**Characteristics of Data**

* **Meta Tags** – Knowing that meta tags contain information about the webpage, I checked the links in meta data:
  + - 1. Visiting the first link took me to an ice cream website and the other two links displayed images of ice cream. So, I’m assuming the provided code is for an ice cream website: scooptacular.net
      2. At the basic level, for ice cream, I can make a script that **extracts prices**, **user data**, **order data.**
      3. I can possible program a bot that **automatically purchases** ice cream
* By inspecting elements on the first meta link I can access the html file of the whole webpage and perform further analysis
* The last URL shows that the website/ webpage depends on Braintree JS. So possibly, Braintree looks over the website’s transaction.
* Since Braintree is a part of PayPal, it’s possible to access transaction data for analytics and suggestions

**Further Analysis**

* Scanning for **product URLs**
* By exploring domain extensions in the URLs and keep exploring available URLs can help understand the structure and dependencies (dependency graph) of the website
* Understanding the structure may lead to discovery of potential bugs

**Suggestions**

* Searching for URL slugs in the links can be used for **SEO**
* **Time series forecasting using transaction** data from Braintree that includes the date of purchase (what flavors are the most popular during a time, if sales are increasing or decreasing, etc.)
* Using clustering, we can **determine the most popular flavor** during a certain period and can visualize it to increase profit of the vendor
* With clustering it’s also possible to **determine the most profitable locations** for the vendor, this would help the company with marketing the least profitable locations
* Analyzing data of other locations with similar product (using Braintree Data) as this vendor can help **suggest future store locations**
* By detecting unique visitors, we can find out about loyal customers and new customers. Establishing a loyalty program, can help the loyal customers and would incentivize new users to buy more products from the vendor