

Retail Competitive Analysis Tool Project Proposal

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Motivation

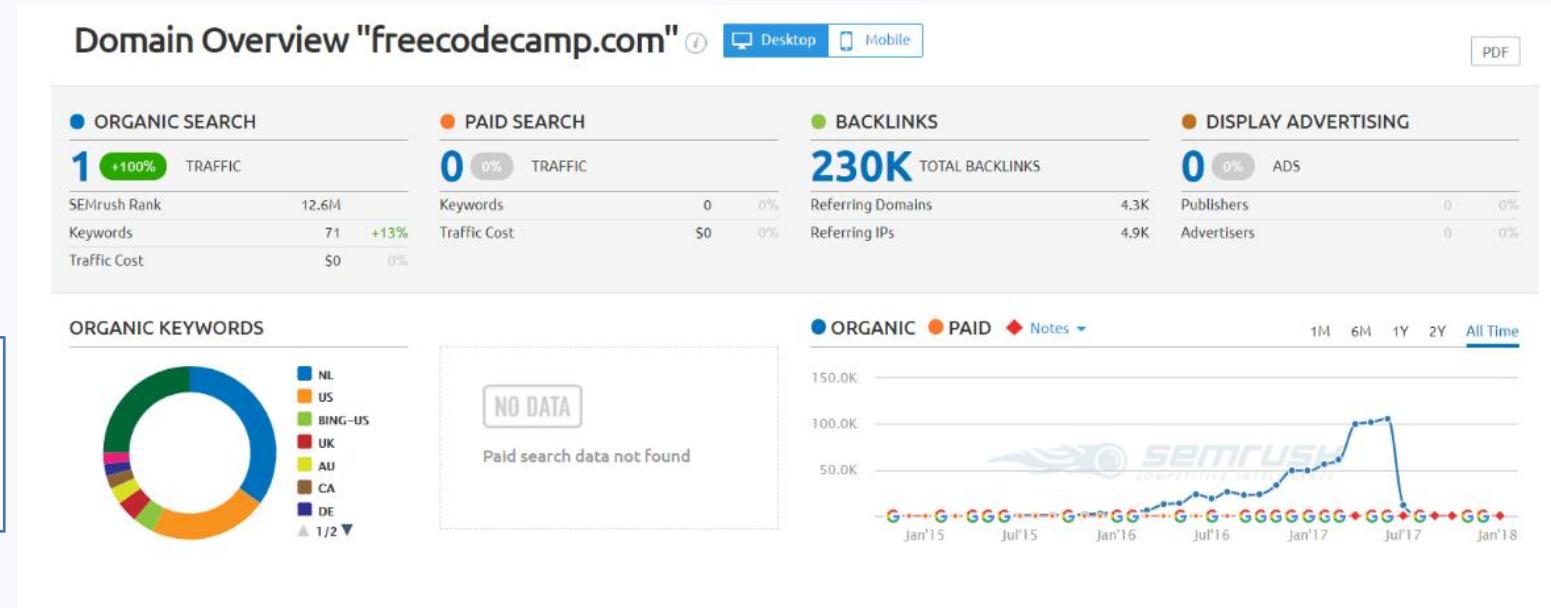
“The ability to learn faster than your competitors is maybe the only sustainable competitive advantage.”
– Arie De Geus, Business Theorist & Head of Shell Oil’s Strategic Planning Group



- Businesses may be unsure of how the market is changing due to technology trends or global events
- They may have increasing competition and no visibility into how they stack up
- They have too much data and not enough time to analyze effectively

Project Goals

Many existing solutions are too general and focus on website traffic and search keywords



- Get an overview of another company's place in the market/competitor space based on inventory information
- Use scraped data in conjunction with annual reports to predict company's health
- Scrape daily to produce fine grain fluctuations in prices/ price tracking

The Data

The data was scraped using a web scraper to parse HTML and JSON, and is stored in an SQLite database.



The screenshot shows the Lightinthebox website homepage. At the top, there is a navigation bar with links for "10% OFF for App User", "Customer Service", "Ship to: USA / \$USD", and "English". Below the navigation bar is a search bar with the query "Mask" and a "Search" button. To the right of the search bar are "Login" and "Favorites" buttons. On the far right, a dropdown menu lists various languages: Français, Español, Deutsch, Italiano, Português, 日本語, Русский, Nederlands, العربية, Norsk, Dansk, Svenska, 한국어, Suomi, עברית, Türkçe, Polski, Česká, Ελληνικά, Hrvatski, Română, and Magyar. A large banner at the bottom of the page features a man carrying a woman on his shoulders and a woman in a straw hat, with the text "New Season Look" and a promotional offer "CODE:FFSALE Order \$59 Get 10% OFF".

All Categories

- Home & Garden (58248)
- Lights & Lighting (22196)
- Women's Clothing (22764) **(Selected)**
- Men's Clothing (31717)
- Baby & Kids (24925)
- Jewelry & Watches (53967)
- Shoes & Bags (26624)
- Weddings & Events (26018)
- Sports & Outdoors (43465)
- Toys & Hobbies (65536)
- Beauty & Hair (34090)
- Automotive (11484)
- Phones & Accessories (58548)
- Consumer Electronics (18003)
- Computer & Office (8523)
- Personal Protection (56)

The Data

10% OFF for App User | Customer Service | Ship to: USA / USD

Lightinthebox

Mask

Search

Login

Favorite

Français

Español

Deutsch

Italiano

Português

日本語

Русский

Nederlands

العربية

Norsk

Dansk

Svenska

한국어

Suomi

עברית

Türkçe

Polski

Čeština

Ελληνικά

Hrvatski

Română

Magyar

All Categories

Deal Zone Best Seller Under\$9.99 New In Top Review Flash Sale

New Season Look

CODE:FFSALE Order \$59 Get 10%

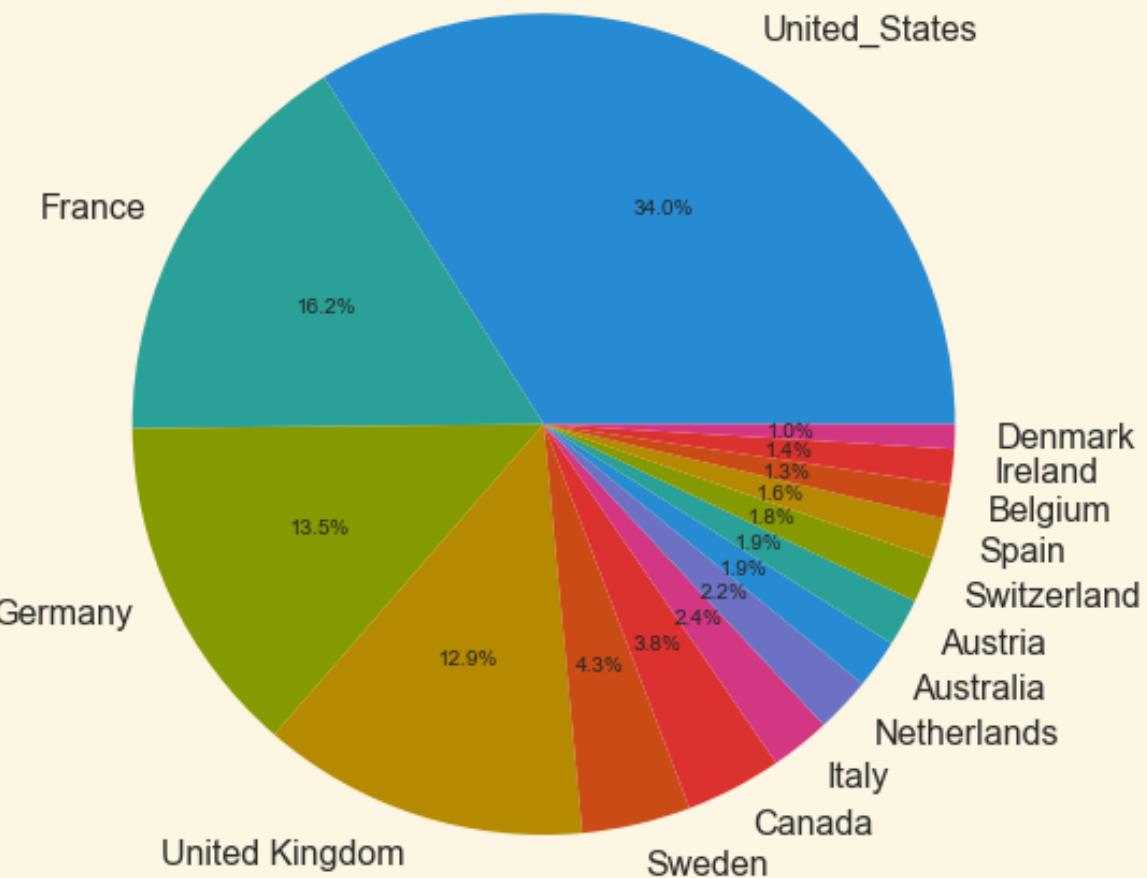


* From [Shopify](#) and Statista

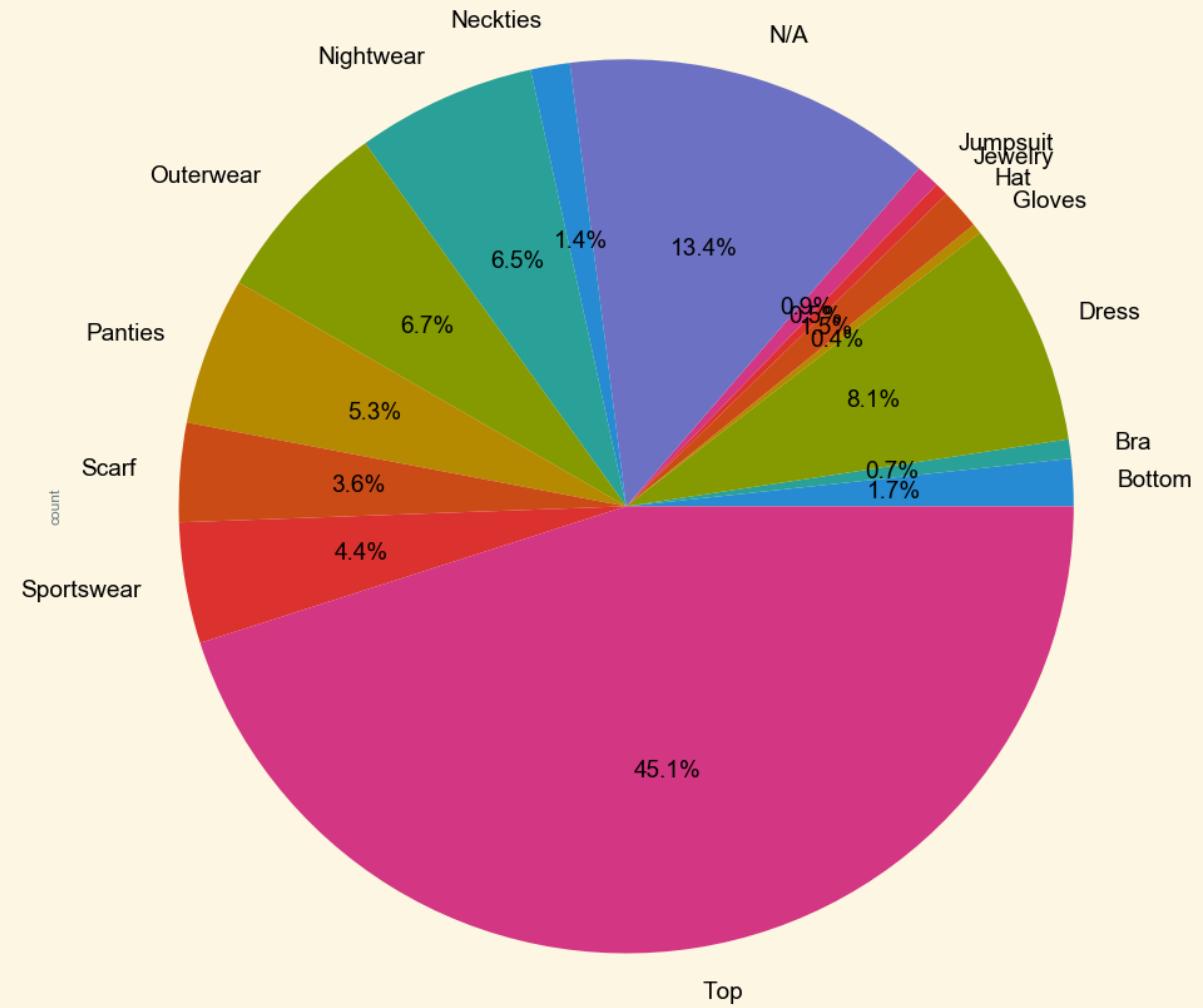
The LightInTheBox Holding Co., Ltd. takes in ~240 million in revenue annually, delivers products to consumers in over 200 countries, and has websites which are available in 26 major languages according to the company's website.

Data Exploration

Number of Items Popular by Country



Clothing Item Inventory by Type at LightInTheBox



Future Work

in Lightinthebox

Lorem ipsum dolor sit amet, ullamcorper semper integer praesent ligula natoqu. [read all](#)

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OVERVIEW **REPORTS**

Reports [See all reports](#)

Popular Regions

No data \$0 \$5,000 \$10,000 \$20,000 \$30,000 \$40,000 \$50,000 >\$70,000

Clothing Item Inventory by Type at LightInTheBox

Item Type	Percentage
Top	45.1%
Dress	8.1%
Bra	0.7%
Bottom	1.7%
Gloves	0.2%
Hat	0.2%
Jumpsuit	0.2%
Nightwear	6.5%
Panties	5.3%
Sportswear	4.4%
Scarf	3.6%
Outerwear	6.7%
N/A	13.4%

Industries

Apparel & Fashion E-commerce
Apparel & Footwear

Sales Predictions

The dashboard provides a high-level overview of LightInTheBox's performance across various dimensions, including regional popularity, inventory composition, industry classification, and future sales projections.