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Programming Group Project Python

Assignment Overview:

The purpose of this project is to look for the main characteristics of the most viewed ads on tutti.ch – a Swiss online marketplace.

Task overview:

Filtering out the specific characteristics is divided into four subtasks:

1. Connect to tuttay DB by using a python package
2. Extract the data (SQL)
3. Qualify the 23 most used words in the title of the filtered high-traffic ads
4. Determine which ads get most traffic

Background:

Tutti is one of the biggest Swiss websites providing an online marketplace for classified advertisements. Reaching out to 12 million visitors a month it is a widely used framework for exchanging products between swiss users. Tutti was launched in Switzerland in the year 2010 by the Norwegian media group "Schibsted" and was transferred to the swiss media group "Tamedia AG" in 2015. The continuous growth of the online platform is administered by 50 staff members with headquarters in Zurich.

Data structure:

We confined the data set of tutti.ch´s data base to all the public ads in German language, which have a reach of 3000 page views or more. Delimiting the data to this range, we only analyze high-traffic ads. First, we determined the relevant selection for the analysis of the tutti ads. The three most significant characteristics to determine the most viewed ads are as following:
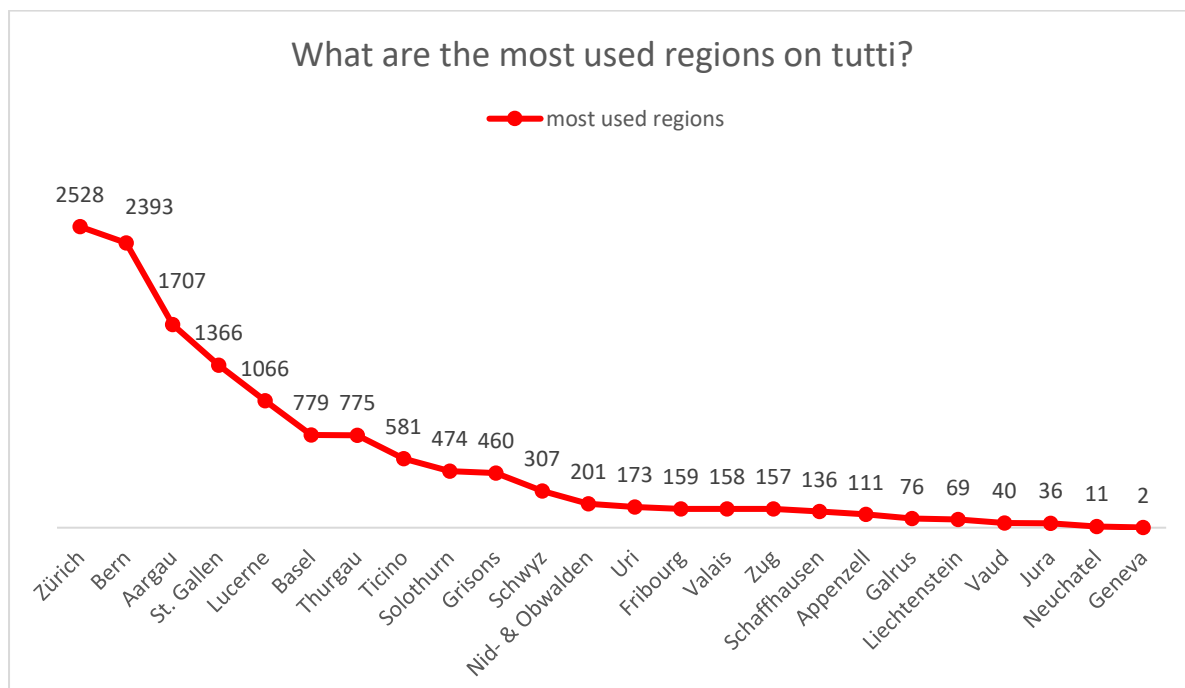
- Region
- Ad_top_category
- Subject as ad_title

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Analysis of the outputs:

Using python code, we extracted the most used categories, regions and words in ad titles. The outputs of the three characteristics are visualized below according to how many ads of the chosen selection are registered within all the public ads defined in our data set.
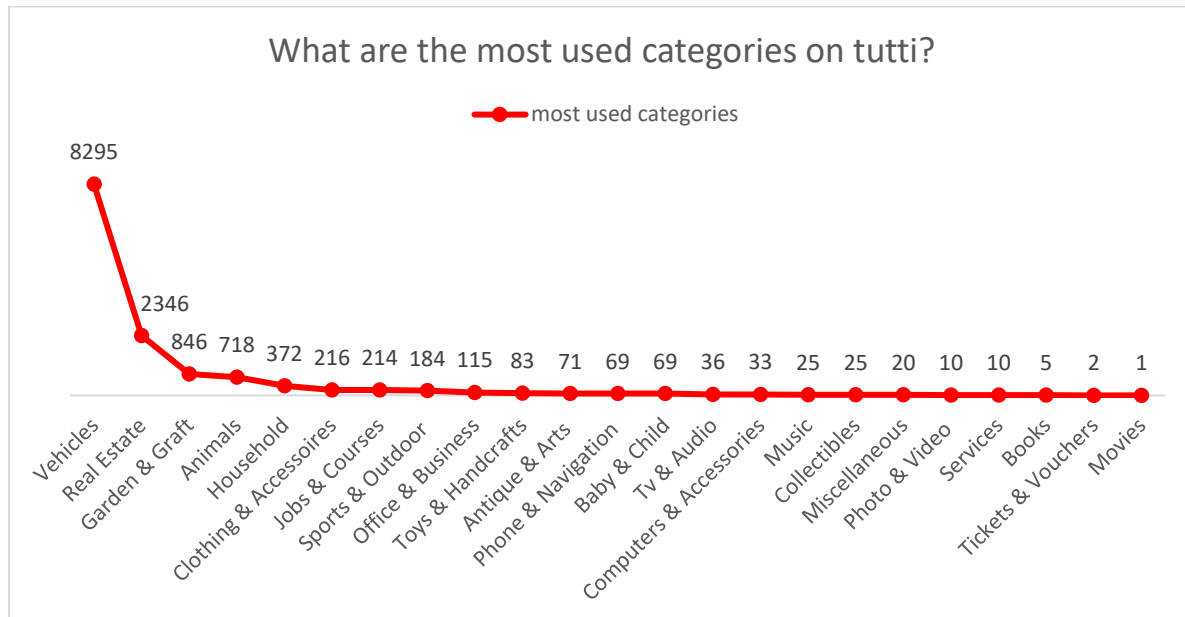
Categories: The four most used categories are vehicles, real estate, garden & graft and animals.

Regions: The four most used regions are Zurich, Bern, Aargau and St. Gallen.

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What are the most used words in ad titles on tutti?

— most used words in ad titles
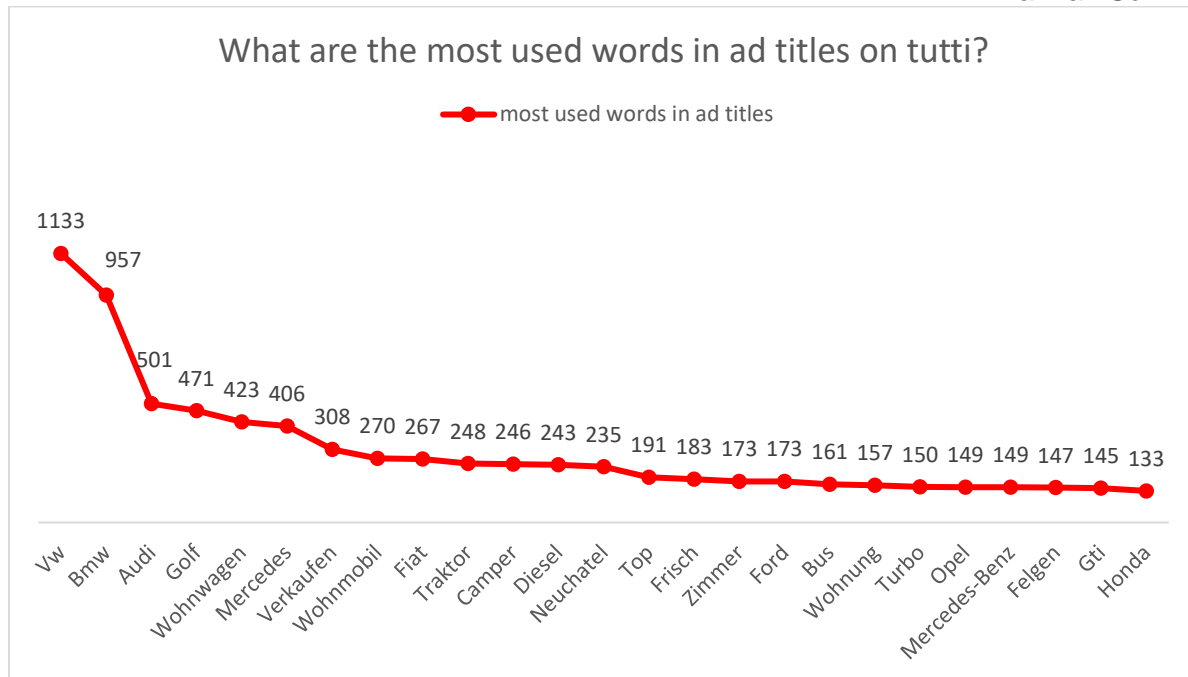
Words in ad titles: The most used words are VW, BMW, Audi and Golf.

Conclusion:

The analysis of the main characteristics of tutti's ads has been enabled by the use of different python functions. By and large, the group project is mainly based on the counter function, writing to a file, for loops and arrays. Conclusively, we could extract the above-mentioned characteristics for the high-traffic ads of tutti. The synthesis of the characteristics "word of ad titles" and "categories" represents a clear preference of its swiss users for vehicles. The characteristic "region" on the other hand shows a connection between the population size (Bern and Zurich) and increased website usage in the german-speaking part of Switzerland.The results of the project will subsequently be presented to the data department of tutti.ch with a focus on refining customer-targeted advertising.