**Project Proposal**

**Project Title:**

***Consumer Trends in a Post Covid Society***

**Team Members:**

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**Project Description / Outline:**

The Covid pandemic has greatly impacted consumer behavior, with many people changing their purchasing habits and preferences. This study intends to examine the impact of the pandemic on consumer behavior in North America, with a particular focus in personal hygiene products. The project will show what new health trends were created during the Covid Pandemic, and how they have fared a year after the lockdowns have ended.

**Research Questions to Answer:**

1. What purchase trends have changed in the hygiene and health industry in a post-covid era?

* Hand sanitizer
* Masks
* Hand soap

1. To what extent have the health trends created during the Covid pandemic continued a year after the lockdowns ended?

Analysis:

1. Consumer Sentiment on PPE and Personal Hygiene based on online search trends.
2. Business Reactions to Adopting PPE as Part of the Mandatory Health Protocol.
3. Price Trends in online markets for specific PPE – Masks.

**Datasets to Be Used:**

APIFY – Google Trend Scraper

Government of Canada Open Statistics Database

Amazon Scout – Amazon Product Data

**Rough Breakdown of Tasks:**

1. identify / locate data sources
2. Data creation
   1. Importing data through api, etc.
   2. Creating relevant data frames for study variables
   3. Creating summaries for each section
   4. Creating visuals for study
   5. Draw conclusion
   6. Create slideshows