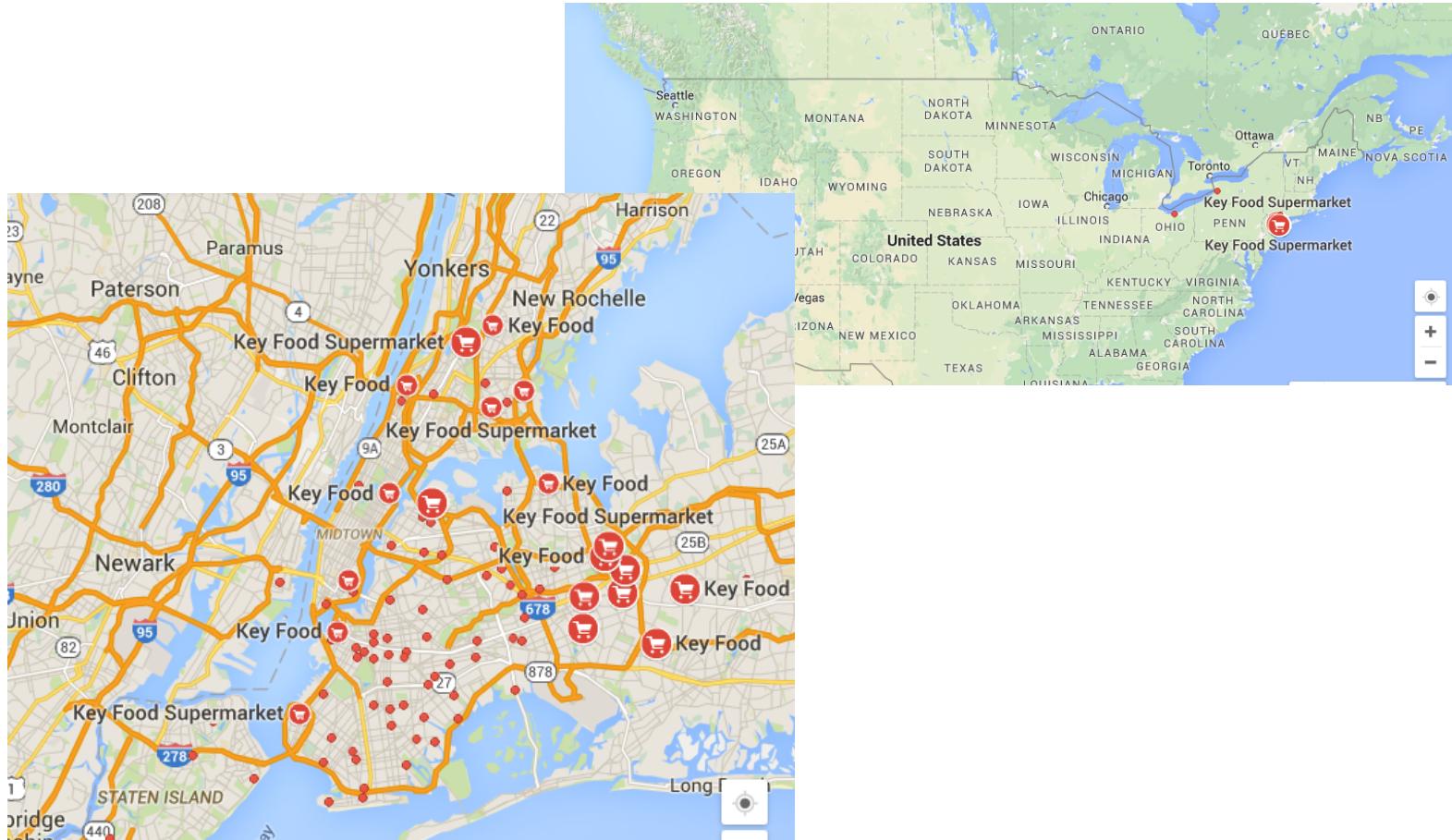


Best Values for Grocery Shopping

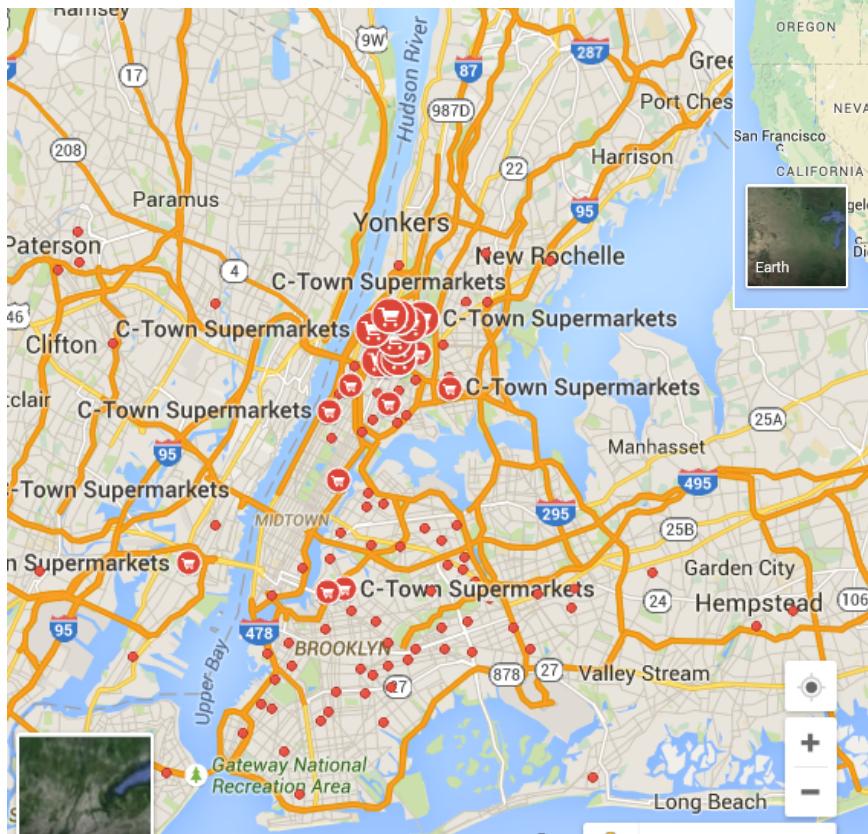
NYC Data Science Academy – June 2015 – Xavier Capdepon

Key Food Supermarket



Scrap: Weekly Circular Prices

C-Town Supermarket



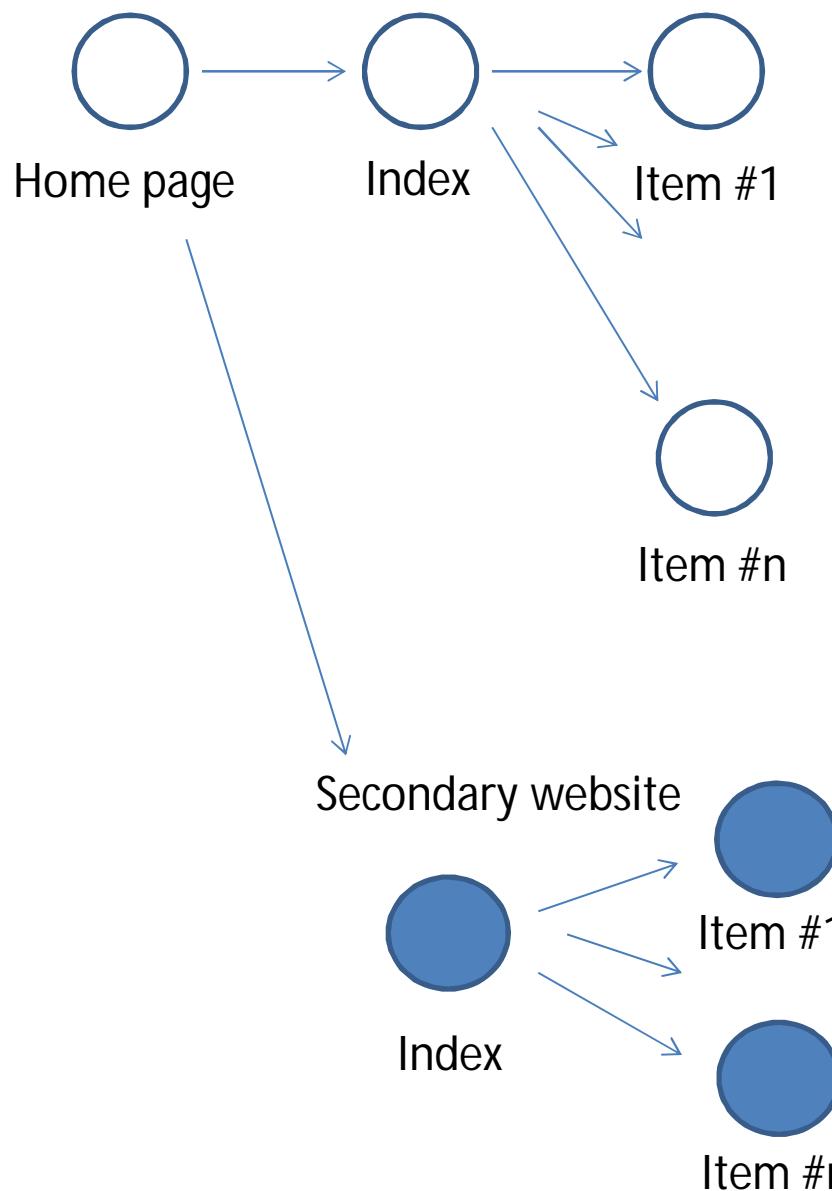
Scrap: Weekly Circular Prices

Fresh Direct

The screenshot shows the FreshDirect website homepage as it would appear in a web browser. The top navigation bar includes links for File, Edit, View, Favorites, Tools, Help, and various delivery options like Office delivery? and Safety. A search bar shows the ZIP code 10025 (New York, NY) with a Go button. The main menu features categories such as FRUIT, VEGETABLES, MEAT, SEAFOOD, DAIRY, DELI & CHEESE, KITCHEN, BAKERY & PASTRY, FLOWERS, GROCERY, FROZEN, PET, WINES & SPIRITS, COUPONS, DEALS, PRESIDENT'S PICKS, TOP-RATED, IDEAS, LOCAL, GRILLING, and SUMMER'S BEST. A prominent banner at the top says "GO FORTH & GRILL" with a "FIRE IT UP" button. Below this, a large promotional image for "SPECIALTY FOOD" features a stack of cookies and a Tate's Bake Shop product. Other sections include "PEAK SEASON Stone Fruit Rocks!", "SAVE President's Picks", and "UP TO 20% OFF Start Your Day the Right Way". The bottom of the page displays the URL https://promo.freshdirect.com/RealMedia/ads/click_lx.ads/www.freshdirect.com/index.jsp/477614269/HFeatureTop/OasDefault/HPTop_Grilling_20150622/Grilling_generic_HPTopBar.jpg/3061333730343034353538386: 115%.

Scrap: All Prices

Principal website



Key Food:

Secondary website-> Dead end
Solution: Index url modified 90x ->
Beautiful Soup: 80%

C-Town:

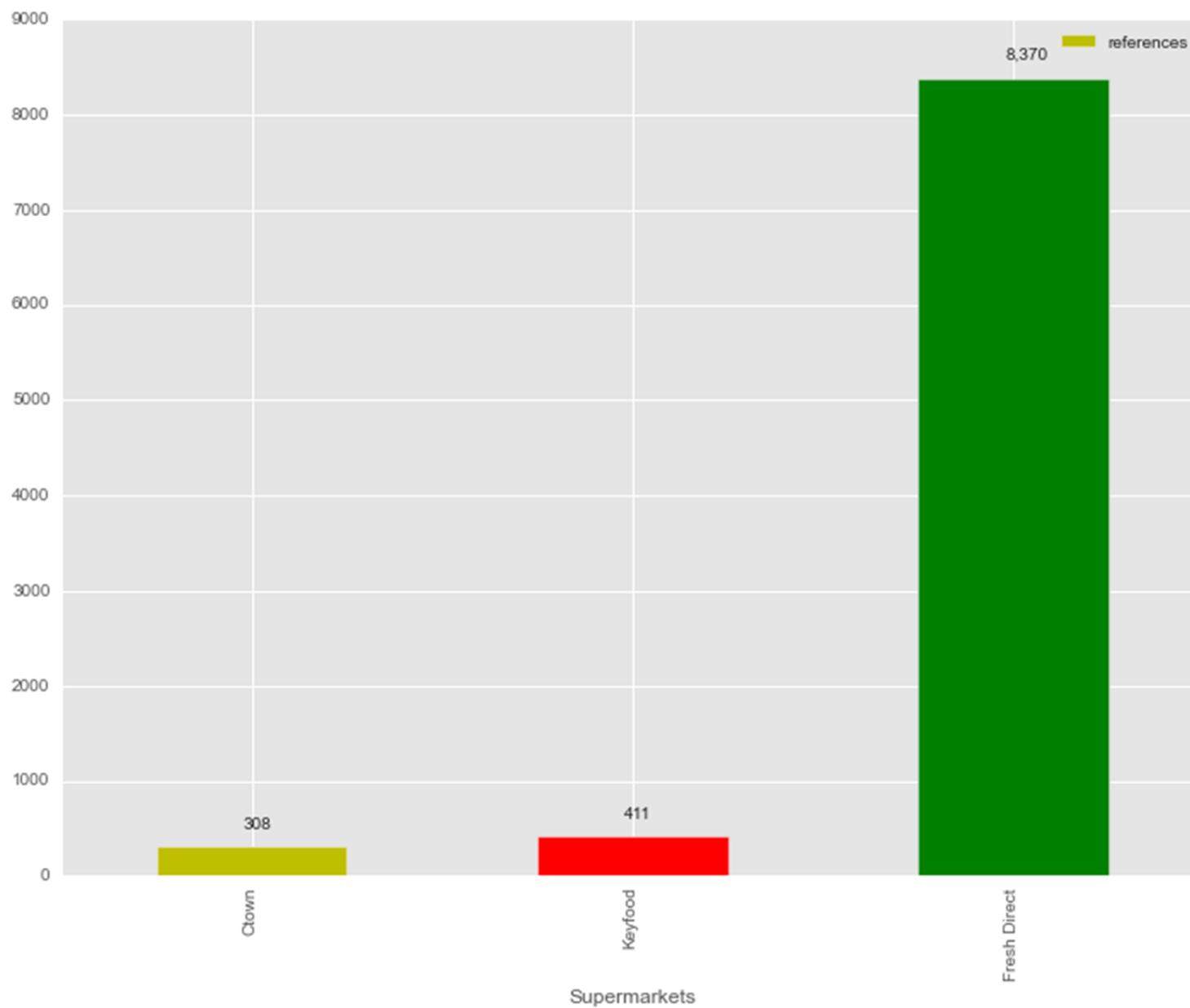
Solution: Secondary Index url
modified 4x ->
Embedded Java script ->
RegEx 99%

Fresh Direct

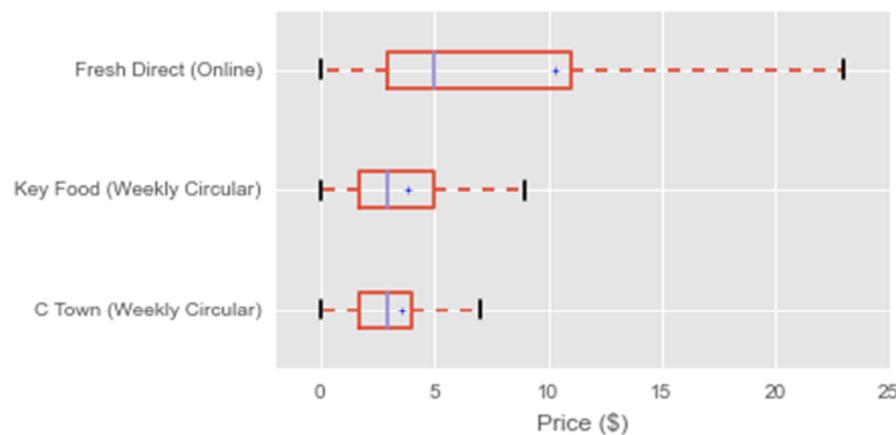
Solution: 400x index url modified
-> Beautiful Soup 50%

Regexr.com
is now my
best friend

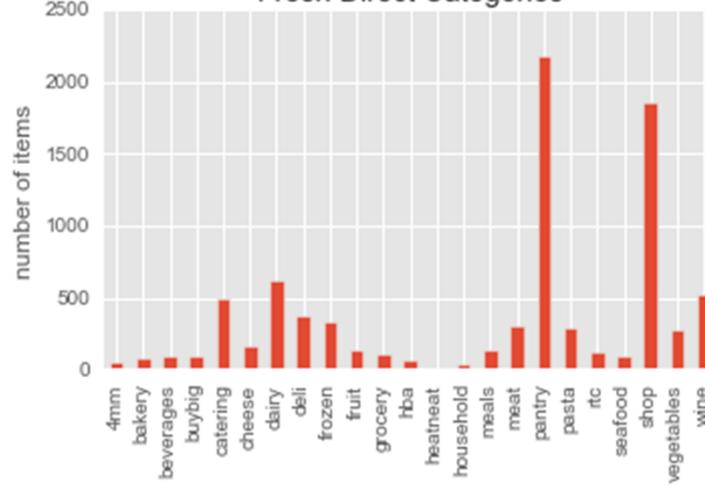
Numbers of product references
obtained by webscraping



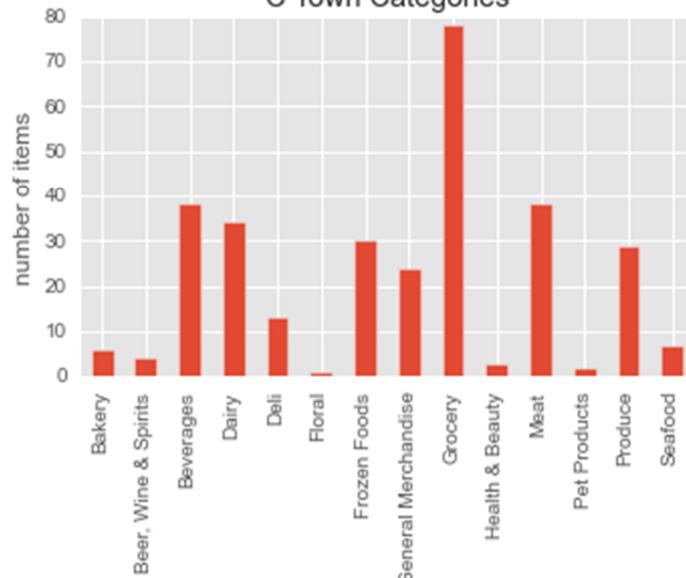
Grocery Supermarket Prices (week of June 23 2015)



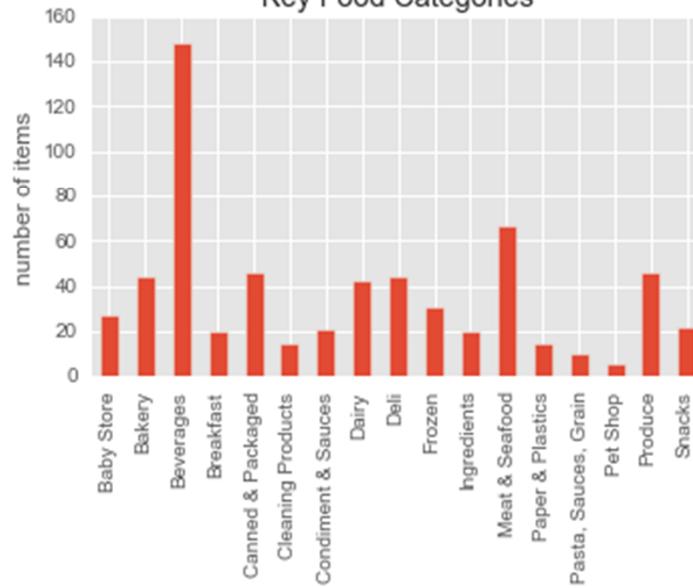
Fresh Direct Categories



C Town Categories



Key Food Categories



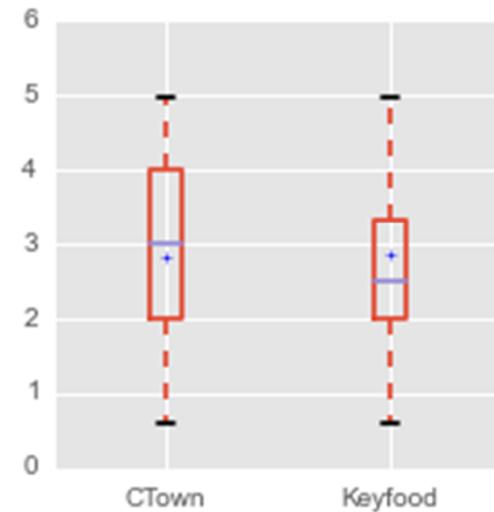
C Town vs Key Food Weekly Circular Prices:

17 exacts Matches

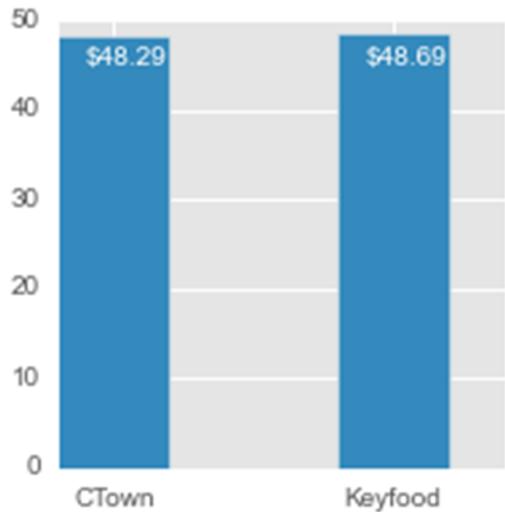
Match Categories



Avg, Median prices by Supermarket

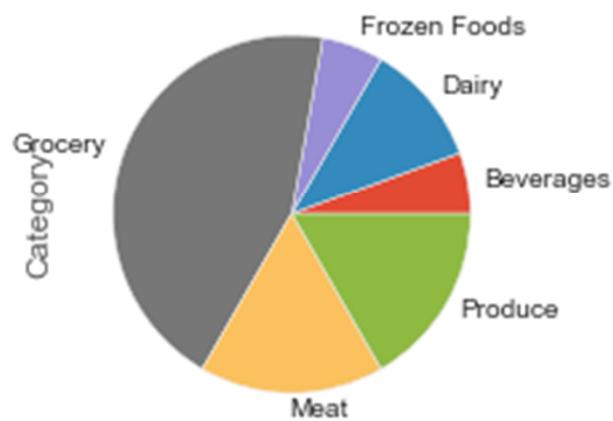


Basket Price by Supermarket

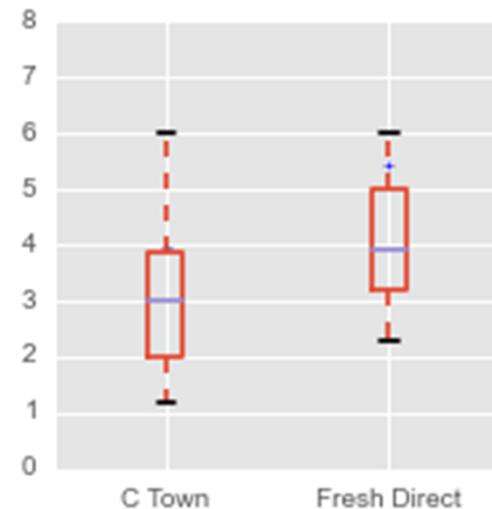


C Town Weekly Circular VS Fresh Direct Online Prices: 18 exacts Matches

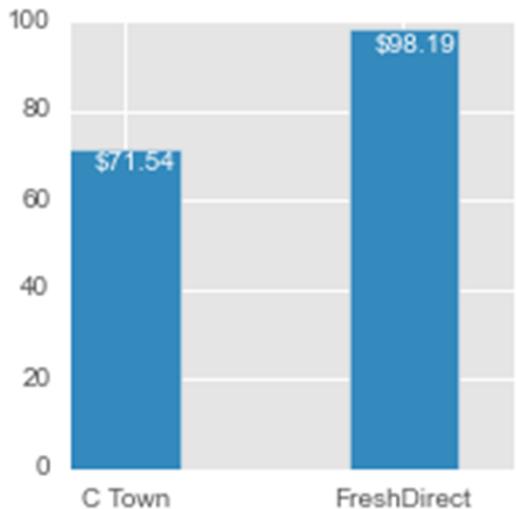
Match Categories



Avg, Median prices by Supermarket

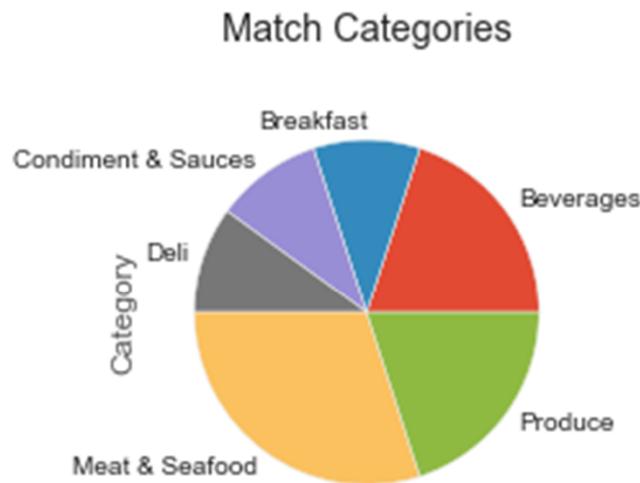


Basket Price by Supermarket



+38%

Key Food Weekly Circular VS Fresh Direct Online Prices: 10 exacts Matches



+46%

Observations :

- The Weekly Circular appears to show only a sample of the items on sale at a given time.
- The data raises the question about the margin on individual items by different franchises.



Brand:	Key Food	C Town	Fresh Direct	Fresh Direct	C Town
	Weekly Circular	Weekly Circular	(b/ Pack of 6)	(Unit)	(regular Price)
Prices:	\$2.99	\$3.49	\$3.84	\$4.29	\$4.59
% Diff.:	116.7%	128.4%	143.5%	153.5%	

Avg: \$4.06

Avg: \$4.04



Brand:	Key Food	C Town	Fresh Direct (b/ Pack of 6)	Key Food (regular Price)	Fresh Direct (Unit)	C Town (regular Price)
Prices:	NA!!	NA!!	\$5.33	\$5.69	\$5.99	\$5.99

Possible Projects on the follow:

- Discount variations by Zip Code
- Nutrition vs Price

The screenshot shows a product page for Tate's Chocolate Chip Cookies on the FreshDirect website. The top navigation bar includes links for Your Account, Reorder, Delivery Info, Help, and a shopping cart icon showing 0 items and \$0.00. The main menu categories are FRUIT, VEGETABLES, MEAT, SEAFOOD, DAIRY, DELI & CHEESE, KITCHEN, BAKERY & PASTRY, FLOWERS, GROCERY, FROZEN, PET, and WINES & SPIRITS. Below the menu are links for COUPONS, DEALS, PRESIDENT'S PICKS, TOP-RATED, IDEAS, LOCAL, GRILLING, and SUMMER'S BEST.

The breadcrumb navigation shows: Grocery > Pantry > Cookies, Cakes & Pastry > Cookies > Chocolate Chip.

The product page features a large image of the cookies, a price of \$5.49 with a "Save 10%" discount, and buttons for "add to cart" and "add to list". To the right, there is a "What? You'll Love This." section featuring Wild Organic Pudding and Kozy Shack Chocolate Pudding.

The central content area displays the product details:

Tate's Chocolate Chip Cookies

Nutrition Facts

Serv. Size 1 cookie (14g)
Servings approximately 14

Amount Per Serving	% Daily Value
Calories 80	Calories From Fat 35
Total Fat 4g	6%
Saturated Fat 2.5g	12%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 80mg	3%
Total Carbohydrate 8g	3%
Dietary Fiber 0g	0%
Sugars 6g	
Protein less than 1g	
Vitamin A **	Vitamin C **
Calcium **	Iron 2%

** Contains less than 2 percent of the Daily Value of these nutrients.

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Claims
• All Natural

Nutrition

Allergens
• May Contain Soy
• Manufactured in a facility that processes major allergens (peanut, tree nut, egg, milk, fish, shellfish, wheat, and crustacean shellfish).
• May Contain Wheat

Ingredients

Calories per gram: Fat 9 · Carbohydrate 4 · Protein 4

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