

User Pain Points:

- Emerging Opportunities:** The rapid growth in mobile users and the surge in online shopping have created substantial business opportunities for centralized price comparison platforms. However, there is currently no such comprehensive platform available in the South African market, leaving a significant gap to be filled.
- Consumer Inconvenience:** Without a unified platform, shoppers must manually browse multiple websites, which is time-consuming and can lead to uninformed purchase decisions.
- Lack of Comprehensive Historical Data:** There is no single resource for tracking and analyzing historical pricing trends, limiting consumers’ ability to assess true value and timing for purchases.

Solution Contents	Descriptions
Database Design	<ul style="list-style-type: none"> Entity Relationship Diagram (ERD) for a price intelligent platform Data Definition Language(DDL) script for database creation Manual data retrieval from several platforms and inserted to database as a proof of concept
Local Market Research	<ul style="list-style-type: none"> Local Market Research on South African retailers with data source prioritization recommendations
Data Retrieval Guide	<ul style="list-style-type: none"> Data Retrieval Guide outlines the essential fields mapped from retailer websites to the project’s designated database.

Solution Results:

- Purpose-built database structure enables efficient data storage and seamless aggregation, supporting robust future data analysis.
- Recommended data sources, identified through focused market research, ensure reliable, comprehensive, and accessible information gathering.
- Clear data retrieval guide provides sustainable approach for data mapping between database and retailer platforms
- Automation-ready framework allows for scalable solutions and future operational efficiency.