Analytical report for AskmeOffers.com

# Summary:

This report will show you working report the auto coupon apply feature of AskmeOffers.com in the website <https://beardo.in/> and <https://kapiva.in/> . Report uses the **data mining process called web scraping** to pull the data from HTML and show the working coupons count.

# Data flow for “Beardo.com”

Looking at the time frame and limitation of data auto-coupon apply features apply total of 10 coupons. After web scraping below is the data that is extracted in table format. Product use for analysis [“Beardo Thug Life Perfume Combo”](https://beardo.in/products/beardo-thug-life-perfume-combo) .

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Coupons** | **Activated** | **Discount** | **Price** | **Discount %** |
| PVB20 | Yes | 199.8 | 999 | 20% |
| IDFCBD20 | Yes | 199.8 | 999 | 20% |
| BEARD020 | No | 0 | 999 | 0% |
| NTCZ22 | Yes | 219.78 | 999 | 22% |
| NTCK22 | Yes | 219.78 | 999 | 22% |
| NTADNF | No | 0 | 999 | 0% |
| NTFM22 | Yes | 219.78 | 999 | 22% |
| ZOPOYO22 | Yes | 219.78 | 999 | 22% |
| NTOT22 | Yes | 219.78 | 999 | 22% |
| JIOUSE | Yes | 299.7 | 999 | 30% |

While the coupon codes and discount are scraped, “Activated” and “Discount %” both are made manually using excel functionality. Discount ranges from 20 – 30% maxing up to Rs 299.70.

Below is the efficiency pie chart of the coupons:

# Data flow for “Kapiva.in”

Using the same concept as for “Beardo.com” below is the data extracted. Product used for analysis are [“Get Slim Juice”](https://kapiva.in/weight-loss/kapiva-get-slim-juice-1-l) and [“Tulsi Anti Hairfall Oil 200ML”](https://kapiva.in/hair/tulsi-anti-hair-fall-oil).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Coupons** | **Activated** | **Discount** | **Price** | **Discount %** |
| WELCOME10 | Yes | 100 | 1697 | 6% |
| KAPIND200 | Yes | 200 | 1697 | 12% |
| KAPAXB200 | Yes | 200 | 1697 | 12% |
| KGRAB20 | Yes | 100 | 1697 | 6% |
| CART15 | Yes | 100 | 1697 | 6% |
| DEAL10 | Yes | 100 | 1697 | 6% |
| LAUNCH10 | Yes | 156 | 1697 | 9% |
| CART10 | Yes | 75 | 1697 | 4% |
| KAPVSA200 | Yes | 200 | 1697 | 12% |
| FIRSTTIME | Yes | 156 | 1697 | 9% |

While the coupon codes and discount are scraped, “Activated” and “Discount %” both are made manually using excel functionality. Discount ranges from 4 – 12% maxing up to Rs 200.

Pie chart is not been added as all the coupons are working as intended.

# Enhancement Suggestions:

1. During web scraping I have also found some more coupons which can benefit users if added together. Below is the table of the coupons pulled from HTML.

|  |  |
| --- | --- |
| **Coupon\_code** | **requirement** |
| SMYTFREE | https://beardo.in//products/beardo-whisky-smoke-perfume-edp |
| FREEDARK | https://beardo.in//products/beardo-dark-side-perfume-for-men-edp |
| Honey30 | None |
| GP2800 | https://beardo.in//products/beardo-whisky-smoke-perfume-edp |
| GP2911 | https://beardo.in//products/beardo-whisky-smoke-single-malt-edp |
| Payday | https://beardo.in//products/beardo-mariner-perfume-edp |
| GP2910 | https://beardo.in//products/beardo-whisky-smoke-single-malt-edp |
| Gp2909 | https://beardo.in//products/beardo-whisky-smoke-single-malt-edp |
| GP29 | https://beardo.in//products/beardo-whisky-smoke-single-malt-edp |

[Hyperlink: Github.com](https://github.com/vsviraj/Data_analyst_portfolio/tree/main/Web%20scraping)

1. Implementation of above can be used for targeted promotions for specific user segments.
2. While the apply coupon works great with the Beardo.com and Kapiva.com it struggles with big fish like “Amazon.in”

# Data Analytics Skills:

If further given access to the company's database and API below mentioned can be applied as well:

1. Advanced statistical analysis techniques.
2. Machine learning algorithms for predictive modelling.
3. Data visualization tools to communicate insights effectively.
4. Adeptness in Python or SQL languages for data manipulation.
5. Experience with data mining and pattern recognition.

My experienced described in experienced titled “Ideal Space” can be used to setup the data cleaning process while my experienced titled “Cloud Project Dashboard” mentioned in my resume can be really helpful to show the insight.

Github link: <https://github.com/vsviraj/Data_analyst_portfolio/tree/main>

# Conclusion:

To achieve efficiency of 80% is remarkable achievement for all the team included.