**Project E-perfume market**

* **Abstract:**

noon is the lifestyle shopping destination for the region in Saudi Arabia, wwith the largest online selection of leading brands in categories such as electronics, fashion, health & beauty, fragrances, grocery, baby products, and homeware, noon is the one-stop-shopping destination for everyone. For this project, I choose the noon website, data was collected from the perfume section for female, male, and kids department. All data used in this project from<https://www.kaggle.com/salwaalzahrani/saudi-stock-exchange-tadawul>.

* **Question/Problem statement:**

What are the top ten best selling perfumes?

* **Content:**

Data size (no. pf rows, and no. of columns) 1004 Rows and 15Columns. Each row in the database represents the name of the available brands, the name of perfumes and their components, and whether they are for males or females and sellers

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| --- | --- | --- |
| **Columns** | **Data type** | **Description** |
| Brand | String | Indicates to the perfume's boutique of each perfume |
| Name | Text | Indicates to the name of each perfume |
| Old price | INT | Indicates to the price of each perfume before sale |
| New price | INT | Indicates to the price of each perfume after sale |
| ML | INT | Indicates to the capacity of a perfume bottle |
| Concentration | String | Indicates to the price of each perfume before sale |
| Department | String | represent the gender for each perfume, feminine perfume for women, the masculine perfume for men, unisex and for kids |
| Scents | String | Indicates to the represents the general scents for each perfume |
| Base note | String | Indicates to the base notes that bring depth and solidity to a perfume |
| Middle note | String | Indicates to the the main theme of a perfume. |
| Item rating | Flute | Indicates to all the vote of each certain perfume. |
| Seller | String | Indicates to the seller of each certain perfume. |
| Seller rating | Flute | Indicates to all the vote of each certain seller. |
| Num seller ratings | Flute | Indicates the number of people they voted for each certain seller, k means thousand |

* **Tools:**
* Programs: SQLlite, Spyder, DB browser.
* Libraries: Pandas, Matplotlib, Seaborn and NumPy.
* Functions: Group by, Join, count, and others functions in python.
* Plots: Bar graph, forecast, bar chart, and stock price prediction.
* **MVP Goal:**

The aim of this project is to find out the best selling perfumes in online stores and the most profitable brand to import from and open a pop-up during the seasons in Saudi Arabia