**Project Team Undies**

Team Members: Cesar Espitia, Ilya Kats, Michael Muller

# Purpose

A new underwear brand is being launched that caters to the larger stylish gentlemen. The brand founders have decided to launch with a boxer-brief and one other style but aren’t sure which one. Since they’ve been more focused on actual product design, the founders haven’t had an opportunity to do a market analysis / competitor set analysis to determine key factors including pricing, color offerings, and size offerings. They know they are going to target the mid-tier to high end price point. **The goal of this project is to find freely available data to create a market analysis that will help them in making their decisions.**

# Roles and Responsibilities

Roles and responsibilities will be fluid for this project. Michael and Ilya would take a more active role in the initial parts for scraping the data while Cesar would be more involved in the analysis and results.

# Data Sources

From our initial meeting, it was decided that our goal would be to use a web scraper to pull our data from the following retailers and brands:

1. Bloomingdales
2. Macy’s
3. Nordstrom’s
4. Calvin Klein
5. 2(X)IST
6. Emporio Armani
7. Amazon (potentially)

Retailers (1-3) were chosen because they would provide numerous data points on established brands and up-and-coming ones. The exclusive brands (4-6) were chosen because they’re the most popular and heavily advertised ones in magazines such as GQ. Amazon may be included depending on the complexity of building a spider/bot to scrape data; there is also a risk of the pricing found on amazon skewing the data for the analysis.

# Data Fields

In terms of information to obtain for this analysis the following was the starting set of attributes that would be stored in our SQL database. This list may grow as we find unique attributes even if they’re not used in the final analysis.

* Price
* Sale Price (if any)
* Sizes offered
* Colors Offered
  + If the color is not singular, it would be coded as multi
* Material
  + Example 5% spandex / 95% cotton
* Review score
* Review comments

# Coordination

This project will be coordinated through discord instead of slack and Webex. Discord provides the same capabilities as slack and Webex rolled into one.