Abstract

The project aims to perform a comprehensive comparison of online prices for a specific product, investigating the pricing strategies and variations across multiple e-commerce platforms. In an increasingly digital-driven marketplace, consumers are presented with a multitude of choices when purchasing products online. Understanding the factors that influence price discrepancies can empower consumers to make more informed buying decisions

The project methodology includes data collection, analysis, and visualization. We will gather price data for the chosen product from various popular e-commerce websites, creating a dataset that captures pricing information, discounts, and other relevant factors.

Key objectives of the project include:

Price Variability Analysis: We will examine how prices for the same product fluctuate over time on different popular e-commerce websites and enhance the purchasability of the customers

Variation in Discounts : Investigate the prevalence and impact of discounts, and seasonal pricing strategies to identify when and where the best deals are typically available.

Consumer Decision-Making Insights: Investigate how online shoppers perceive pricing differences and how these differences influence their buying decisions.

The findings of this project will not only benefit consumers by providing insights into optimal purchasing strategies but will also offer valuable information to e-commerce businesses and policymakers. By understanding the online pricing landscape better, e-commerce platforms can optimize their pricing strategies, and policymakers can address potential issues related to price discrimination.

In summary, this project will provide a comprehensive analysis of online product pricing, shedding light on the factors that influence price variations, and delivering practical insights for both consumers and businesses operating in the digital marketplace.