Project Report Content:

Problem Statement:

In the context of online marketplaces, such as the Great Indian Festival on Amazon, the dynamic nature of prices during festive seasons has emerged as a critical concern impacting consumer behavior. The substantial fluctuations in prices during such events can wield a significant influence on consumers' purchasing decisions, potentially leading to uninformed choices and budgetary inefficiencies. The ability to effectively compare and contrast discounted prices prevalent during festive periods with regular prices assumes paramount importance. This comparison not only empowers consumers to make well-informed purchasing decisions but also serves to unveil potentially deceptive pricing strategies employed by sellers. Additionally, the practice of analyzing price variations fosters a sense of transparency among sellers, as their pricing tactics are subjected to scrutiny. Consequently, a comprehensive understanding of the dynamics between festive and regular prices not only optimizes consumer budgets but also stimulates an environment of fairness and accountability within online marketplaces.

Datasets taken : https://brightdata.com/cp/datasets/browse/gd\_l7q7dkf244hwjntr0