

# BUSINESS ANALYTICS:

## DATA ANALYSIS AND STORYTELLING FOR BUSINESS



### DATA SCRAPING EXERCISE

(Taken from the ["Business Analytics" courseware](#) by Brennan Davis)

This exercise helps students learn how to scrape and extract data from the web, and then turn the data into meaningful insights.

This exercise utilizes Parsehub, an easy-to-use data scraping tool that's extremely useful for consultants, developers, and businesses. The program provides for website data extraction and saves users time that would be spent on copying, pasting, and coding.

#### Key Points About Parsehub

- 1 Uses visuals
- 2 Is cloud based
- 3 Provides a data storage space on its server
- 4 Loads with Javascript and AJAX
- 5 Writes code
- 6 Is known for its scalability: users can have millions of data points within minutes
- 7 Is free and only takes minutes to download
- 8 Works on both Mac and Windows computers

#### Instructions

- 1 Create a project by going to [www.parsehub.com](http://www.parsehub.com).
- 2 Extract text from a web page. (Note: Parsehub gives steps based on the suggested text. You can assign students to the same website or allow them to pick any website.)
- 3 Extract data from many pages (pagination).
- 4 Run the project and run Excel and JSON data.
- 5 Use Excel to see the data so you can organize and make sense of it.
- 6 Once the data is in Excel, use R to analyze the data. You can run a regression on different social data based on a business outcome variable. For example: Did a certain social post affect total sales this month?