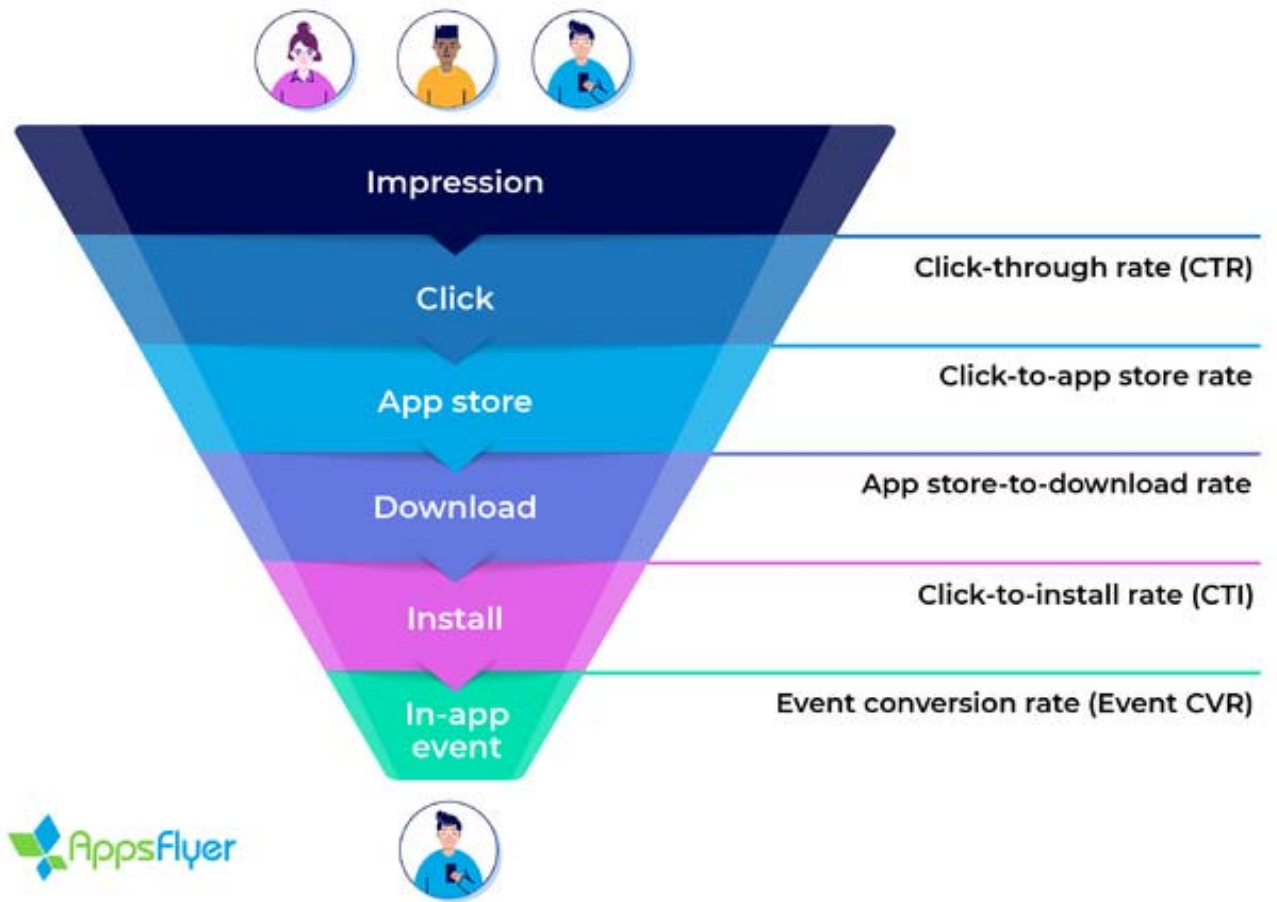
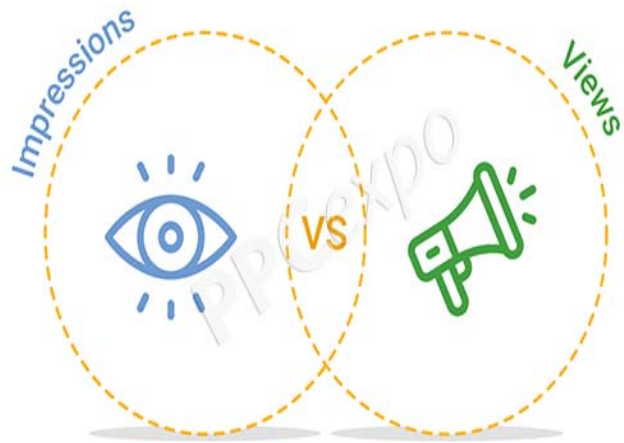


Web Analytics







What it looks like: Viewable Ad Impression

Ads are sometimes only paid for when they count as being viewed. This means they have to be at least half on a screen for one second or longer. For video ads it is two seconds or longer for.

All three ads on this screen will count as viewable if they stay on screen for more than 1 second.



Only the top ad counts as viewable (if seen for at least one second) unless the user scrolls down.

Used For: CPvM (or vCPM) advertising. Also increases the value of Above the Fold ads, and helps stop ad fraud.

theonlineadvertisingguide.com

**TO
AG**

Warm

Warm

COLD

NAVIGATION BAR

Hot!

Hot!

Warm

Hot!

HOT!

PRIMARY CONTENT

Warm

Warm

Warm

Hot!

COLD

PAGE FOOTER

COLD



Heat Maps for Your Website and Email Campaigns

View [Recording](#) and [Slides](#)



Web Images Groups News

0% 50% 100%

Advanced Search Experiences

Web

Results 1 - 10 of about 676,000 for "digital camera" cheapest (0.36 seconds)

Sponsored Link

here. Items include: First-class, tax, shipping, store ratings and product reviews.

Technical ... cheap digital camera review cheap ...
... Buy cheap ... See Mini Digital Camera for \$19.99. Available \$10 off. First \$150 off ...
www.techbargain.com

Vivitar Digital Camera - UK ... digital cameras
... cameras uk ... digital camera ... discount digital cameras ... digital cameras ...
... cheapest ... digital camera ... cheapest ... wvcam ...
... digital camera ... and ... Feb 15, 2005 ...
... pages

Yakumo Digital Camera - Cheapest digital cameras
... panasonic ... memory card ... cheapest panasonic fz20 cameras ... yakumo ...
... camera ... yakumo uk ... cheapest sd memory ...
... digital cameras ... 124901 ... yakumo.html - 34k - Feb 16, 2005 ...
... pages
[More results from digitalcamera.com]

Best Deals on Digital Cameras and Accessories ... Cameras
... Personal retail service combined with discount prices on all photographic & digital camera
equipment. Our prices are among the cheapest that you will find on ...
www.bestdealscameras.co.uk - 34k - Feb 15, 2005 ...
... pages

Cheapest Digital Cameras and the Best Fuji S3
... and
www.jet-web.co.uk/cheapestdigitalcameras.htm - 16k - Cached - Similar pages

Cheapest colour LCD digital camera ... bigchina.com
... Cheapest colour LCD digital camera ... Product Description, Cheapest digital camera
...
www.bigchina.com/bcpa4.html/1243997.htm - 1k - Cached - Similar pages

Dealst - Cheapest computer and best digital cameras deals
... Deals List: Canon PowerShot SD110 digital camera - Canon PIXMA iP3000 Photo
... Deals List: Nikon Coolpix 5400 5.1 MP Digital Camera w/ 4x Optical Zoom ...
www.dealst.com/ - 101k - Cached - Similar pages

Cheapest digital camera ... InfoJour search
... Cheapest digital camera search results for "Cheapest digital camera" 1. Buy cheap
... from Dell ... 10. Cheap digital camera - compare prices ...

Sponsored Links

Cameras in Stock
Find the best prices and deals.
www.Cameras.com

Cheaper Prices at Calibex
Find the best prices and deals.
Compare products, shops and reviews
www.Calibex.com

Digital Cameras - Save
Save on Cameras, Accessories & More
Find the Lowest Price - Smarter.com
www.smarter.com

Free Digital Cameras
Canon, Kodak, Nikon cameras free!
Free w/ offer signup. 18+ only.
www.freegiftworld.com

Digital Cameras
Compare Prices on Digital Cameras
Read Reviews & Shop at Pricegrabber
www.pricegrabber.com

Factory Refurbished Cameras -
Direct From Kodak, Nikon, HP & More
www.refurbdepot.com

Digital Camera Reviews
Unbiased pro and owner reviews plus
100s of merchant quotes on cameras!
www.digitalcamera-hq.com

Casio Digital Camera
Find a Great Deal - Compare Prices
& Read Reviews from 100s of Stores
www.ShopCartUSA.com

More Sponsored Links >

All Main Shop

Search

10 counts

- Home
- Toys
- Kidswear & Nursery
- Kids' Sports
- Technology
- Outdoor
- Entertainment Shop
- Party & Pic n' Mix Shop

Toys

What's Hot
New In
Latest Offers

- Top 10 Toys (10)
- Top 10 Big Toys (10)
- Top 10 Party Toys (10)
- Top 10 Party Games (10)
- Back to School (15)

Shop by Product

- Playsets (107)
- Toys For Toddlers (381)
- Toys For Girls (195)

Shop by Age

- Toys For Boys (167)
- Electronic Toys (56)
- Toys For the Family (131)

Shop by Category

- Parade Instruments (34)
- Kids Gifts (54)
- Musical Toys (20)
- Outdoor Toys (217)

Shop by Activity

- Science & Construction (8)
- Board Games Tables (31)

Shop by Brand

- LEGO (1)
- LEGO Friends (1)
- LEGO Technic (1)
- LEGO Star Wars (1)
- LEGO Mindstorms (1)
- LEGO Mindstorms NXT (1)
- LEGO Mindstorms NXT 2.0 (1)
- LEGO Mindstorms NXT 3.0 (1)
- LEGO Mindstorms NXT 4.0 (1)
- LEGO Mindstorms NXT 5.0 (1)
- LEGO Mindstorms NXT 6.0 (1)
- LEGO Mindstorms NXT 7.0 (1)
- LEGO Mindstorms NXT 8.0 (1)
- LEGO Mindstorms NXT 9.0 (1)
- LEGO Mindstorms NXT 10.0 (1)
- LEGO Mindstorms NXT 11.0 (1)
- LEGO Mindstorms NXT 12.0 (1)
- LEGO Mindstorms NXT 13.0 (1)
- LEGO Mindstorms NXT 14.0 (1)
- LEGO Mindstorms NXT 15.0 (1)
- LEGO Mindstorms NXT 16.0 (1)
- LEGO Mindstorms NXT 17.0 (1)
- LEGO Mindstorms NXT 18.0 (1)
- LEGO Mindstorms NXT 19.0 (1)
- LEGO Mindstorms NXT 20.0 (1)
- LEGO Mindstorms NXT 21.0 (1)
- LEGO Mindstorms NXT 22.0 (1)
- LEGO Mindstorms NXT 23.0 (1)
- LEGO Mindstorms NXT 24.0 (1)
- LEGO Mindstorms NXT 25.0 (1)
- LEGO Mindstorms NXT 26.0 (1)
- LEGO Mindstorms NXT 27.0 (1)
- LEGO Mindstorms NXT 28.0 (1)
- LEGO Mindstorms NXT 29.0 (1)
- LEGO Mindstorms NXT 30.0 (1)
- LEGO Mindstorms NXT 31.0 (1)
- LEGO Mindstorms NXT 32.0 (1)
- LEGO Mindstorms NXT 33.0 (1)
- LEGO Mindstorms NXT 34.0 (1)
- LEGO Mindstorms NXT 35.0 (1)
- LEGO Mindstorms NXT 36.0 (1)
- LEGO Mindstorms NXT 37.0 (1)
- LEGO Mindstorms NXT 38.0 (1)
- LEGO Mindstorms NXT 39.0 (1)
- LEGO Mindstorms NXT 40.0 (1)
- LEGO Mindstorms NXT 41.0 (1)
- LEGO Mindstorms NXT 42.0 (1)
- LEGO Mindstorms NXT 43.0 (1)
- LEGO Mindstorms NXT 44.0 (1)
- LEGO Mindstorms NXT 45.0 (1)
- LEGO Mindstorms NXT 46.0 (1)
- LEGO Mindstorms NXT 47.0 (1)
- LEGO Mindstorms NXT 48.0 (1)
- LEGO Mindstorms NXT 49.0 (1)
- LEGO Mindstorms NXT 50.0 (1)
- LEGO Mindstorms NXT 51.0 (1)
- LEGO Mindstorms NXT 52.0 (1)
- LEGO Mindstorms NXT 53.0 (1)
- LEGO Mindstorms NXT 54.0 (1)
- LEGO Mindstorms NXT 55.0 (1)
- LEGO Mindstorms NXT 56.0 (1)
- LEGO Mindstorms NXT 57.0 (1)
- LEGO Mindstorms NXT 58.0 (1)
- LEGO Mindstorms NXT 59.0 (1)
- LEGO Mindstorms NXT 60.0 (1)
- LEGO Mindstorms NXT 61.0 (1)
- LEGO Mindstorms NXT 62.0 (1)
- LEGO Mindstorms NXT 63.0 (1)
- LEGO Mindstorms NXT 64.0 (1)
- LEGO Mindstorms NXT 65.0 (1)
- LEGO Mindstorms NXT 66.0 (1)
- LEGO Mindstorms NXT 67.0 (1)
- LEGO Mindstorms NXT 68.0 (1)
- LEGO Mindstorms NXT 69.0 (1)
- LEGO Mindstorms NXT 70.0 (1)
- LEGO Mindstorms NXT 71.0 (1)
- LEGO Mindstorms NXT 72.0 (1)
- LEGO Mindstorms NXT 73.0 (1)
- LEGO Mindstorms NXT 74.0 (1)
- LEGO Mindstorms NXT 75.0 (1)
- LEGO Mindstorms NXT 76.0 (1)
- LEGO Mindstorms NXT 77.0 (1)
- LEGO Mindstorms NXT 78.0 (1)
- LEGO Mindstorms NXT 79.0 (1)
- LEGO Mindstorms NXT 80.0 (1)
- LEGO Mindstorms NXT 81.0 (1)
- LEGO Mindstorms NXT 82.0 (1)
- LEGO Mindstorms NXT 83.0 (1)
- LEGO Mindstorms NXT 84.0 (1)
- LEGO Mindstorms NXT 85.0 (1)
- LEGO Mindstorms NXT 86.0 (1)
- LEGO Mindstorms NXT 87.0 (1)
- LEGO Mindstorms NXT 88.0 (1)
- LEGO Mindstorms NXT 89.0 (1)
- LEGO Mindstorms NXT 90.0 (1)
- LEGO Mindstorms NXT 91.0 (1)
- LEGO Mindstorms NXT 92.0 (1)
- LEGO Mindstorms NXT 93.0 (1)
- LEGO Mindstorms NXT 94.0 (1)
- LEGO Mindstorms NXT 95.0 (1)
- LEGO Mindstorms NXT 96.0 (1)
- LEGO Mindstorms NXT 97.0 (1)
- LEGO Mindstorms NXT 98.0 (1)
- LEGO Mindstorms NXT 99.0 (1)
- LEGO Mindstorms NXT 100.0 (1)

Shop by Brand

- LEGO (1)
- LEGO Friends (1)
- LEGO Technic (1)
- LEGO Star Wars (1)
- LEGO Mindstorms (1)
- LEGO Mindstorms NXT (1)
- LEGO Mindstorms NXT 2.0 (1)
- LEGO Mindstorms NXT 3.0 (1)
- LEGO Mindstorms NXT 4.0 (1)
- LEGO Mindstorms NXT 5.0 (1)
- LEGO Mindstorms NXT 6.0 (1)
- LEGO Mindstorms NXT 7.0 (1)
- LEGO Mindstorms NXT 8.0 (1)
- LEGO Mindstorms NXT 9.0 (1)
- LEGO Mindstorms NXT 10.0 (1)
- LEGO Mindstorms NXT 11.0 (1)
- LEGO Mindstorms NXT 12.0 (1)
- LEGO Mindstorms NXT 13.0 (1)
- LEGO Mindstorms NXT 14.0 (1)
- LEGO Mindstorms NXT 15.0 (1)
- LEGO Mindstorms NXT 16.0 (1)
- LEGO Mindstorms NXT 17.0 (1)
- LEGO Mindstorms NXT 18.0 (1)
- LEGO Mindstorms NXT 19.0 (1)
- LEGO Mindstorms NXT 20.0 (1)
- LEGO Mindstorms NXT 21.0 (1)
- LEGO Mindstorms NXT 22.0 (1)
- LEGO Mindstorms NXT 23.0 (1)
- LEGO Mindstorms NXT 24.0 (1)
- LEGO Mindstorms NXT 25.0 (1)
- LEGO Mindstorms NXT 26.0 (1)
- LEGO Mindstorms NXT 27.0 (1)
- LEGO Mindstorms NXT 28.0 (1)
- LEGO Mindstorms NXT 29.0 (1)
- LEGO Mindstorms NXT 30.0 (1)
- LEGO Mindstorms NXT 31.0 (1)
- LEGO Mindstorms NXT 32.0 (1)
- LEGO Mindstorms NXT 33.0 (1)
- LEGO Mindstorms NXT 34.0 (1)
- LEGO Mindstorms NXT 35.0 (1)
- LEGO Mindstorms NXT 36.0 (1)
- LEGO Mindstorms NXT 37.0 (1)
- LEGO Mindstorms NXT 38.0 (1)
- LEGO Mindstorms NXT 39.0 (1)
- LEGO Mindstorms NXT 40.0 (1)
- LEGO Mindstorms NXT 41.0 (1)
- LEGO Mindstorms NXT 42.0 (1)
- LEGO Mindstorms NXT 43.0 (1)
- LEGO Mindstorms NXT 44.0 (1)
- LEGO Mindstorms NXT 45.0 (1)
- LEGO Mindstorms NXT 46.0 (1)
- LEGO Mindstorms NXT 47.0 (1)
- LEGO Mindstorms NXT 48.0 (1)
- LEGO Mindstorms NXT 49.0 (1)
- LEGO Mindstorms NXT 50.0 (1)
- LEGO Mindstorms NXT 51.0 (1)
- LEGO Mindstorms NXT 52.0 (1)
- LEGO Mindstorms NXT 53.0 (1)
- LEGO Mindstorms NXT 54.0 (1)
- LEGO Mindstorms NXT 55.0 (1)
- LEGO Mindstorms NXT 56.0 (1)
- LEGO Mindstorms NXT 57.0 (1)
- LEGO Mindstorms NXT 58.0 (1)
- LEGO Mindstorms NXT 59.0 (1)
- LEGO Mindstorms NXT 60.0 (1)
- LEGO Mindstorms NXT 61.0 (1)
- LEGO Mindstorms NXT 62.0 (1)
- LEGO Mindstorms NXT 63.0 (1)
- LEGO Mindstorms NXT 64.0 (1)
- LEGO Mindstorms NXT 65.0 (1)
- LEGO Mindstorms NXT 66.0 (1)
- LEGO Mindstorms NXT 67.0 (1)
- LEGO Mindstorms NXT 68.0 (1)
- LEGO Mindstorms NXT 69.0 (1)
- LEGO Mindstorms NXT 70.0 (1)
- LEGO Mindstorms NXT 71.0 (1)
- LEGO Mindstorms NXT 72.0 (1)
- LEGO Mindstorms NXT 73.0 (1)
- LEGO Mindstorms NXT 74.0 (1)
- LEGO Mindstorms NXT 75.0 (1)
- LEGO Mindstorms NXT 76.0 (1)
- LEGO Mindstorms NXT 77.0 (1)
- LEGO Mindstorms NXT 78.0 (1)
- LEGO Mindstorms NXT 79.0 (1)
- LEGO Mindstorms NXT 80.0 (1)
- LEGO Mindstorms NXT 81.0 (1)
- LEGO Mindstorms NXT 82.0 (1)
- LEGO Mindstorms NXT 83.0 (1)
- LEGO Mindstorms NXT 84.0 (1)
- LEGO Mindstorms NXT 85.0 (1)
- LEGO Mindstorms NXT 86.0 (1)
- LEGO Mindstorms NXT 87.0 (1)
- LEGO Mindstorms NXT 88.0 (1)
- LEGO Mindstorms NXT 89.0 (1)
- LEGO Mindstorms NXT 90.0 (1)
- LEGO Mindstorms NXT 91.0 (1)
- LEGO Mindstorms NXT 92.0 (1)
- LEGO Mindstorms NXT 93.0 (1)
- LEGO Mindstorms NXT 94.0 (1)
- LEGO Mindstorms NXT 95.0 (1)
- LEGO Mindstorms NXT 96.0 (1)
- LEGO Mindstorms NXT 97.0 (1)
- LEGO Mindstorms NXT 98.0 (1)
- LEGO Mindstorms NXT 99.0 (1)
- LEGO Mindstorms NXT 100.0 (1)

+ More Shop by Brand

UP TO 5% off
a stonking family bank holiday*
*sunshine not included



Was £95 Now £89

Was £13 Now £10

BUY NOW

This way to our toys & cycle deals ▶

Get on your bike
OVER 25% off



BUY NOW

Click now

Toys for Girls
OVER 25% off



BUY NOW

Click now

BUY NOW



Was £33 Now £24

BUY NOW



Was £300 Now £150

BUY NOW



Was £23 Now £19

Toys for Boys
OVER 15% off



BUY NOW

Click now



Shopping from Canada? Visit [amazon.ca](#) [Shop now](#)
 Magasinez-vous depuis le Canada? Visitez [amazon.ca](#) [Shop now](#)

Instant Video | MP3 Store | Cloud Player | Kindle | Cloud Drive | Appstore for Android | Game & Software Downloads | Audible Audiobooks

Kindle
 The Best Selling e-Reader in the World

Order now:
\$139 Wi-Fi | **\$189** Free 3G+Wi-Fi

Textbooks | Clothing Trends | Amazon Prime | Subscribe & Save

THE AMAZON CLOTHING STORE

EXCHANGE

Go from appropriate to night-out chic in these [Shop Dresses](#)

New in Camera & Photo [Shop now](#)

The Citi® Dividend Card.
 Earn 5% cash back on airline, hotel and car rental purchases.

[Learn More](#)

Advertiser

New from Kodak

Check out Kodak's new lineup of digital cameras and printers.

[Learn more](#)



mouseflow

luckyorange



SumoMe



crazyegg

Clicktale

hotjar

User Heat



SessionCam

ptengine

inspectlet

seevolution



GEMINIUS
HEAT MAP

heatmap



CLICKY
WEB ANALYTICS

Hotjar Examples

- <https://www.hotjar.com/heatmaps/examples/>



Bounce Rate Formula

Calculate how many of your site's visitors left without doing anything.

$$\text{Bounce Rate} = \left(\frac{\text{Total Visitors To A Webpage Who Left Without Any Interactions}}{\text{Total Visitors To A Webpage}} \right) \times 100$$

**Bounce Rate is expressed as a percentage, so for easy of use x 100 is added to the above equation.*

What does it mean?

Total Visitors To A Webpage Who Left Without Any Interactions: The number of people who went to a webpage, but did not click on anything at all within it, or go to any other pages on the site.

Total Visitors To A Webpage: The total number of visitors to a webpage.

Bounce

Visitor enter your site



Visitor leaves from the same page, without going anywhere else on site. This is called a bounce and will increase overall bounce rate.

Bounce Rate

$$R_b = \frac{T_v}{T_e}$$

R_b = Bounce Rate

T_v = Total one-page visits

T_e = Total entrance visits

Exit Rate

$$R_e = \frac{T_{\text{exits}}}{T_{\text{views}}}$$

R_e = Exit Rate

T_{exits} = Total exits from page

T_{views} = Total visits to page

Bounce

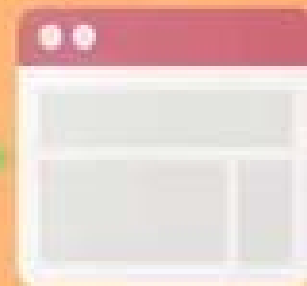
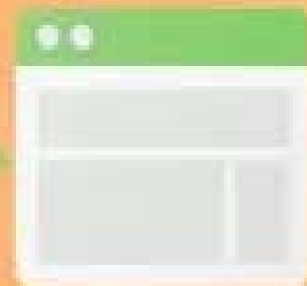
Visitor enter your site



Visitor leaves from the same page, without going anywhere else on site. This is called a bounce and will increase overall bounce rate.

Exit

Visitor enter your site...



...goes to another page on your site...

...and another page on your site...

...then leaves. Last page is considered exit page and this visit will be used to determine Exit Percentage.

Important Links

- Google Analytics Demo Account:
<https://support.google.com/analytics/answer/6367342?hl=en>
- Disconnect Browser Extension:
<https://disconnect.me/disconnect>

WHO KNOWS BEST ABOUT YOU?

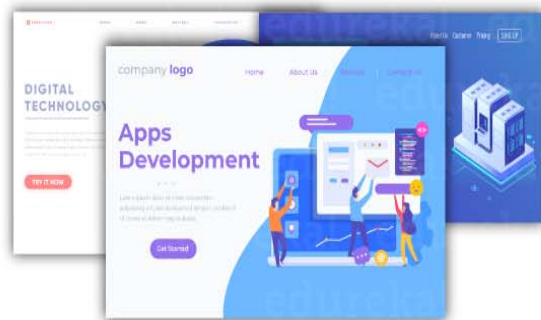
- <https://tinyurl.com/GoogleMyActivities>

Web Scraping and Mining



What is Web Scraping?

- ❑ Web scraping is an automated method used to extract large amounts of data from websites.
- ❑ The data on the websites are unstructured.
 - Web scraping helps collect these unstructured data and store it in a structured form.



Webpages



Web Scraping



Structured Data

How to get those data?



Ctrl+C

Ctrl+V



most commonly used approach

**no need to know programming
language**

free

 **cons**

cost much time (if needs much data)

work itself is tedious

extremely error-prone



cons

cost much time (if needs much data)

work itself is tedious

extremely error-prone

Web Scraping Applications

- ❑ **Price Comparison:** Many services use web scraping to collect data from online shopping websites and use it to compare the prices of products.
- ❑ **Brand Monitoring and Competition Analysis:** Web Scraping is used to get customer feedback regarding a particular service or product so as to understand how a customer feels regarding that particular thing. It is also used to extract competitor data in a structural, usable format.
- ❑ **Email address gathering:** Many companies that use email as a medium for marketing, use web scraping to collect email ID and then send bulk emails.
- ❑ **Social Media Scraping:** Web scraping is used to collect data from Social Media websites such as Twitter, Facebook to find out what's trending.
- ❑ **Research and Development:** Web scraping is used to collect a large set of data (Statistics, General Information, Temperature, etc.) from websites, which are analyzed and used to carry out Surveys or for R&D.

Techniques of Web Scraping

- ❑ **Manual Extraction Techniques:** Manually copy-pasting the site content comes under this technique. Though tedious, time taking and repetitive it is an effective way to scrap data from the sites having good anti-scraping measures like bot detection.
- ❑ **Automated Extraction Techniques:** Web scraping software is used to automatically extract data from sites based on user requirement.
 - **HTML Parsing:**
 - ❑ Parsing means to make something understandable to be analyzing it part by part.
 - ❑ HTML parsing means taking in the code and extracting relevant information from it based on the user requirement.
 - ❑ Mainly executed using JavaScript, the target as the name suggests are HTML pages.
 - **DOM Parsing:** The Document Object Model is the official recommendation of the World Wide Web Consortium. It defines an interface that enables a user to modify and update the style, structure, and content of the XML document.
 - **Web Scraping Software:** Nowadays, many web scraping tools are available or are custom build on users need to extract required desiring information from millions of websites.

Tools for Web Scraping

- Web Scraping tools are specifically developed for extracting data from the internet.
- Some of the most popular Web Scraping tools are:
 - WebScraping.io
 - Octoparse
 - Import.io
 - Webhose.io
 - Dexi.io
 - Scrapinghub
 - Parsehub

Python Libraries used for Web Scraping

- Python has various applications and there are different libraries for different purposes
 - **BeautifulSoup:** BeautifulSoup is a Python package for parsing HTML and XML documents. It creates parse trees that is helpful to extract the data easily.
 - **Selenium:** Selenium is a web testing library. It is used to automate browser activities.
 - **Pandas:** Pandas is a library used for data manipulation and analysis. It is used to extract the data and store it in the desired format.

Web Scrapping – Legal or Illegal?

- ❑ The legalization of web scraping is a sensitive topic, depending on how it is used
- ❑ On one hand, web scraping with good bot enables search engines to index web content, price comparison services to save customer money and value
- ❑ But web scraping can be re-targeted to meet more malicious and abusive ends. Web scraping can be aligned with other forms of malicious automation, named “*bad bots*”, which enable other harmful activities like *denial of service attacks*, *competitive data mining*, *account hijacking*, *data theft* etc.
- ❑ Legality of Web Scrapping is a grey area that tends to develop as time goes on



Challenges to Web Scraping

- ❑ **Data Warehousing:** Data extraction at a scale will generate a large amount of information to be stored. If the data warehousing infrastructure is not properly built then the searching, storing and exporting of this data will become a cumbersome task. Hence, for large-scale data extraction, there needs to be a perfect data warehousing system without any flaws and faults.
- ❑ **Website Structure Changes:** Every website periodically updates its user interface to improve its attractiveness and experience. This requires various structural changes too. Since the web scrapers are set up according to the code elements of the website at that time, they require changes too.
- ❑ **Anti-Scraping Technologies:** Some websites use anti-scraping technologies that thwart away any scraping attempt. They apply a dynamic coding algorithm to prevent any bot intervention and use the IP blocking mechanism. It requires a lot of time and money to work around such anti-scraping technologies.
- ❑ **Quality of Data Extracted:** Records that do not meet the quality of information required will affect the overall integrity of the data. Making sure that the Data Scraped meets the quality guidelines is a difficult task as it needs to be done in real-time.

Hand-on Session

- Using Python's BeautifulSoup
- Using 'Web Scraper' tool

Using Python: BeautifulSoup package

- Step#1:
 - From command prompt:
 - pip install requests
 - pip install html5lib
 - pip install bs4

- Step#2: Import libraries
- Step#3: Extraction HTML file using request method
- Step#4: Prettify using BeautifulSoup
- Step#5: Extract relevant data from the HTML
- Step#6: Save the data using Pandas library

Example: Amazon's Product review

Using 'Web Scraper'

Source: <https://webscraper.io/>

- ❑ Step#1: Add WebScraper extension to browser
- ❑ Step#2: Create sitemap
- ❑ Step#3: Check selector graph
- ❑ Step#4: Scrape the data

- Example:**
1. Scraping data from webscraper test website
 2. Scraping data from Amazon.in
 - Phone name, price and images
 - Product review

References

- <https://www.edureka.co/blog>
- <https://www.geeksforgeeks.org/>
- <https://webscraper.io/>