IJARSCT



International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)

International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal

Volume 4, Issue 2, November 2024

A Study on Data Scraping of Cosmetic Products from E-Commerce Website

Nandini L¹ and Dr. Manjunath²

Student, Department of MBA¹ Assistant Professor, Department of MBA² RNS Institute of Technology, Bengaluru, Karnataka, India

Abstract: The popularity of cosmetic products has snowballed over the past few years. Hence, there have been many more brands and makeup products on the market, especially in the online market. To analyze the online marketing trends in the Indian cosmetic industry, we have used some of the most popular Indian websites like Amazon, Flipkart, Ulta and Sephora to scrape the product data. This dataset also contains the ingredients of these products, which can be further analyzed..

Keywords: Data mining, scraping, cosmetic products, websites, market trends, Consumer preferences, customer satisfaction

