

## **PROJECT NAME: WEB SCRAPING CAMPUS FOOTWEAR DATA.**

### **Project Description:**

This project centers around web scraping data from the Campus website, a prominent sports and athleisure footwear brand in India. By leveraging web scraping techniques, the project aims to compile a comprehensive dataset for further analysis and insights into the footwear market.

### **Methodology:**

Python programming language and relevant libraries such as requests and BeautifulSoup are utilized to conduct web scraping operations. The script navigates through multiple pages of the Campus website (while loop used for iteration), systematically extracting information on men's sandals and floaters. Product descriptions, MRP, and current prices are extracted from each page and stored in corresponding lists. The scraping process employs error handling mechanisms to ensure robust data extraction and handling of exceptions. Upon completion, the extracted data is organized into a structured dataframe and exported to a CSV file for future analysis and reference. The dataset comprises 263 rows and 3 columns, containing details on footwear descriptions, MRP, and current prices. Key columns include FOOTWEAR\_DESCRIPTION, FOOTWEAR\_MRP, and FOOTWEAR\_CURRENT\_PRICE.

### **Potential Insights:**

Analysis of the dataset can reveal trends in product pricing and fluctuations between MRP and current prices. Identification of popular footwear models and their corresponding price points can aid in inventory management and marketing strategies. Comparative analysis of prices across different product categories and color variants can uncover patterns in consumer preferences and purchasing behavior.

By leveraging web scraping techniques, this project facilitates the extraction of valuable data from the Campus website, shedding light on pricing dynamics and consumer trends within the footwear market.