

Monthly Newsletter

Empowering you with information that matters

December 2024



Knowledge Byte

Robotic Process Automation for Web Scraping

Web scrapping with RPA tools utilises bots to extract data from websites. Web scrapping can be used for a variety of purposes, including comeptitor analysis, lead generation, market research and a lot more. It is extensively used by industries across e-commerce, manufacturing, import-export based companies and others.

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SCAN ME

KEY PROJECT

An FMCG manufacturing and retailing company is struggling to set prices for its various SKUs on e-commerce and quick commerce platforms. Due to the rapidly changing landscape, a lot of time and resources are being consumed in browsing through these platforms for prices and stock visibilty across multiple pincodes.

Intervention

- An **RPA bot** was created through Power Automate Desktop
- This bot reads the required data from e-commerce platforms and populates an excel spreadsheet in a jiffy.

Outcome

Reduced the browsing time from 25 hours to less than 1 hour with 100% data accuracy.



13th January to 26th February 2025
Visit www.kumbh.gov.in

Are you participating?

It's India's biggest religious festival and is not only a significant spiritual event but also a major economic opportunity. With an expected attendance of nearly 40 crore pilgrims, Indian companies are likely to invest around ₹3,000 crore in branding and marketing during the 45-day festival, recognizing the vast potential for consumer engagement.

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