TECHNICAL CHALLENGE DATA&DATA

Exercice 1: RETAIL PRICE MONITORING

The attached dataset comes from the panerai.com website and is dated December 2021. It contains the retail prices of the luxury watch brand Panerai.

Background:
Luxury brands are constantly adjusting their retail prices to hedge against currency fluctuations and seek to transform luxury as an investment with customers.

Objective:
The goal of this challenge is to analyze the increase in these prices between December 2021 and today.

Precision for the file:
Prices have been retrieved in 4 different currencies which correspond to 4 distinct markets/areas: France/EUR, USA/USD, UK/GBP, Japan/JPY.

We expect you to analyze the current data from the official panerai.com website and compare the prices on the currencies contained in our file.

Note: The prices of watches are not the same within a coefficient between markets. The watch brands adapt these prices according to several parameters and not only the exchange rate.

We expect as rendering:
- a business part giving the final results as if they were intended for the marketing department of a watch company.
- a document detailing the scripts used.

PS: A maximum of tasks must be done in python because it is on this that we will evaluate you.