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## My approach

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The first goal was to analyze the reasons and the benefits that an e-commerce website can have from migrating their website to Shopify. I started with doing a research why a e-commerce website would want to migrate their website to shopify and I came up with these reasons.

- Better SEO ranking, easier SEO optimization
- Better scalability
- Better security
- More payment options
- Mobile friendliness

After this step, I began to do a research about how can i automize the process of measuring these indicators about a website. Here is the summary of the apis that helped me to analyze these metrics

- Lighthouse api - an open-source, automated tool for improving the quality of web pages. You can run it against any web page, public or requiring authentication. It has audits for performance, accessibility, progressive web apps, SEO, and more.
- Mozilla Observatory api - The Mozilla Observatory provides web applications assessments which help teach developers, system administrators, and security professionals how to configure their sites safely and securely.
- Locust api - Locust is an open source performance/load testing tool for HTTP and other protocols. Its developer-friendly approach lets you define your tests in regular Python code.

By analyzing these indicators a website, my aim was to automize making an tailored offer with Large Language models, focusing on the shortcomings of the website in based

For the comprehensive analysis of the e-commerce websites google's lighthouse api is used. Briefly explaining, lighthouse api is an open source api developed by google to analyze the performance of the website, such as performance score, seo score, accessibility. You can find more info about the api from this link: <https://developer.chrome.com/docs/lighthouse/overview/>.

I used lighthouse api on every website in the list and stored their lighthouse data both for mobile and desktop factors.

## The structure of final.csv

Domain name	Company name	Twitter	Facebook	lighthouse_metrics	contact_details	twitter_details	security
example.com	Example	example	example	{ 'mobile' :{ }, 'desktop' :{ } }	{ 'email' :{ } , 'phone': { } }	{'tweets': 763, 'following': 452, 'followers': 686, 'likes': 66, 'media': 0}	25