Proposal: Black Friday Advertised Deals

Team Name
Doorbusters

Topic and Rationale
With Black Friday among us, we thought it would be interesting to research Black Friday advertisements across multiple retailers and look for deal trends in various product categories. As such, we would like to explore and present data on Black Friday advertisements in the U.S. from 2011-2017.

Dataset
We decided to use datasets featured on:
**https://www.bfads.net/forums/viewtopic.php?f=25&t=34409**.

We chose this dataset because it includes data on advertisements from multiple stores, including products, and the offered deal. Our dataset covered the following years: 2011, 2012, 2013, 2014, 2015, 2016, 2017.

	Store	Category	Item	Price	URL
1	Store	Category	Item	Price	URL
2	aafes	Apparel >> Accessories	Mundi Wallet (Assorted)	$10.00	https://www.bfads.net/Item/AAFES-Black-Friday-Mundi-Wallet-Assorted/373
3	aafes	Apparel >> Accessories	Nicole Miller Lisa Crosbody Bag (Assorted Colors)	$20.00	https://www.bfads.net/Item/AAFES-Black-Friday-Nicole-Miller-Lisa-Crosbody-
4	aafes	Apparel >> Accessories	Relic Cora Black Crossbody Bag	$20.00	https://www.bfads.net/Item/AAFES-Black-Friday-Relic-Cora-Black-Crossbody-
5	aafes	Apparel >> Accessories	Relic Cora Cognac Crossbody Bag	$20.00	https://www.bfads.net/Item/AAFES-Black-Friday-Relic-Cora-Cognac-Crossbod
6	aafes	Apparel >> Jewelry	10K Gold 1-cttw. Diamond Ring	$599.00	https://www.bfads.net/Item/AAFES-Black-Friday-10K-Gold-1cttw-Diamond-Ri
7	aafes	Apparel >> Jewelry	10K Gold 1-cttw. Diamond Ring	$599.00	https://www.bfads.net/Item/AAFES-Black-Friday-10K-Gold-1cttw-Diamond-Ri
8	aafes	Apparel >> Jewelry	10K Gold 1-cttw. Diamond Ring	$599.00	https://www.bfads.net/Item/AAFES-Black-Friday-10K-Gold-1cttw-Diamond-Ri
9	aafes	Apparel >> Jewelry	10K Gold 18-in. 10K Gold Box Chain & 20-in. Singapore	$69.00	https://www.bfads.net/Item/AAFES-Black-Friday-10K-Gold-18in-10K-Gold-Box
10	aafes	Apparel >> Jewelry	10K Gold 3-cttw. Diamond Bracelet	$1,299.00	https://www.bfads.net/Item/AAFES-Black-Friday-10K-Gold-3cttw-Diamond-Br
11	aafes	Apparel >> Jewelry	14K Gold 1-cttw. Diamond Earrings	$449.00	https://www.bfads.net/Item/AAFES-Black-Friday-14K-Gold-1cttw-Diamond-Ea
12	aafes	Apparel >> Jewelry	14K Gold 1/2-cttw. Diamond Pendant w/ 18-in. Chain	$399.00	https://www.bfads.net/Item/AAFES-Black-Friday-14K-Gold-12cttw-Diamond-P
13	aafes	Apparel >> Jewelry	14K Gold 1/2-cttw. Diamond Stud Earrings	$269.00	https://www.bfads.net/Item/AAFES-Black-Friday-14K-Gold-12cttw-Diamond-S

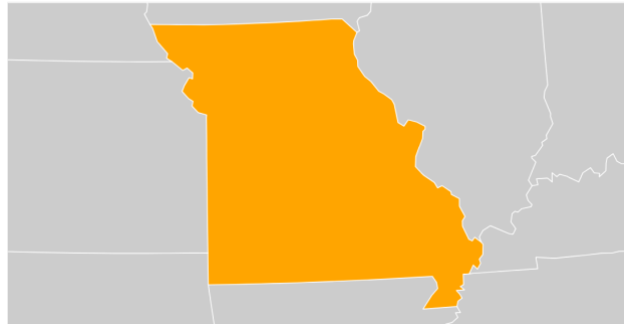*Snapshot (from one of the .csv files)*

Data Flow Diagram
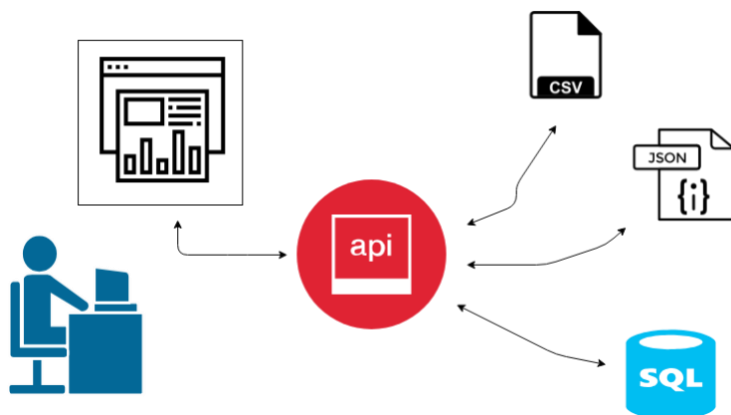
Visualizations

VISUALIZATION #1: Geo map of United States overlay with store locations across US
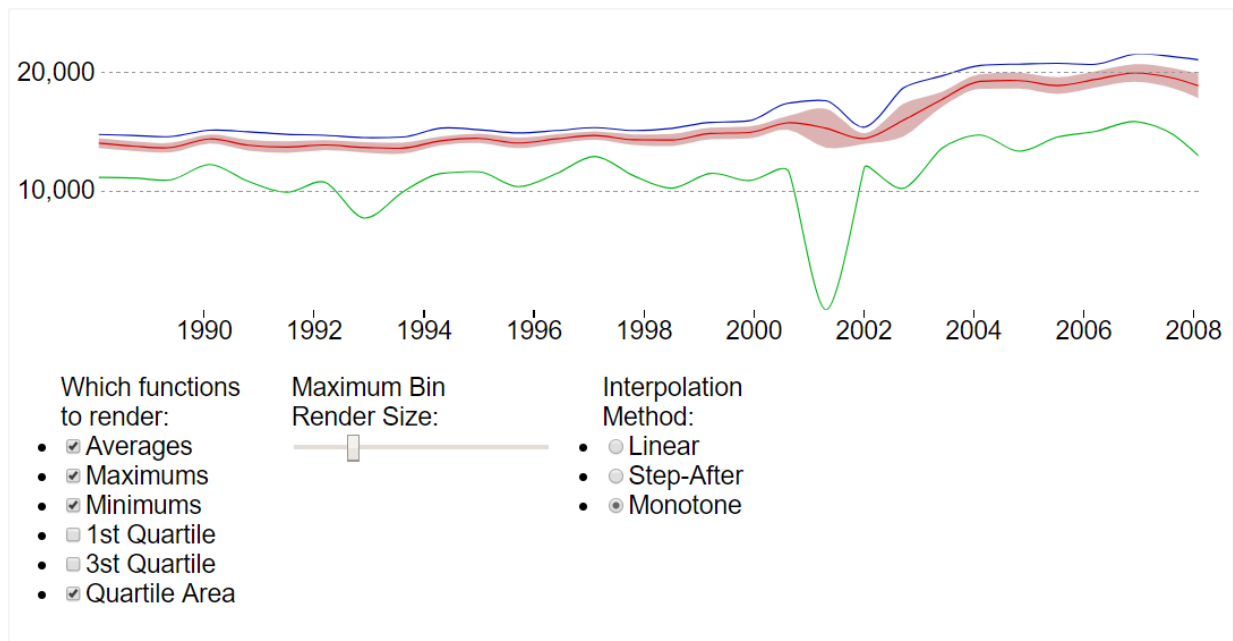
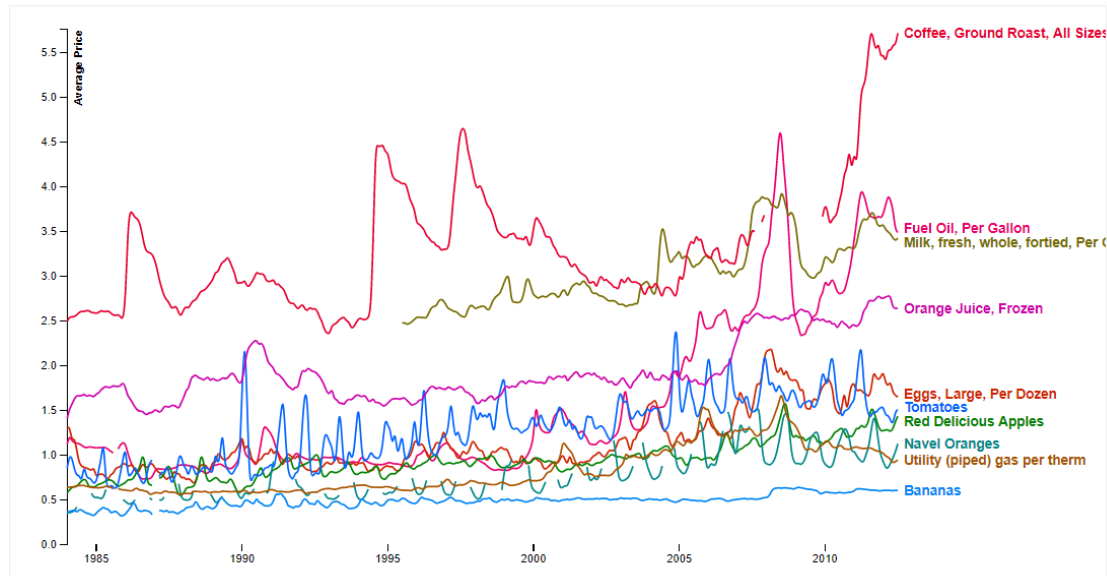Zoom to Bounding Box

Zoom to Bounding Box

VISUALIZATION #2: Products by year, options to choose category and/or store.
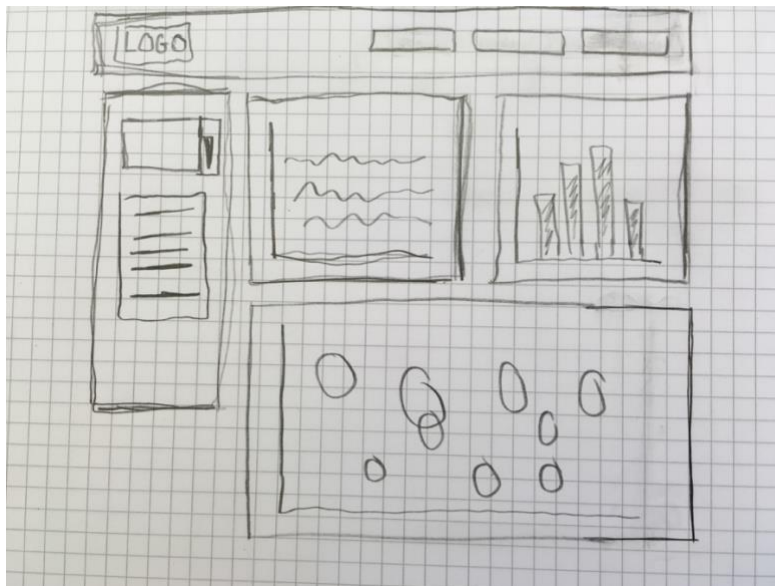
Binned Line Chart

1990	1992	1994	1996	1998	2000	2002	2004	2006	2008

Which functions to render:
- ☑ Averages
- ☑ Maximums
- ☑ Minimums
- ☐ 1st Quartile
- ☐ 3st Quartile
- ☑ Quartile Area

Maximum Bin Render Size:

Interpolation Method:
- ◯ Linear
- ◯ Step-After
- ◉ Monotone

Average Price Histories II

Sketch of Final Design

GitHub Repository
https://github.com/lvondracek7/Doorbusters