# Best Buy™ Product Analysis Project

Data Analytics Bootcamp - University of Toronto

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**Members:**

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## Overview

Best Buy Canada sells a wide variety of electronics products. This retailer was ranked as one of the top 5 Electronics & Media stores in Canada according to eCommerceDB.com. Electronic entertainment covers a wide spectrum and includes gaming, streaming music, listening to podcasts, social media, and watching TV. According to Statista, the average adult in Canada during the last quarter of 2022, spends at least 3.62 hours watching TV daily[1]. For this project the focus will be on the sales of TVs by BestBuy Canada.

## Goals

To create a Web App based in Flask to deliver the following:

1. Identify which brands are more popular

2. Identify which TV brands, types, sizes, and pixels are available

3. Price comparison between brands  (with additional filters based on TV type and size)

4. Inventory available for sale in-store, on-line or both

## Restrictions

Data from across Ontario would provide a more in depth analysis. Due to time restrictions, all data used was for the Greater Toronto Area.

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[1] https://www.statista.com/statistics/237478/daily-time-spent-with-media-among-adults-in-canada/

## Project Activities

| Tasks | Assignment |
|-------|------------|
| Web scraping & Data Cleaning | Abisola & Kerry-Ann |
| Database design & upload | Khurram |
| Flask App | Khurram |
| Dashboard & Charts | Amina & Ishita |
| Fly.io | Kerry-Ann |
| Slide Deck & Documentation | Abisola & Kerry-Ann |
| Review of each activity | All |

## Challenges