

Data Gathering

- **Purpose:** The goal of this data collection is to gather information on Egyptian local brands for an online shopping platform. The objective is to compile a database of brands in categories like clothing, makeup, and skincare, including product offerings, price ranges, digital presence, and other key details.
- **Data Sources:** Data will be sourced from:
 - Official websites of the local brands
 - Social media pages (Instagram, Facebook, etc.)
- **Data Collection Methods:**
 - **Online Research:** Manual research will be conducted to gather brand information from their websites and social media accounts.
- **Data Quality Assurance:** To ensure data accuracy, all collected data will be verified by cross-referencing multiple sources (websites and social media). Team members will regularly review data entries to ensure consistency. If there are discrepancies, follow-up research will be conducted.

Data Collection Procedures

- **Timeline:**
 - Week 1-2: Initial research and data gathering from websites and social media.
 - Week 3: Data verification and cross-referencing.
 - Week 4: Final data review and compilation into the database.
- **Roles and Responsibilities:**
 - **Zeyad (Data Gathering Lead):** Responsible for organizing the data collection process and gathering data from primary sources.
 - **Sara, Sandreen, Mostafa (Data Scraper):** In charge of automating the collection of product details.

- **Ali, Mohamed (Data Verifier):** Responsible for verifying and ensuring data accuracy by cross-checking sources.
- **Ahmed, Reem (Database Manager):** Oversees data entry into the database and ensures data integrity.

Data Management Plan

- **Data Storage** will be in two locations:
 - **Database:** The main repository for all brand information, hosted on a cloud server.
 - **Local Storage:** Backup files will be stored on local drives for safety and quick access.
 - **Cloud Storage:** Backup Images using Cloudinary.
- **Data Security:**
 - Access to the cloud server will be restricted through login credentials.
 - Regular backups will be taken to avoid data loss.
 - Sensitive information will be encrypted where necessary.
- **Data Access:**
 - Only authorized team members will have full access to the database.
 - Other team members will have restricted access depending on their roles (e.g., data verification, analysis).