# ABSTRACT

Web scraping is a technique used to extract data from websites by transforming the unstructured data on the web into a structured format that can be easily analyzed. This abstract presents a study on web scraping of Flipkart.com, one of India's leading e-commerce platforms, using Python. The primary goal of this study is to demonstrate the process of retrieving product information, such as product names, prices, ratings, and reviews, which can be useful for various applications like price comparison, market analysis, and sentiment analysis..

The study demonstrates that Python provides a powerful and flexible set of tools for web scraping, allowing for efficient extraction and analysis of data from e-commerce websites like Flipkart. The findings highlight the potential of web scraping in gathering large datasets for business intelligence, competitive analysis, and research purposes.

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