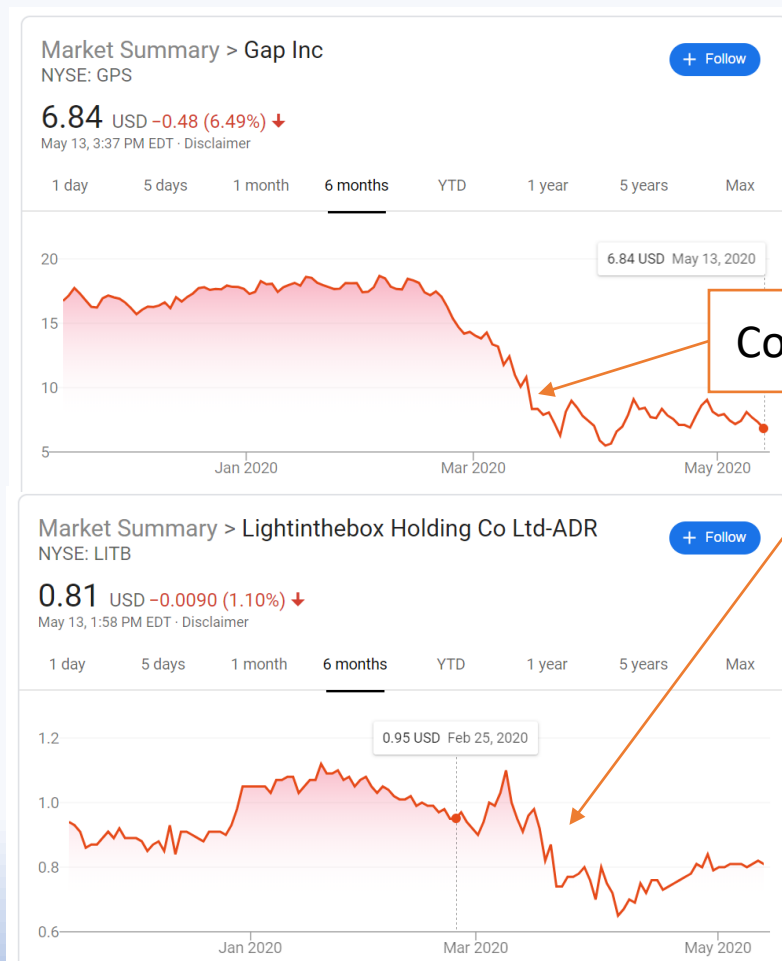# Retail Competitive Analysis Tool Project Proposal

Alicia Alarie

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

Covid-19 Effects

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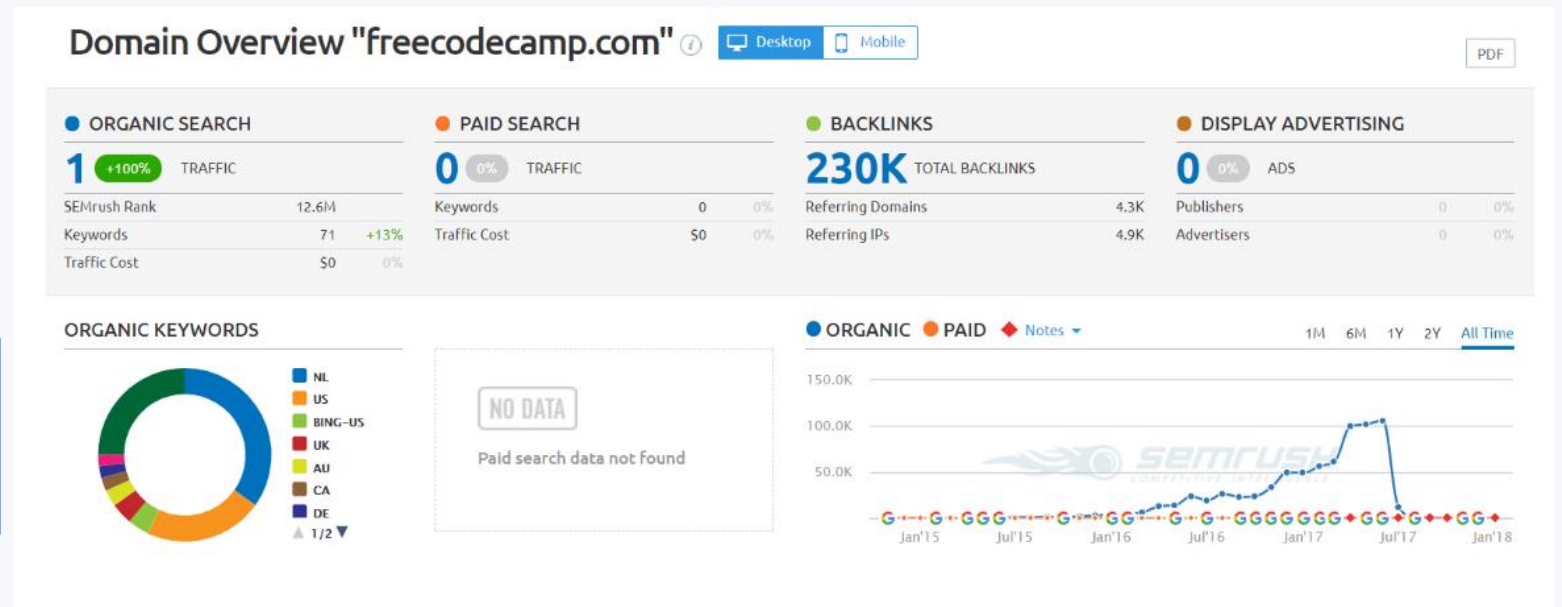
- Get an overview of another company's place in the market/competitor space based on inventory information
- Use scraped data in conjunction with annual reports to predict company's health
- Scrape daily to produce fine grain fluctuations in prices/ price tracking

The Data

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

The Data

Top ecommerce markets
by billions of USD

10% **OFF** for App User | Customer Service | Ship to: / $USD | English

Français
Español
Deutsch
Italiano
Português
日本語
Русский
Nederlands
العربية
Norsk
Dansk
Svenska
한국어
Suomi
עברית
Türkçe
Polski
Čeština
Ελληνικά
Hrvatski
Română
Magyar

Mask — Search

LED Lights | hair clippers | cycling | Women's Dress | thermometer

Login   Favorite

All Categories

Home & Garden (58248)
Lights & Lighting (22196)
Women's Clothing (22764)
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)

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

New Season Look

CODE:FFSALE
Order $59 Get 10%
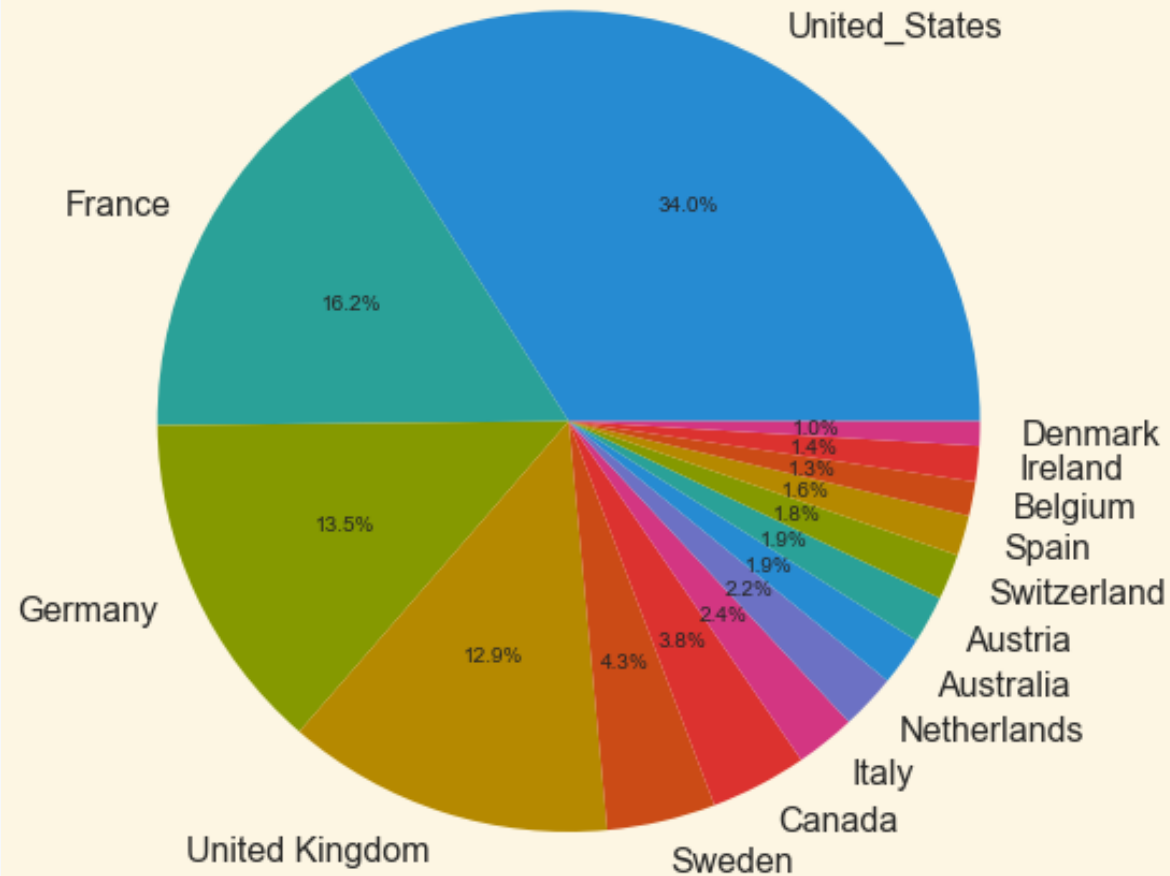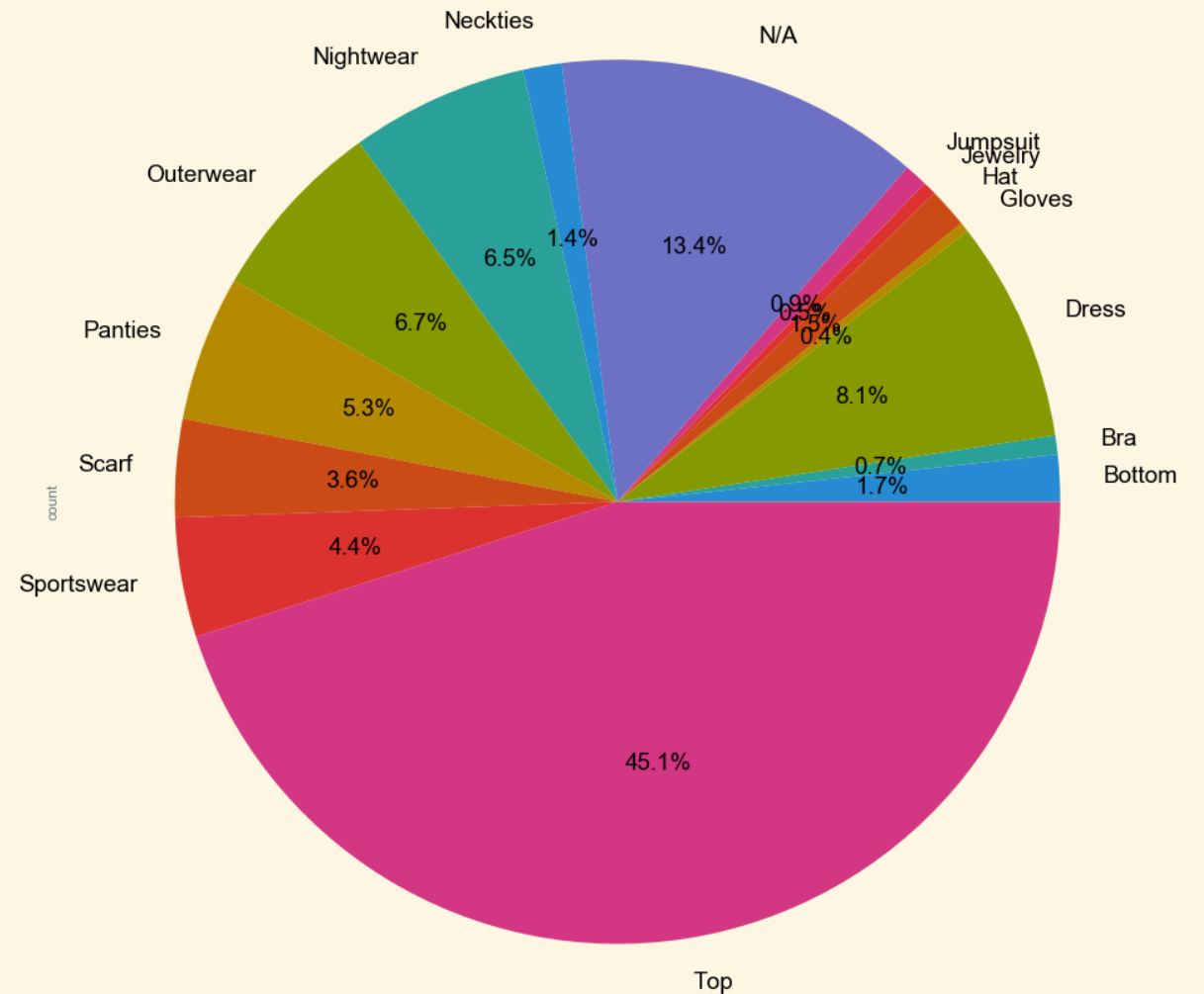
The LightInTheBox Holding Co., Ltd. takes in ~240 million in revenue annually, delivers products to consumers in over 200 countries, and has websites which are available in 26 major languages according to the company's website.

Data Exploration

Number of Items Popular by Country

United_States 34.0%
France 16.2%
Germany 13.5%
United Kingdom 12.9%
Sweden 4.3%
Canada 3.8%
Italy 2.4%
Netherlands 2.2%
Australia 1.9%
Austria 1.9%
Switzerland 1.8%
Spain 1.6%
Belgium 1.3%
Ireland 1.4%
Denmark 1.0%

Clothing Item Inventory by Type at LightInTheBox

Top 45.1%
N/A 13.4%
Dress 8.1%
Outerwear 6.7%
Nightwear 6.5%
Panties 5.3%
Sportswear 4.4%
Scarf 3.6%
Bottom 1.7%
Neckties 1.4%
Jumpsuit 0.9%
Jewelry 0.5%
Hat 0.5%
Gloves 0.4%
Bra 0.7%

Future Work