificando el análisis de grandes cantidades de datos



---

Deliver **serverless** analytics, not infrastructure



---

Empower analytics across the **entire data lifecycle**



---

**Embed ML** and drive an end-to-end lifecycle



---

Enable the **best OSS** technologies



---

Build for **enterprise** at any scale

# Gestión unificada del ciclo de vida del dato



Recoge



Transforma



Analiza



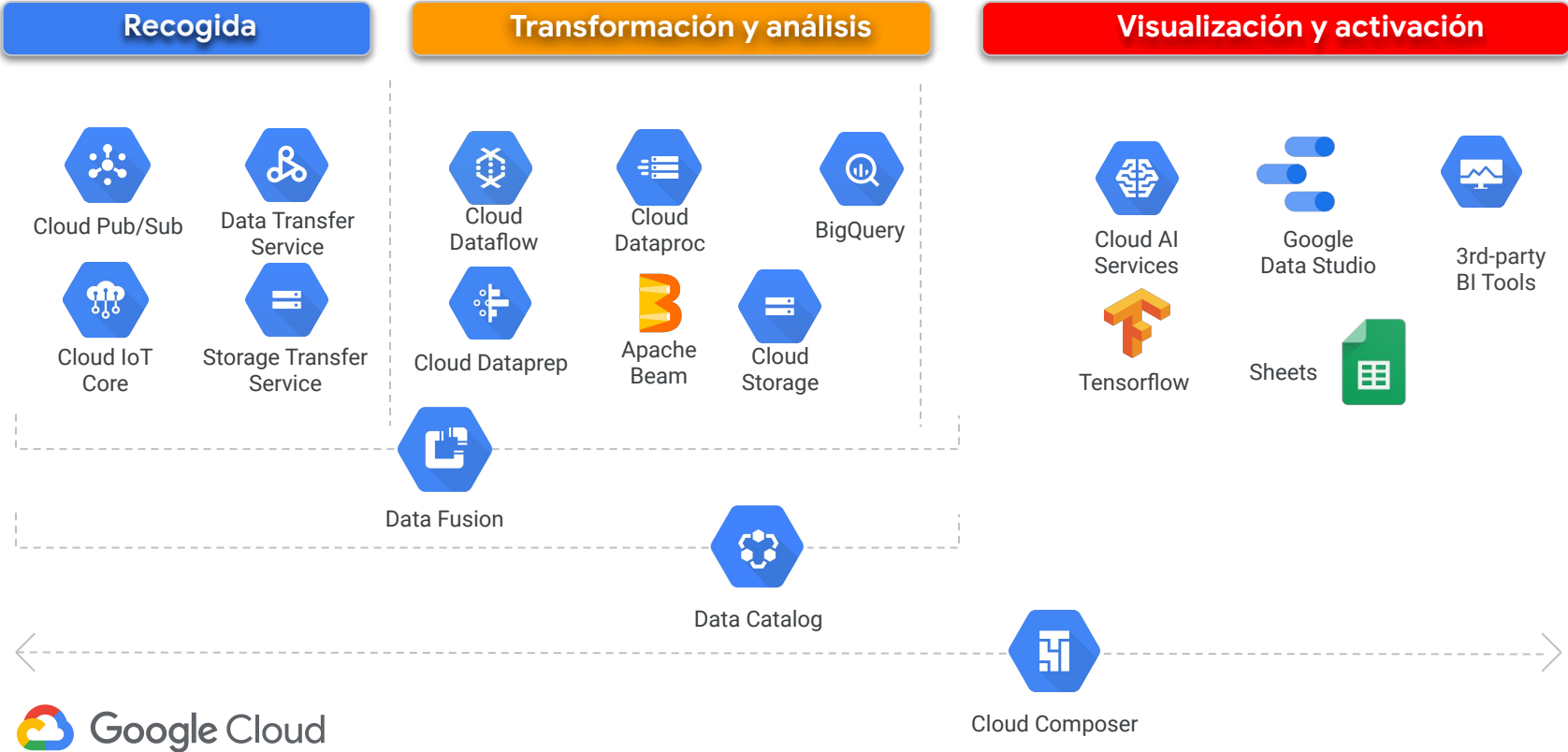
Visualiza



Activa

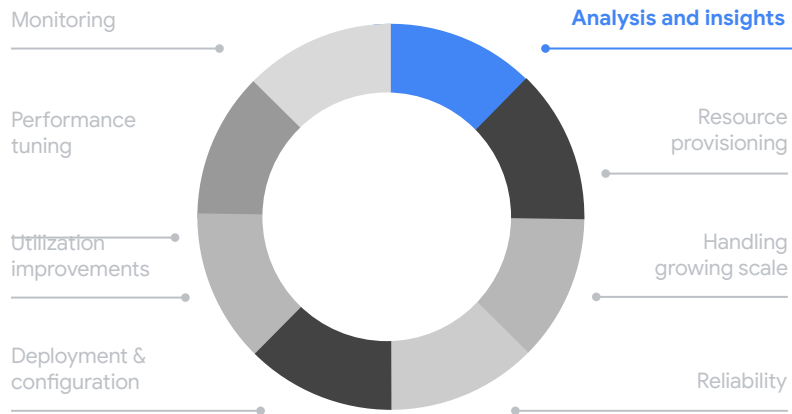


# Gestión unificada del ciclo de vida del dato



# Analítica de datos Serverless

## Datawarehouse tradicionales



## Analítica de datos serverless



# Machine Learning para todos los niveles

	Novice	Competent	Expert	Skills needed
Cloud AI Platform				<ul style="list-style-type: none"><li>• Requires deep understanding of ML and libraries like TensorFlow, scikit-learn and XGBoost</li><li>• Build and deploy state-of-art custom models</li></ul>
BigQuery ML				<ul style="list-style-type: none"><li>• Requires only basic understanding of ML</li><li>• Build and deploy custom models using SQL</li></ul>
AutoML and APIs				<ul style="list-style-type: none"><li>• Requires little coding/skill</li><li>• Easy to use and integrate</li><li>• Build and deploy Google-provided models with your data</li></ul>

# BigQuery ML

1

**Ejecutar** proyectos de ML sin mover los datos

2

**Iterate** on models in SQL in BigQuery to increase development speed

3

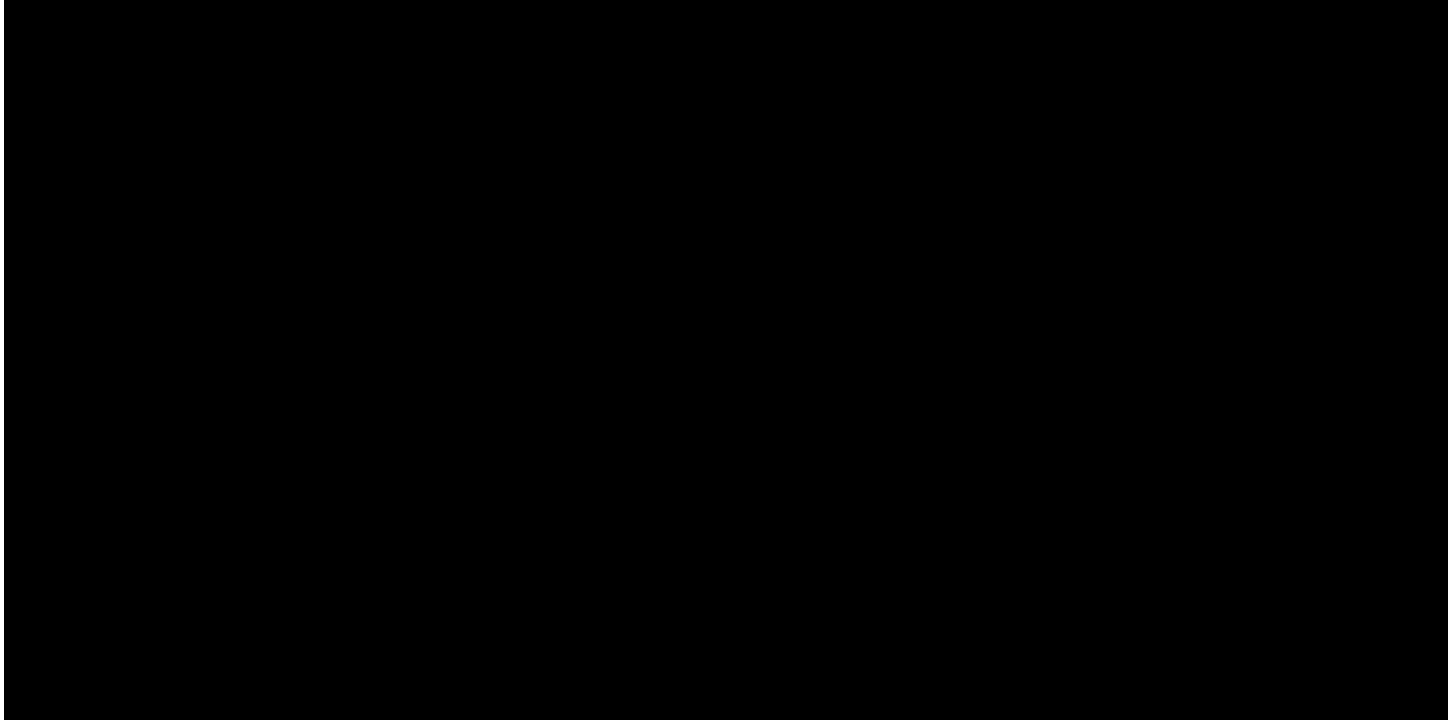
**Automate** common ML tasks and hyperparameter tuning

# Modelo de propensión de compra con BigQuery ML

PREDICT

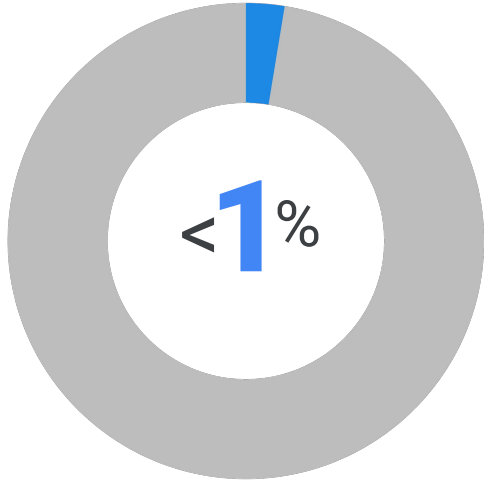


¿Cuántas  
compras harán  
los usuarios de  
cada uno de  
los países que  
acceden a la  
web?



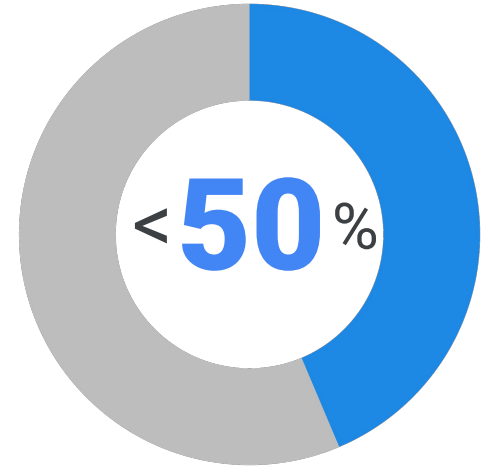


# Retos del análisis de datos



Menos del 1% de los datos no estructurados es analizado\*

Menos del 50% de los datos estructurados se utilizan para tomar decisiones\*

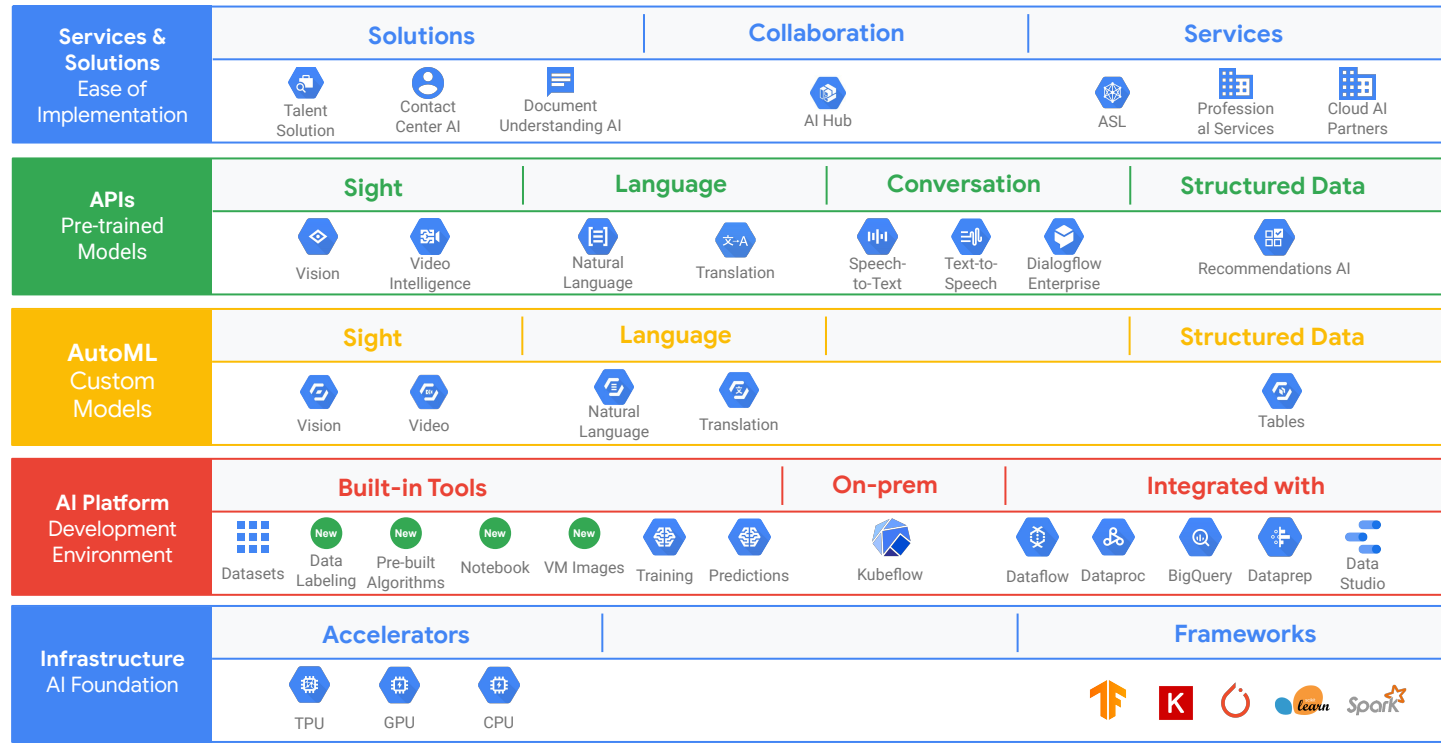


CxOs

Builders

Building Blocks

Platform



# Cloud Vision API

Try the API

Landmarks

Objects

Labels

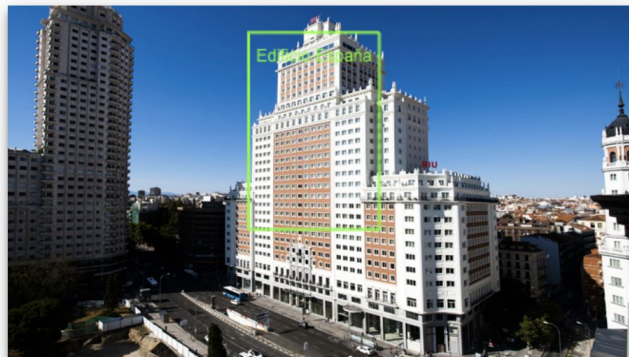
Web

Text

Properties

Safe Search

<https://cloud.google.com/vision/>



RIU-Plaza-España.jpg

Edificio España 33%



Location: 40.424056, -3.711024

# Cloud Vision API

<https://cloud.google.com/vision/>

## Try the API

Landmarks

Objects

Labels

**Web**

Text

Properties

Safe Search



RIU-Plaza-España.jpg

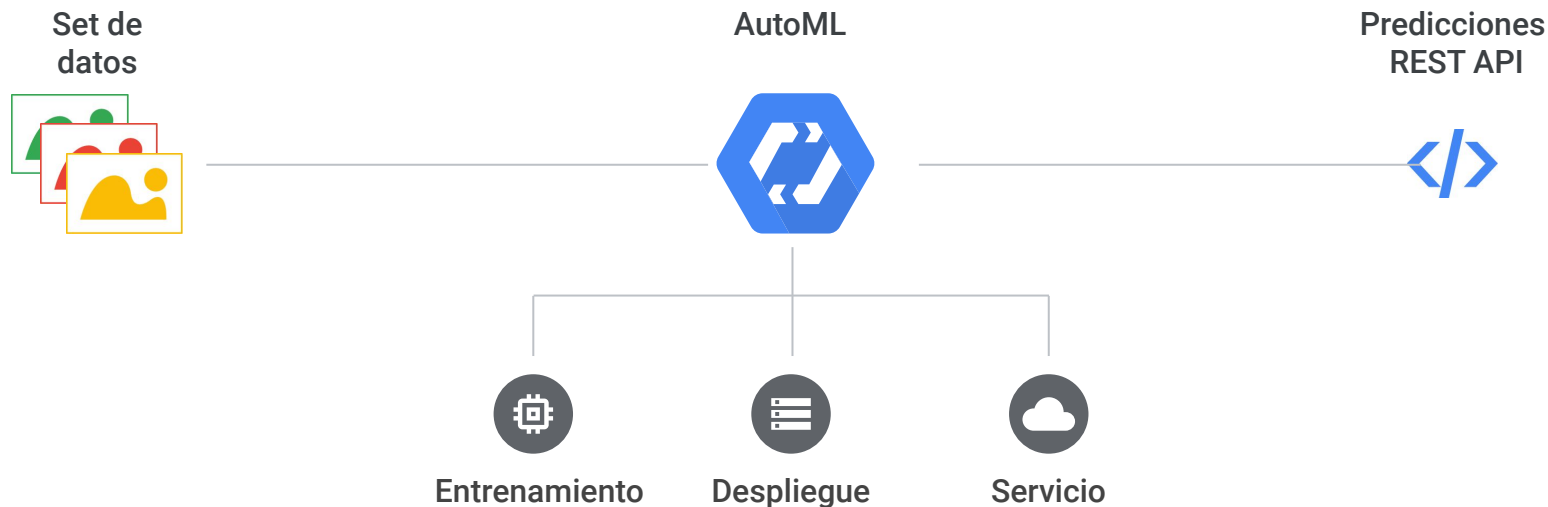
### Web Entities

Gran Vía, Madrid	1.10847
RIU Hotels	0.4678
Hotel	0.44369
Hotel RIU Plaza España	0.36542
Hospitality industry	0.2864
Project	0.2069
Tourism	0.1971
Transport	0.1949
TUI Group	0.1899
Madrid	0.03747

### Pages with Matched Images

# Cloud AutoML

Genera y despliega modelos de machine learning a medida con mínimo esfuerzo y sin ser un experto en machine learning.



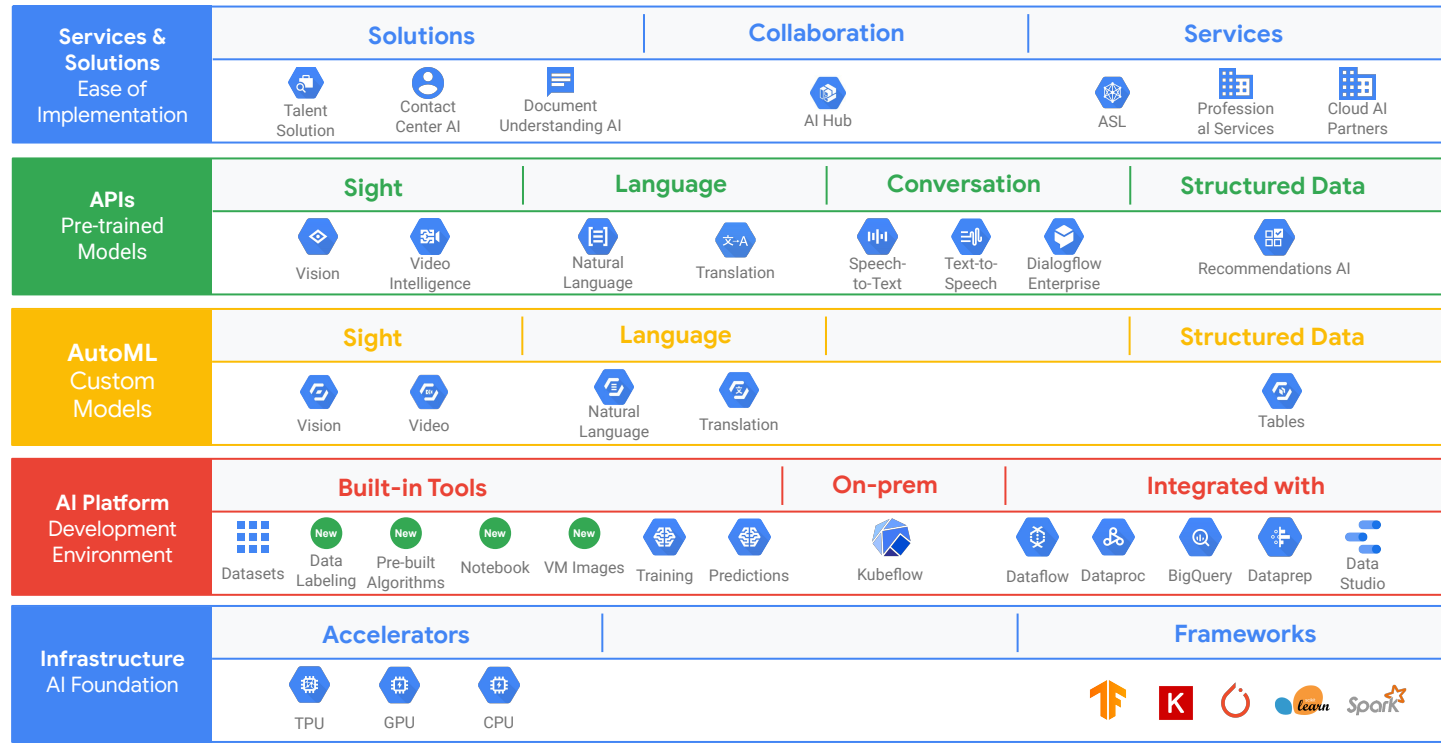
CxOs

Builders

Platform

Building Blocks

Platform



# Gracias