Development of a Marketing Price Crawler

What We Do

Die Marketing Idee is transforming the future of B2B marketing. Our AI-powered software enables industrial SMEs to execute smart marketing by calculating and implementing optimal strategies using data-driven methods with minimal resource investment.

Objective of the Project

The objective of the project is to develop a robust price crawler that can extract, parse, clean, and store pricing information for marketing content and channels from various target websites. The goal is to create a reliable system that automates the collection of this data, ensuring it is accurately stored in a database for further analysis and use in marketing strategies.

Tasks

1. Setup development environment and configure database and storage
2. Identify target websites and analyze their structures
3. Develop initial crawling scripts and implement parsing and cleaning
4. Handle Dynamic Content and Proxy Management and implement data storage functions

Requirements

Programming Language: Python (with libraries like Scrapy, Selenium)
Data Storage: SQL for storing crawled data or Excel
Data Parsing/XML data: Parsing HTML/XML data

Our team offers you continuous support where it is needed!

Framework Conditions

Earliest starting date is the 01.10.24 and the project study lasts for 3 months. It can be held on site at our office in Garching or remote.

Interested?
Then contact our Co-Founder Niklas
niklas.loeckel
@diele-marketing-idee.de