

# RETAIL E-COMMERCE PRICE TRACKER

## Problem Statement

**Domain:** E-Commerce

**Definition:**

- **Problem:** The lack of an efficient and centralized tool for consumers to compare product prices across multiple online retailers, identify the best deals, and receive timely price drop alerts, leading to suboptimal purchase decisions and missed savings opportunities.
- **Context:** The growing complexity of the online shopping landscape, characterized by many websites, dynamic pricing strategies, and fragmented product information.
- **Target Audience:** Online shoppers seeking to make informed purchase decisions and maximize savings.

**Goal:**

- Develop a software solution that empowers consumers to find the best product deals and save money on their online purchases.

**Objectives:**

1. Aggregate product pricing data: Collect and organize product pricing information from a wide range of online retailers in a timely and accurate manner.
2. Enable comprehensive price comparison: Develop algorithms to compare prices across retailers, factoring in shipping costs, coupons, product condition, and retailer reputation.
3. Offer personalized deal recommendations: Recommend the best deal to each user based on their customizable preferences and priorities.
4. Provide price drop alerts: Monitor price changes for specific products and send timely alerts to users when desired price drops occur.
5. Deliver a user-friendly interface: Create an intuitive and accessible user interface that facilitates easy product search, comparison, and alert management.

**Categories:**

1. Laptops

2. Smartphones
3. T.V.s
4. Refrigerators

**Product Matching Criteria:** Model Code

**Websites:**

1. Vijay Sales
2. Croma
3. Reliance Digital
4. Flipkart