PROJECT NAME: WEB SCRAPING MOBILE PHONES DATA FROM FLIPKART'S BIG BILLION DAYS SALE.

Project Description:

This project revolves around web scraping data from Flipkart's Big Billion Days Sale, focusing on mobile phones priced under 50,000 INR. The Big Billion Days Sale, an annual event, offers significant discounts across various product categories, making it an opportune time for users to make purchases. Using Python libraries such as pandas, requests, and BeautifulSoup, I navigated through multiple webpages, scraping information on various mobile models available during the sale.

Key Data Extracted:

- o   PHONE_NAME: Name of the mobile phone model.
- o   PHONE_MRP: Maximum Retail Price (MRP) of the phone.
- o   PHONE_CURR_PRICE: Current discounted price of the phone.
- o   DISCOUNT: Discount percentage on the phone.
- o   PHONE_RATINGS: Ratings of the phone.
- o   RATED_BY: Number of users who rated the phone.
- o   REVIEWED_BY: Number of users who reviewed the phone.
- o   PHONE_RAM_ROM: RAM and ROM specifications of the phone.
- o   PHONE_DISPLAY: Display specifications of the phone.
- o   PHONE_CAMERA: Camera specifications of the phone.
- o   PHONE_BATTERY: Battery specifications of the phone.

Methodology:

Utilizing Python programming language along with libraries such as pandas, requests, and BeautifulSoup, I extracted data from multiple pages of Flipkart's website. The web scraping script iterated through 228 pages of search results, gathering information on mobile available phones. Integration of the requests library to facilitate HTTP requests and retrieve webpage content from Flipkart's server, enabling seamless data extraction through BeautifulSoup parsing. Utilization of

iterative loops to navigate through multiple pages of Flipkart's search results. The script employed error handling mechanisms to account for variations in webpage structure and ensure robust data extraction. Upon completion, the data was organized into a structured dataframe for further analysis and insights. In the final step, I converted the extracted data into a CSV file for ease of use and future analysis.

Dataset Information:

The resulting dataset comprises 954 rows and 11 columns, providing a comprehensive overview of mobile phones available under 50,000 INR during the Big Billion Days 2023.

Potential Utilization:

This dataset serves as a valuable resource for users interested in analyzing trends and making informed decisions regarding mobile phone purchases during sale events. Insights derived from the dataset can be useful in identification of popular models, analysis of pricing strategies, comparison of specifications across brands, and evaluation of consumer preferences. The dataset enables users to gain a deeper understanding of market dynamics and make data-driven decisions when selecting a mobile phone that best suits their requirements and budget.

This project provides a valuable resource for individuals interested in understanding the mobile market trends and preferences during Flipkart's Big Billion Days 2023.