**Market Research – Web Scraper**

**What is Data Scrapping?**

* Data Scraping is also known as web scraping.
* Process to import information from a website to a spreadsheet or local file.
* Can help get data easily, and also help to channel data to another website.
* Use of Data Scraping:

1. Helps with Business Intelligence easing research
2. Helps compare prices on different sites
3. Market Research
4. Selling Data (Legal)

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| Logo | App Name | Features | Disadvantages |
|  | Web Scraper - Free Web Scraping | \* Data scraping from multiple pages;  \* Multiple data extraction types (text, images, URLs, and more);  \* Scraping data from dynamic pages (JavaScript + AJAX, infinite scroll);  \* Browsing scraped data;  \* Exporting scraped data from a website to Excel | The GUI for this web extension is not user friendly, and it is difficult to use for the layman. |
|  | DigLead: Business Lead Scraper | Main Features:  -Targeted List Generator  -Webpage or Website Email Scraper  -Google My Business Listings Scraper (Google Maps/GMB Scraper)  -Yelp Lead Extractor  -Export/Download all scraped leads in Excel Spreadsheet which can be share via email or open with spreadsheet viewer. | Even if installing the app is free it contains a subscription fee to use it. Also, it has limited functionality. |
|  | Google Map Business Scrapper | instantly generate a ton of leads, anywhere in the world. This Google maps extractor tool extracts **name, address, phone number, website, social media links, reviews, current marketing pixels** and more from companies. | This app is paid so not everyone will afford it. |
| \*No Image\* | Google Map Scrapper Listing | Software Extract All Detail from Google Business  Name  Phone  Email – if email available on website for particular Business Website  Website  Rating  Review  Images – with Live Link and Also Download images into Local Computer  Business Closing Hours  Software Download Business images into Local Computer with Business Name Folder separately  Software Search Google Business Contact Location Wise Filter.  100% Real Time Extract Business Contact with Advance Export into Excel, CSV and Text Format. | This app is paid at a high price of $22 |
|  | Leads Extractor - Google Maps Scraper | \* Find leads for you business in any industry across all countries  \* Qualify leads faster than ever before  \* Increase productivity by reducing hours spent looking for leads | Limited number of options as they are only limited to a combo box. |

**Libraries used for Web Scraping**

Selenium: Selenium is a web testing library. It is used to automate browser activities.

BeautifulSoup: Beautiful Soup is a Python package for parsing HTML and XML documents. It creates parse trees that is helpful to extract the data easily.

Pandas: Pandas is a library used for data manipulation and analysis. It is used to extract the data and store it in the desired format.

openpyxl – Used to work with Microsoft Excel

os and time standard libraries

ChromeDriver for using Selenium and creating an instance for the Chrome browser.

Tkinter for front-end

**Attributes to Scrape**

* Address
* Timings
* Review count
* Rating
* Contact number
* Website

**Functions**

* Search place using URL
* Search place using keyword
* Search places using Location name.
* Import to Excel
* filter options
* Special tab for restaurants

Links:

[https://chrome.google.com/webstore/detail/web-scraper-free-web- scra/jnhgnonknehpejjnehehllkliplmbmhn?hl=en](https://chrome.google.com/webstore/detail/web-scraper-free-web-scra/jnhgnonknehpejjnehehllkliplmbmhn?hl=en) - Web Scraper-Free Web scraping extension

<https://play.google.com/store/apps/details?id=com.lead.dig&hl=en_IN&gl=US> - DigLead Business Lead Scrapper

<https://chrome.google.com/webstore/detail/google-map-business-scrap/lfeafcjdmideekklmmioaaaonahmhioe?hl=en> – Google Map Business Scrapper Extension

<https://chrome.google.com/webstore/detail/leads-extractor-google-ma/gaojpolkokdnlbdnejallmpmcigpnhan?hl=en> – Leads Extractor

<https://www.targetinternet.com/what-is-data-scraping-and-how-can-you-use-it/> - what is data scrapping and how to use it

<https://www.edureka.co/blog/web-scraping-with-python/> - Web Scrapping Libraries and brief introduction

<https://medium.com/swlh/scraping-google-maps-using-selenium-3cec08eb6a92> - How to scrape from google Chrome

<https://www.crummy.com/software/BeautifulSoup/bs4/doc/> - Beautiful Soup Documentation

<https://www.selenium.dev/documentation/> - Selenium Documentation

<https://chromedriver.chromium.org/downloads> - Chrome Driver

<https://developers.google.com/maps> - Google maps API Docs

<https://www.youtube.com/watch?v=HChq5_7yTGk&list=PL3JVwFmb_BnQrh3CFjyxD4vfyZ7ovvDLK> – Google Maps API and Python

<https://pypi.org/project/googlemaps/> - PyPi googlemaps python client

<https://www.geeksforgeeks.org/what-is-web-scraping-and-how-to-use-it/> - what is web scraping

<https://www.zyte.com/blog/web-scraping-requirement-gathering/> - Web scraping steps