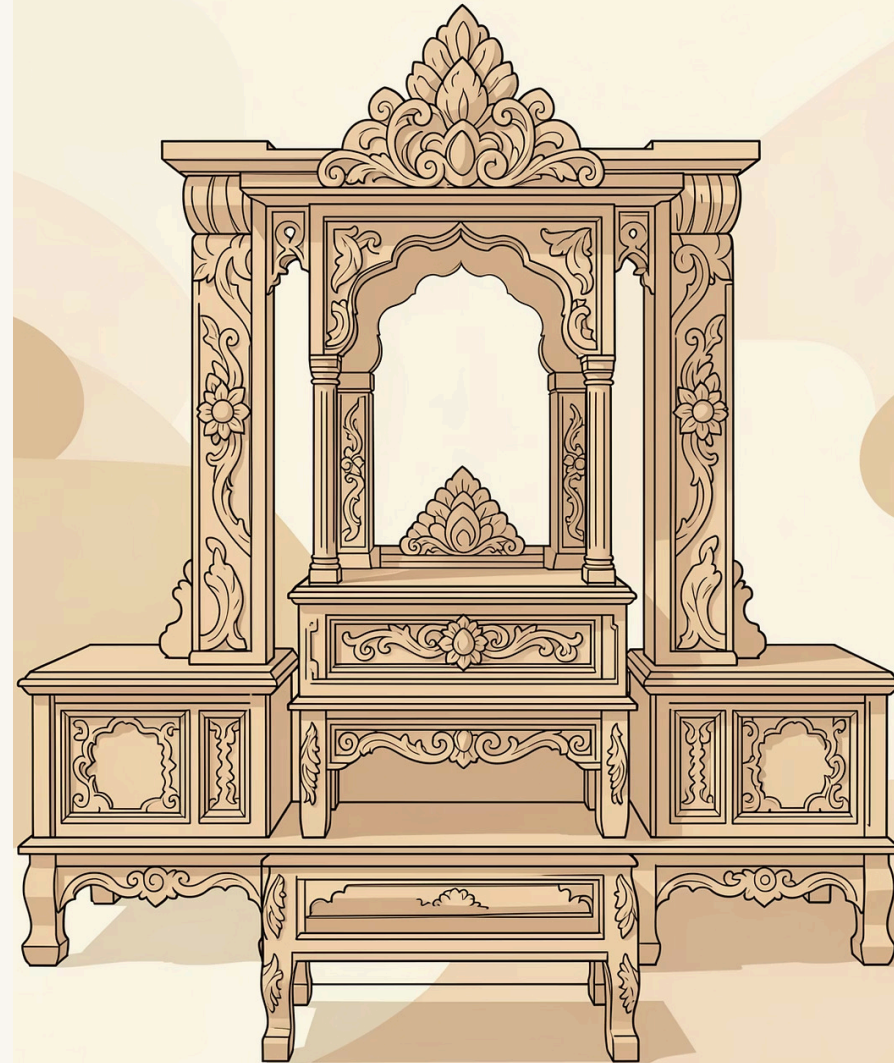


Web Scraping Pooja Mandir Furniture: Project Overview

This presentation details a web scraping project focused on Pooja Mandir furniture, outlining the objectives, methodology, insights gained, and future applications.



Objective of the Task



Extract Product Data

Systematically gather detailed product information on Pooja Mandir furniture from various online sources.



Analyse Market Trends

Evaluate offerings, pricing structures, and product features to gain competitive market insights.



Provide Structured Data

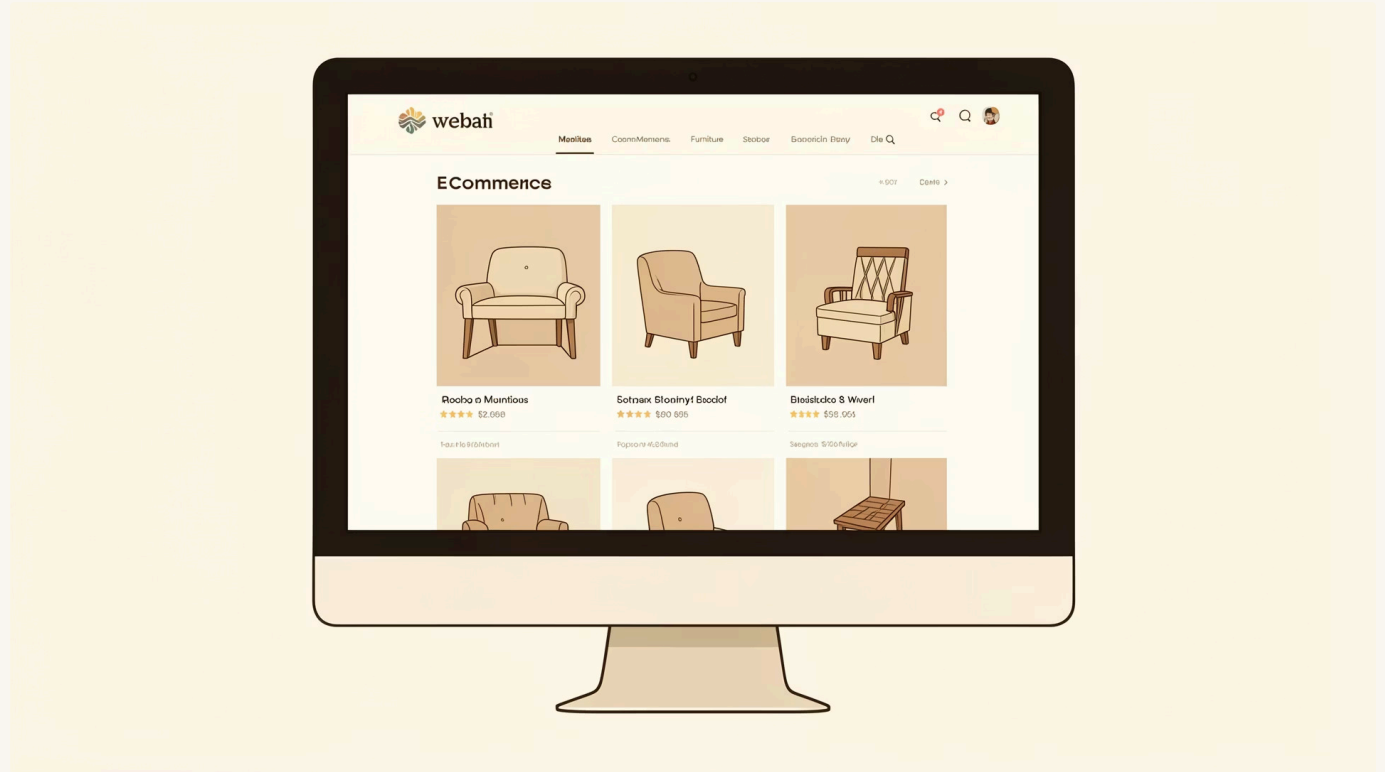
Deliver well-organized data to facilitate informed business and research decisions.

Target Websites and Data Sources

Our scraping efforts focused on prominent online platforms specializing in Pooja Mandir furniture. This included dedicated retailers and larger e-commerce marketplaces.

- Specialized retailers like **Furnicheer** and **BuyPoojaMandir**
- Ensured data relevance from trusted e-commerce platforms

We collected crucial data points such as product listings, descriptions, prices, dimensions, materials, and high-resolution images to ensure a comprehensive dataset.



Web Scrapping Methodology

Python & Libraries

Utilized Python with BeautifulSoup and Requests for efficient HTML parsing and data retrieval.

XPath & CSS Selectors

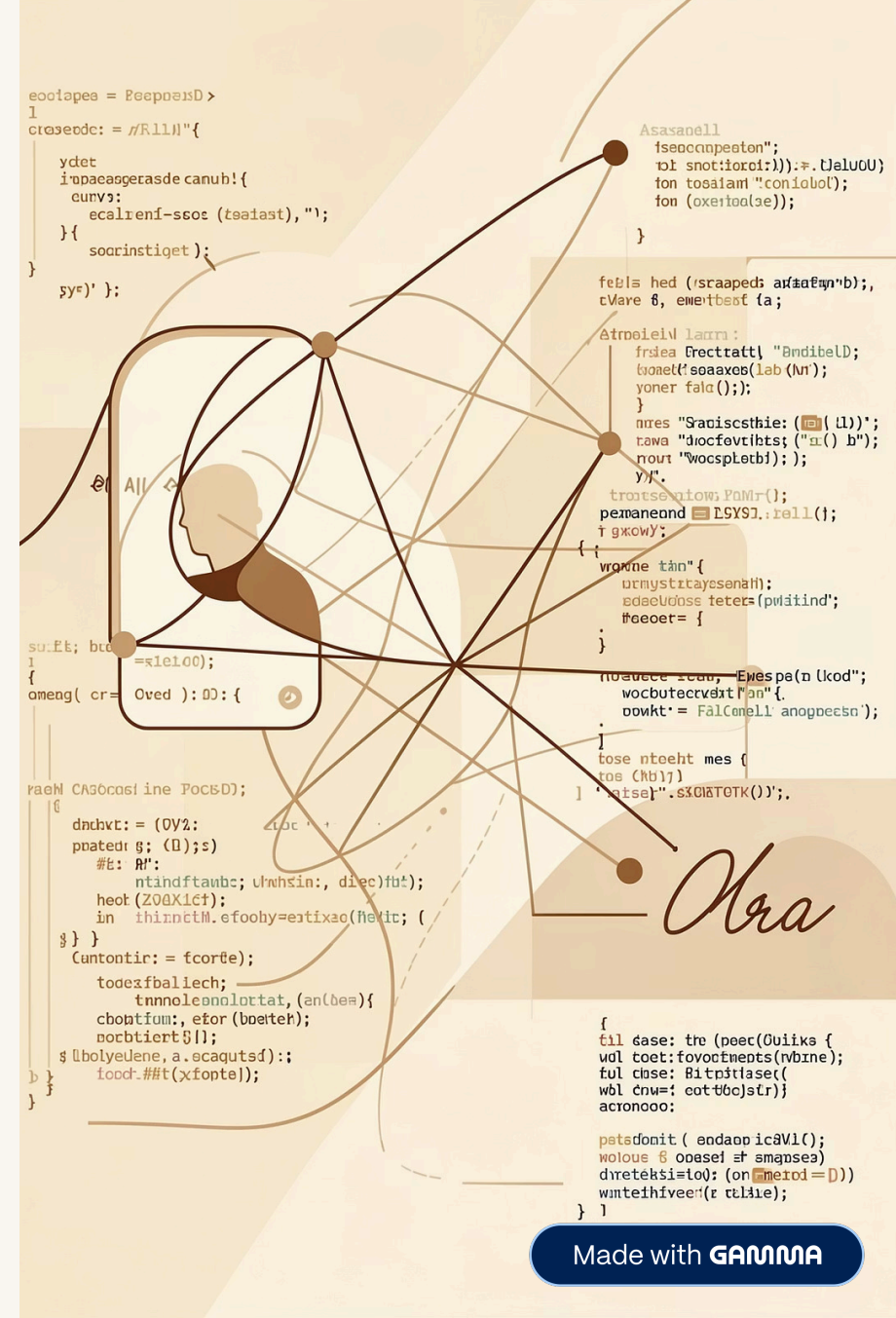
Employed advanced selectors to precisely pinpoint and extract specific product attributes.

Pagination & Dynamic Content

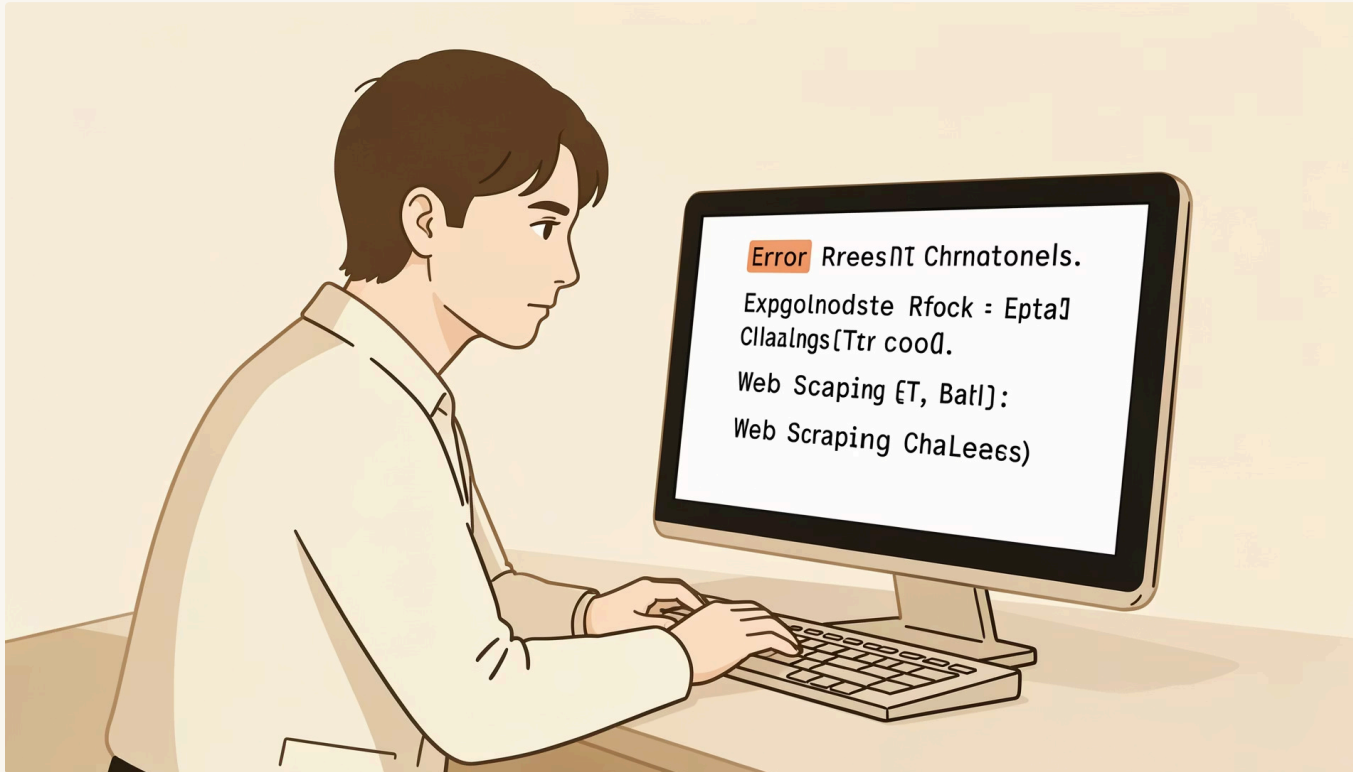
Implemented strategies to handle multi-page navigation and dynamically loaded content, ensuring full data capture.

Data Export

Exported all collected data into structured CSV and JSON formats, ready for further analysis.



Challenges Encountered

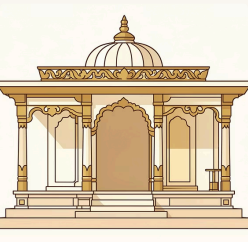


- **Website Structure Variability:**
Inconsistent HTML markup across different websites posed significant extraction challenges.
- **Anti-Scraping Measures:**
Encountered CAPTCHAs and IP blocking, which were overcome using proxy rotation techniques.
- **Data Accuracy & Completeness:**
Ensuring the integrity of data despite missing or irregular fields required robust validation.

Overcoming these hurdles was crucial to securing a reliable and comprehensive dataset.

Sample Data Extracted

A snapshot of the rich, detailed data successfully extracted from various online sources.



Product Name

e.g., "BHIMAKSA Free-Standing Pooja Temple with Brass Accents", showcasing detailed craftsmanship.



Price Range

From \$945 to \$6,900 USD, reflecting variations in size, materials, and artisanal quality.



Key Features

Wood types (Sewan, solid wood), finishes (PU, teak colour), and accessories (brass bells, trays) were meticulously captured.

Practical Applications of the Scraped Data

1

Competitive Pricing

Develop robust pricing strategies for both retailers and manufacturers.

2

Inventory Optimisation

Optimize product assortment based on popular features and market demand.

3

Trend Forecasting

Predict future design and material preferences, guiding product development.

4

Catalogue Management

Maintain up-to-date and dynamic online product catalogues.

Conclusion

- Successfully gathered comprehensive data on Pooja Mandir furniture, providing invaluable market insights.
- Future plans include expanding the scraping scope to related home decor and religious items.
- Exploring integration with AI-driven analytics for deeper insights into consumer behaviour.

We welcome any questions or further discussion on technical or business aspects.

