

DAB 303-005 Marketing Analytics

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Project Proposal

Predatory Pricing data from amazon

Introduction

- In retail industries, larger corporations will utilize a pricing strategy known as "predatory pricing," in which they lower their prices to remove smaller competitors and gain market dominance.
- The era of contagion, self-isolation and economic uncertainty will alter consumer behavior, in some cases for years to come. The new consumer behaviors affect all aspects of life, from how we work to how we shop to how we entertain ourselves.
- While the world fights to contain the COVID-19 coronavirus disease, some people are taking advantage of the situation. This project will provide an analysis of unfair pricing practices by sellers on amazon during COVID-19.
- I will work on Amazon for analyzing predatory pricing data. I choose this company because Amazon is the largest and most successful retailer in the Western world because they created the best customer experience.
- When customers buy products online, they expect three things in particular: Large Selection: Customers usually want to locate the product they are looking for, and this product, of course, should be in stock.

Dataset

- I found this dataset on <https://data.world/> site. Where I searched for a dataset that contains marketing strategies. I was also looking for keywords like reviews, ratings, text, product metadata, descriptions, category information, price, brand, and image features so, that I can easily find the dataset and analyze my research.
- **Dataset Link:** <https://data.world/data-hut/predatory-pricing-data-from-amazon>

Problem Statement and Research

- I am working on a project to analyze data for Predatory Pricing. Predatory pricing is a deliberate technique used by a dominating corporation to drive competitors out of the market by establishing extremely cheap prices or selling below the firm's marginal costs of producing the output. I have chosen this marketing research problem because, during the covid-19 crisis, companies like amazon suffered lots of unfair pricing and discounting practices by their sellers. For example, on masks, and hand sanitizers.
- Therefore, I will build a model to categorize the vendors to analyze which products have been sold at lower prices than their actual prices and mention the name of the seller.
- In this project, I will use different data models and data visualization techniques to analyze the correlation between the data of the sellers.