



TATA 1mg Homeopathic

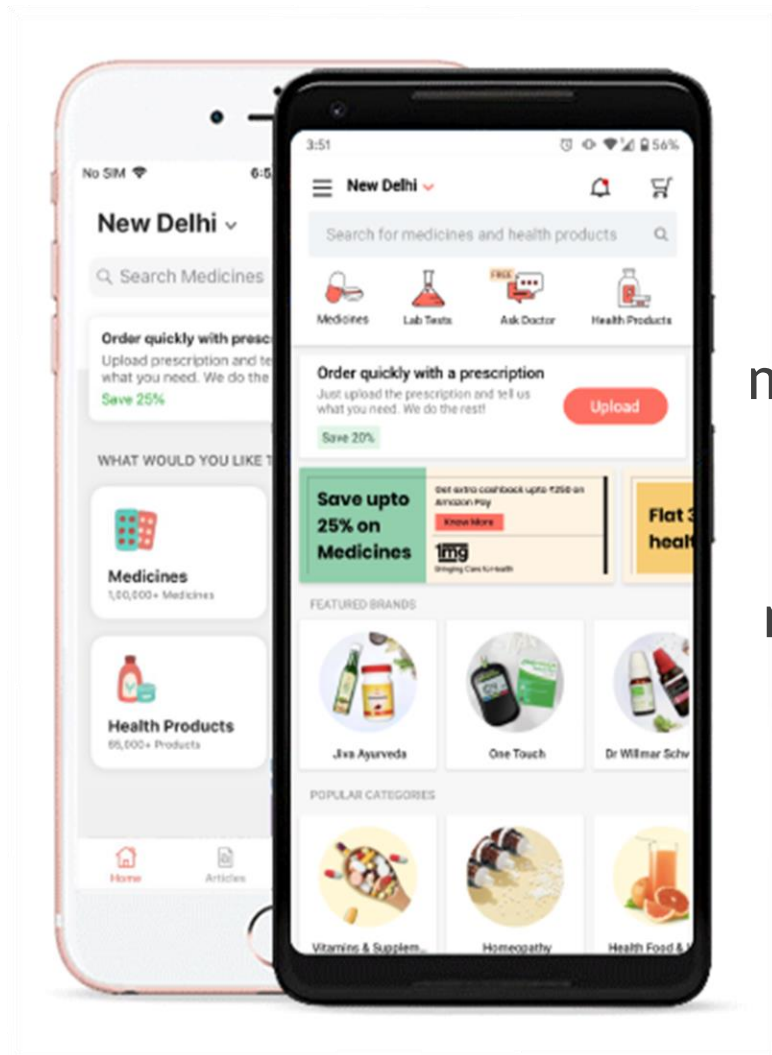
PREPARED BY :

1. SUDHANSHU SEKHAR PRADHAN
2. VAIBHAV DIXIT
3. MOHAMMAD ASRAF KHAN
4. DEBABRATA MOHANTY

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BRIEF INTRODUCTION ABOUT THE COMPANY



Tata 1mg is India's leading mobile healthcare platform empowering Indian consumers and caregivers to select the most appropriate healthcare service at the best possible price.

Tata 1mg has played a pivotal role in making **healthcare accessible, affordable** and understandable to all.

The company enables consumers to learn more about their medicines in addition to finding more **cost-effective substitutes**.

PROBLEM-STATEMENT

- ▶ Main aim is to analyze the data of 1mg Homeopathic and extract valuable insights that can help us understand the product offerings, pricing, brand specialization, user ratings, and ingredients used in homeopathic medicines.
- ▶ These insights can be used to make informed decisions for opening a new homeopathic medicine store.

OUR APPROACH FOR THE PROJECT

WEB SCRAPPING - RETRIEVING
DATA FROM 1MG WEBSITE



DATA CLEANING USING
PYTHON & EXCEL



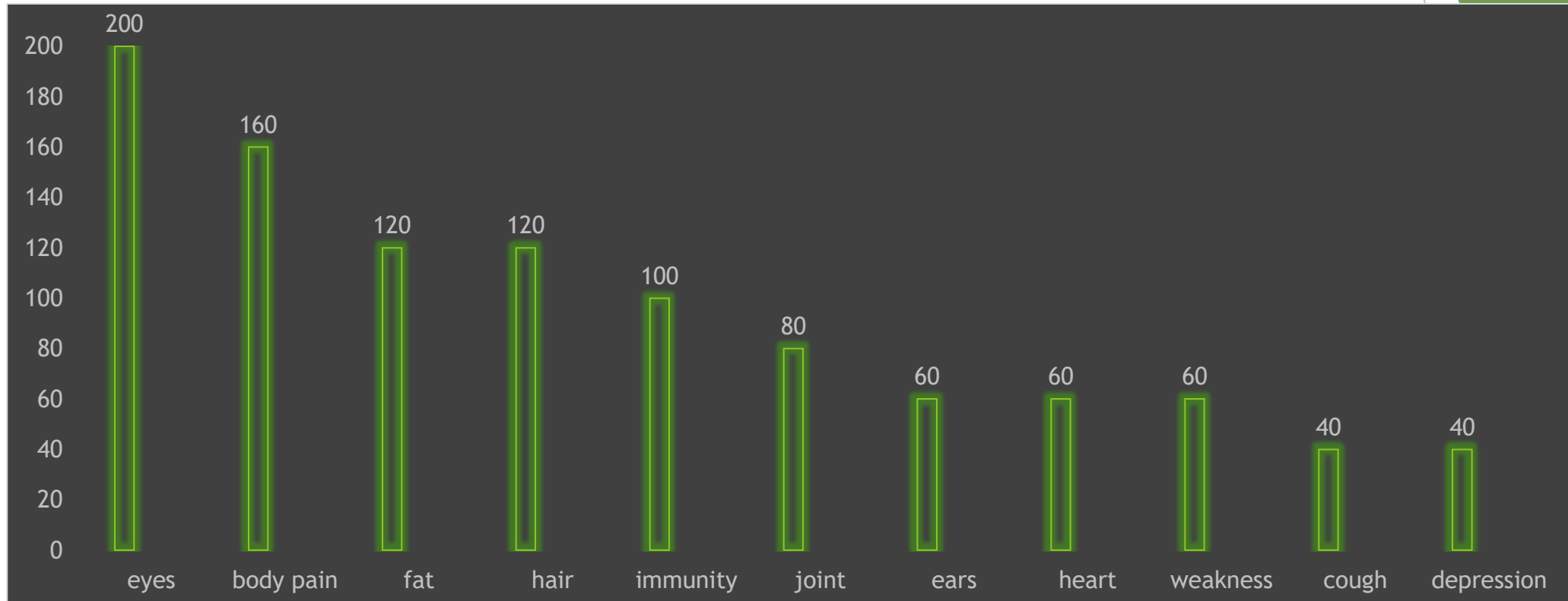
VISUALIZING & ANALYZING
THE CLEAN DATA USING
POWER BI

Reference:

<https://www.1mg.com/>

<https://www.1mg.com/categories/homeopathy-57>

Number of medicine available for different benefit areas



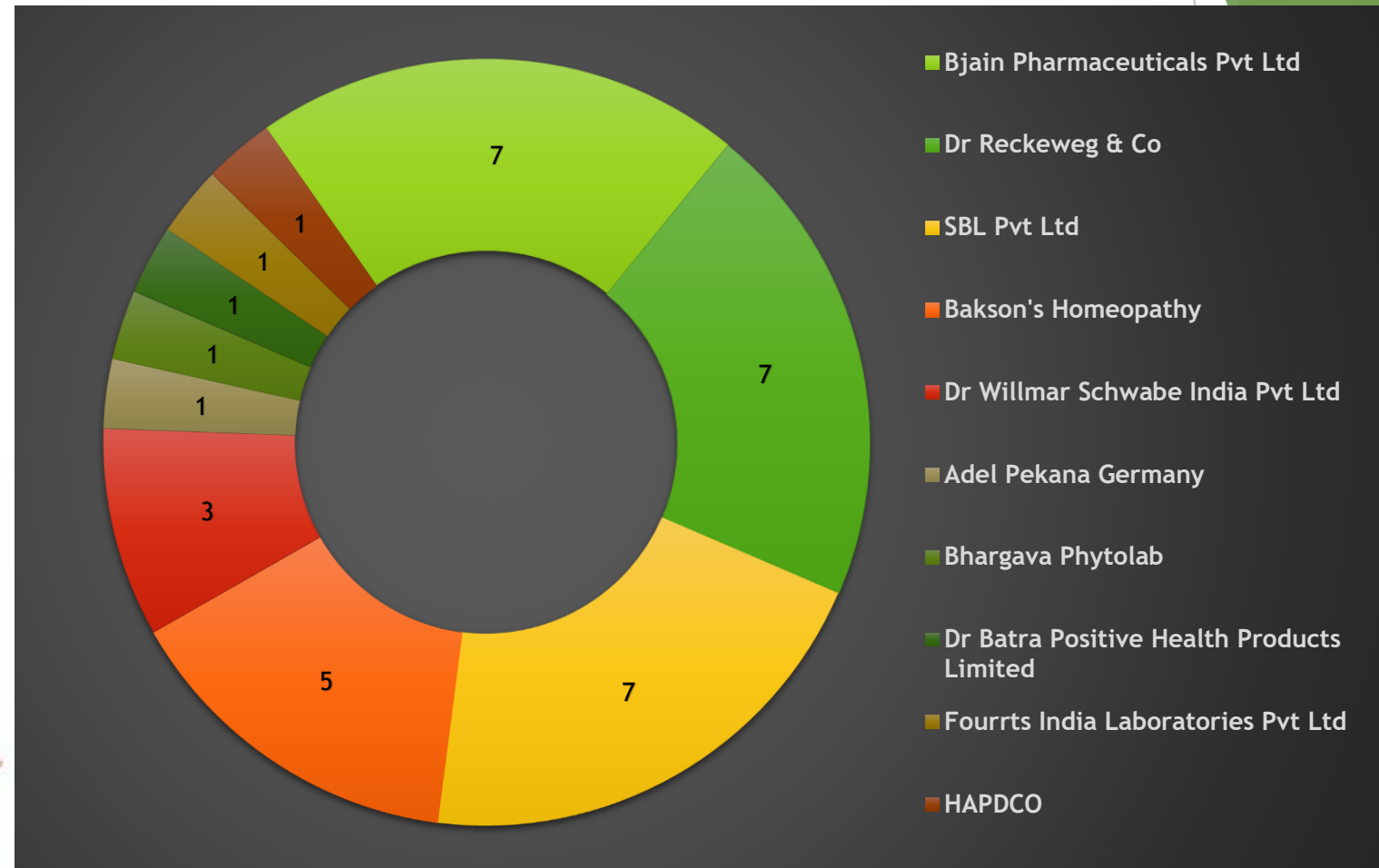
Most number of Products i.e. 200 Products (Out of 1060 Listed Products) are Focused on curing Eye related Diseases While only 40 Products are focused on curing Depression.

Average Price range of medicine for each benefit area.



Price Range Varies from Rs.350.67 to Rs.99. Most Expensive Medicine cures Heart Diseases while least Expensive Medicine is for Ears.

Brand specialization for each area (Key Benefits)

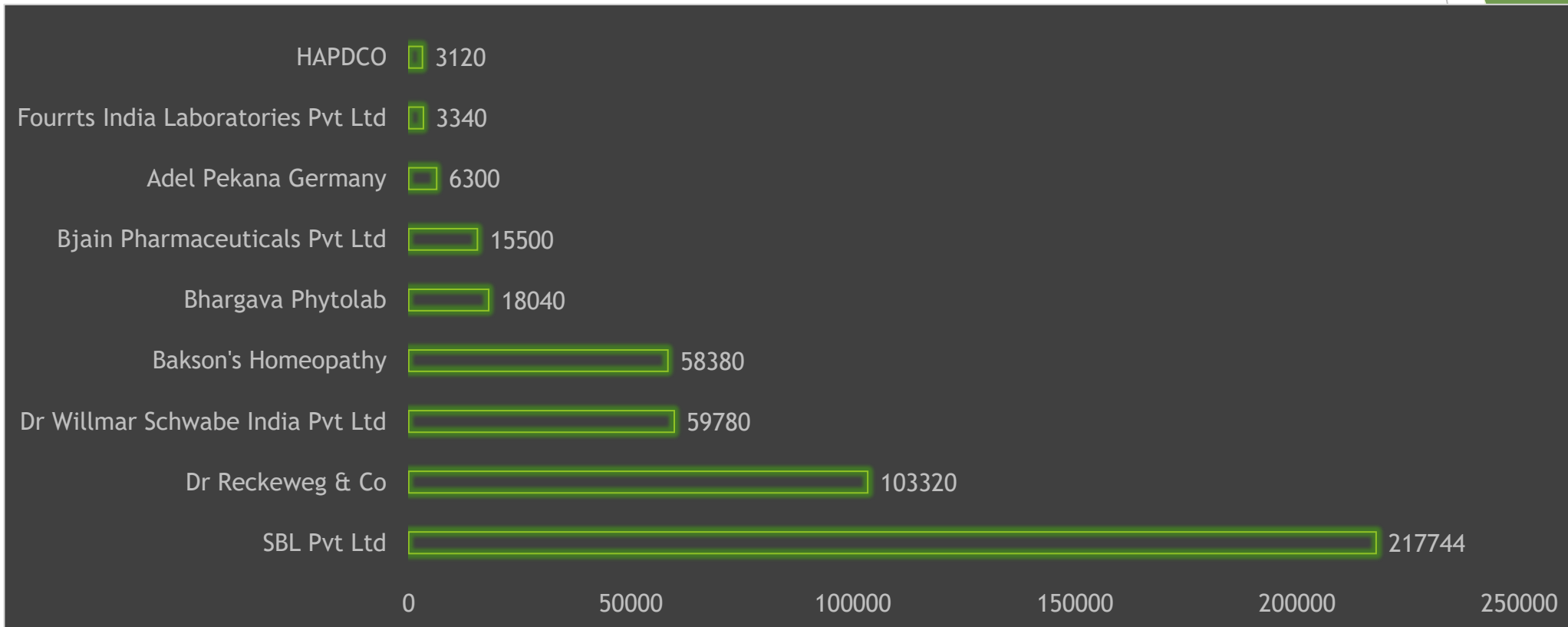


Dr. Bjain Pharmaceuticals Pvt Ltd, SBL Pvt Ltd and Dr Rechewg & Co. are the Brands which deals with the most 7 Benefit Areas.

Average price, min price , max price and Number of products for each brand.

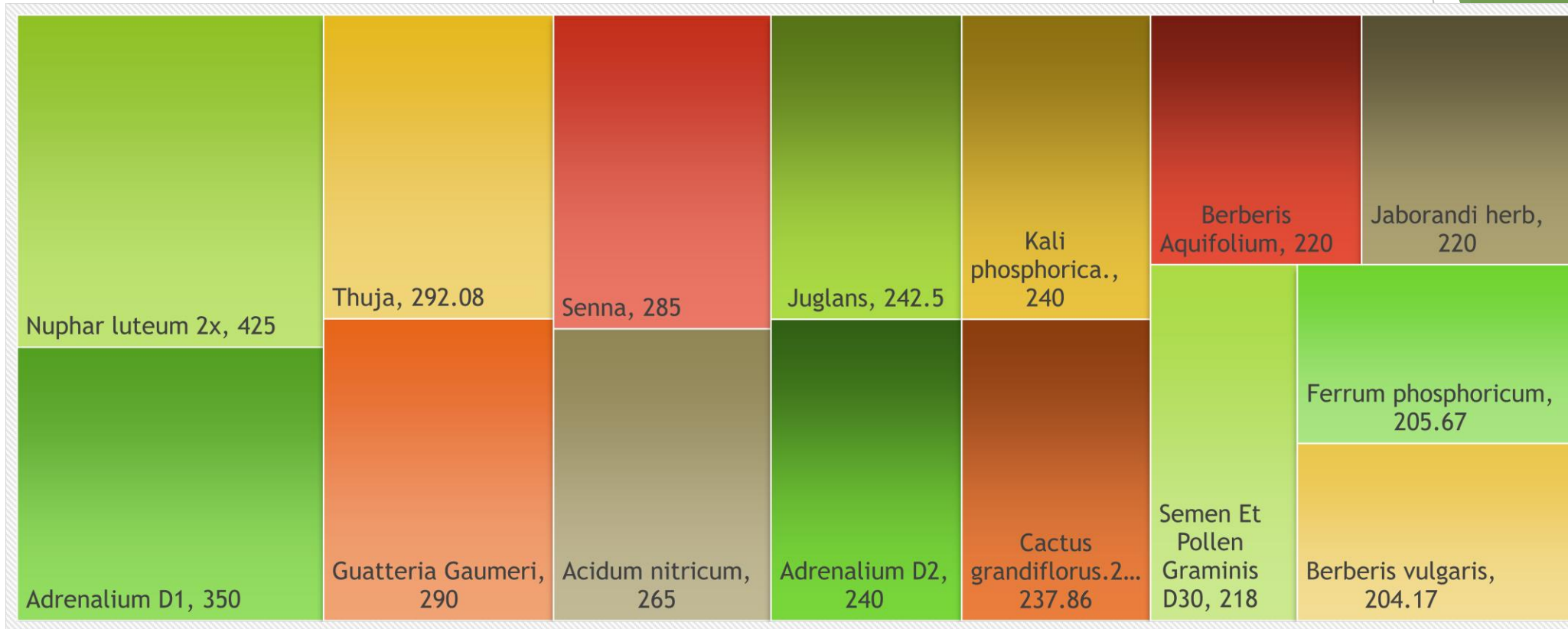
Brand	Min of Price	Max of Price	Average of Price	No. of Products
Adel Pekana Germany	492	492	492	20
Bakson's Homeopathy	185	430	288	140
Bhargava Phytolab	153	153	153	20
Bjain Pharmaceuticals Pvt Ltd	47	314	161	180
Dr Batra Positive Health Products Limited	139	557	348.25	80
Dr Reckeweg & Co	160	267	226.13	160
Dr Willmar Schwabe India Pvt Ltd	151	361	208.33	120
Fourrts India Laboratories Pvt Ltd	90	90	90	20
HAPDCO	151	151	151	20
SBL Pvt Ltd	89	201	119.36	280

Average number of rating for each brand in their specialization products.



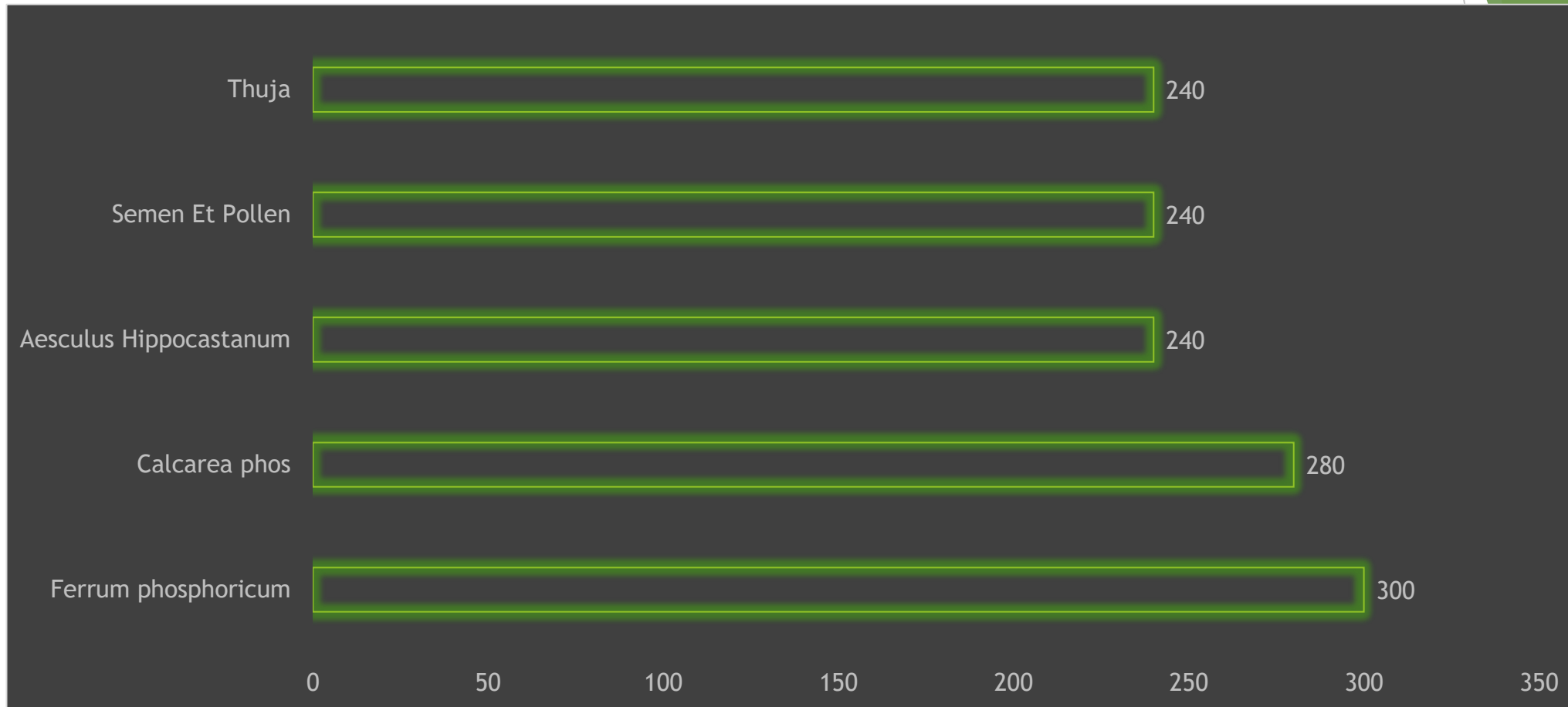
Most People has Ratted for SBL P Ltd. i.e. 2,17,744 Ratings , Which indicates SBL is most preferred Brand by the customers. Second Most Preferred Brand Dr. Reckeweg & Co lag by nearly 50% from SBL P Ltd.

Average Price as per ingredients.



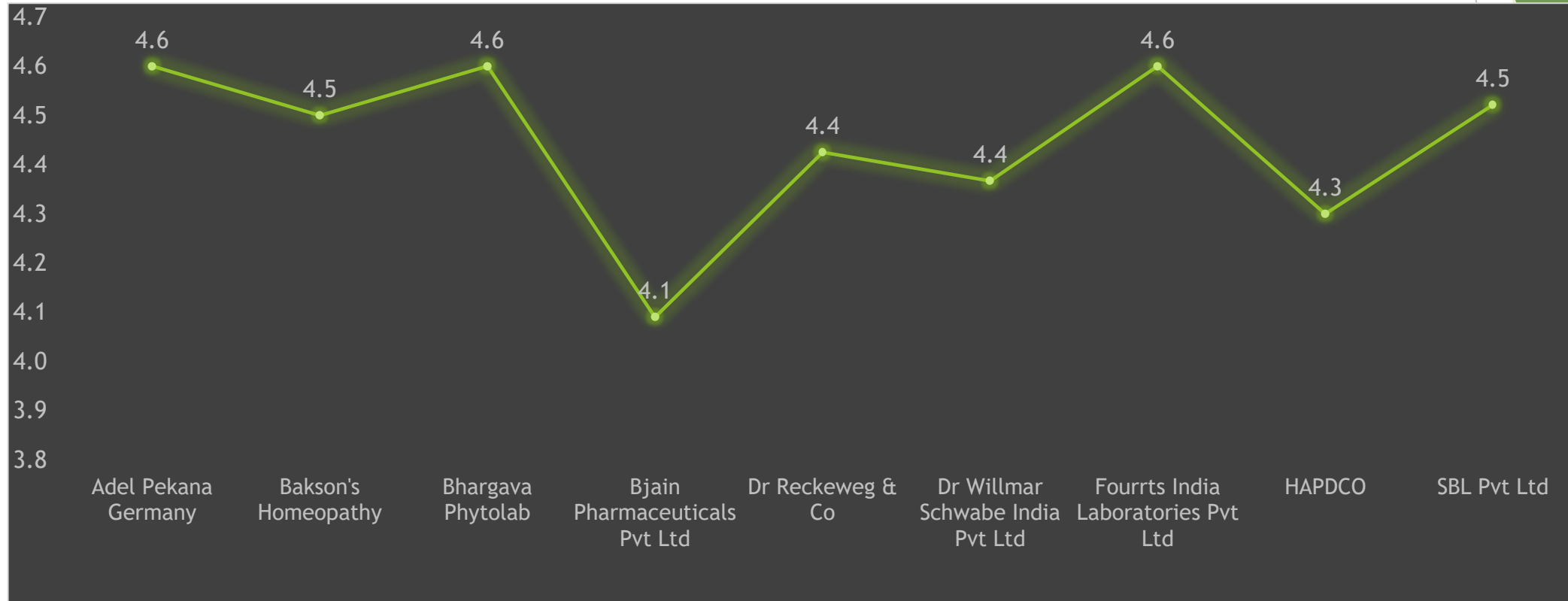
Nuphar luteum 2x is the Ingredient which is used in the Most Expensive Brand Dr Batra Positive Health Products Limited ,which is used to cure Heart Diseases.

Most used ingredient



Ferrum phosphoricum & Calcareo Phos is used in Nearly 30% of the Products. And Aesculus Hippocastanum, Semen Et Pollen, Thuja is used in almost 23% of the Products.

Brands having most greater than 4 point review medicines.



Adel Pekana Germany, Bhargava Phytolab, Fourrts India Laboratories P Ltd are the top rated Brand with 4.6 Stars out of 5 star .

key_benefits_list

All

1MG Homeopathy Product Dashboard

Average Price

201

Min Price

47

Max Price

557

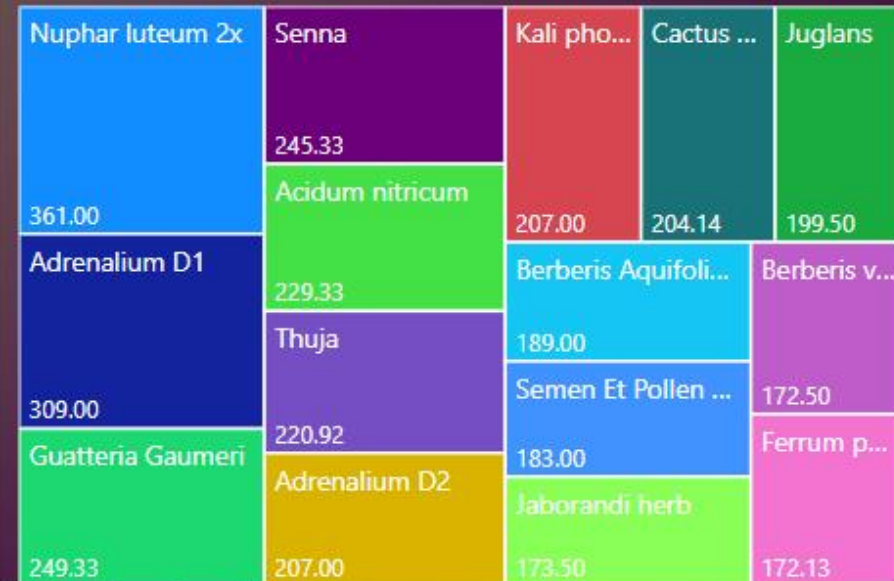
Average rating

4

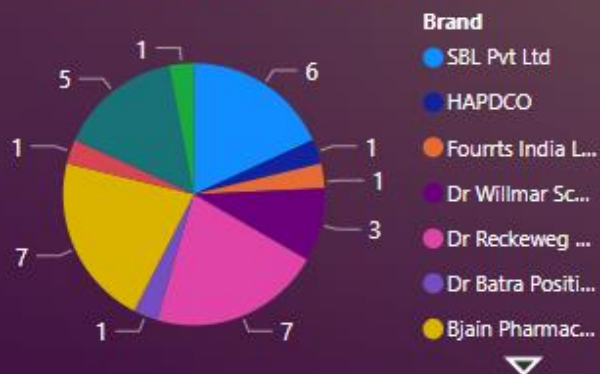
Number of Products

1060

Average cost for ingredients



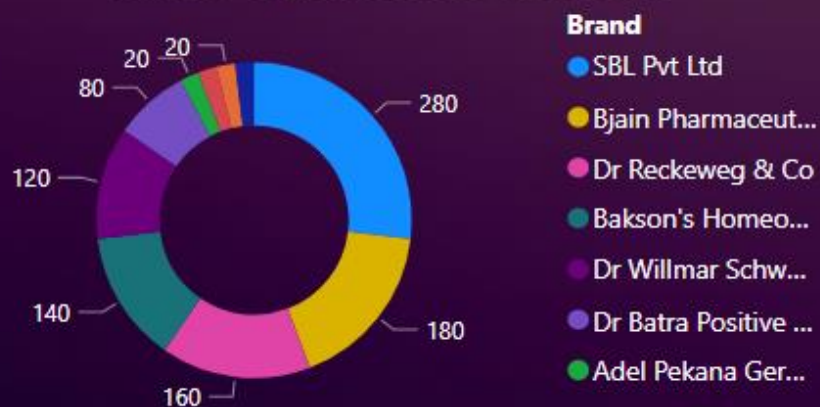
Number of Benefit Area in each Brand



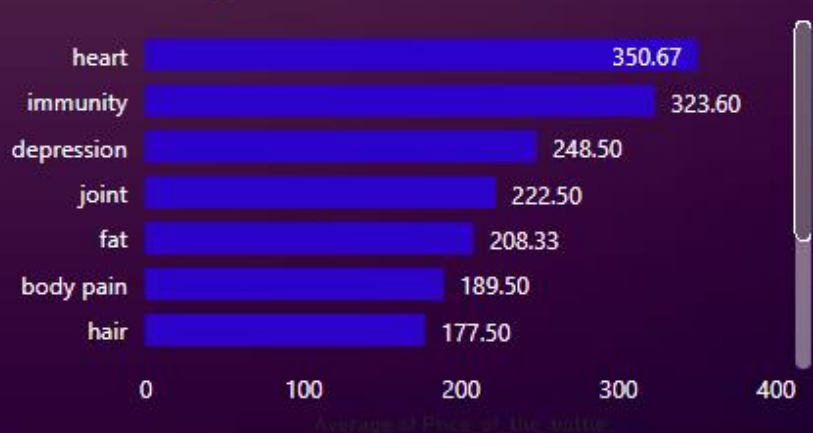
Number of rating for each Brand



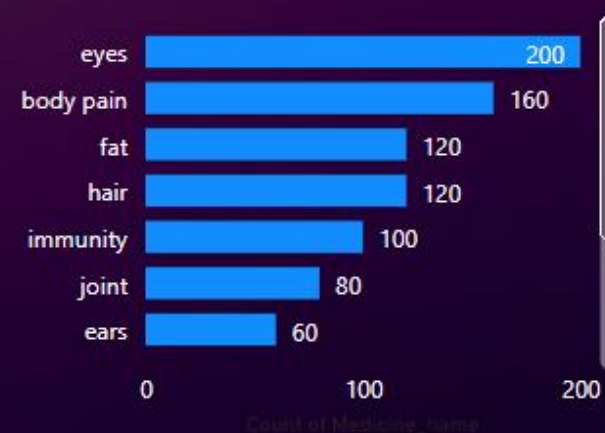
Number of products for each brand



Price range of medicine for each benefit area



Number of Medicine for each benefit Area



INSIGHTS

- ▶ We are having a total of **1060 listed Homeopathic Products** in our 1Mg Website, having an **Average Price of Rs. 201.**
- ▶ The Price Range varies widely with a **MIN Price of Rs.47** And **MAX Price of Rs. 557.**
- ▶ **Top Three brands** in the homeopathic medicine space **based on ratings** are **SBL, Dr. Reckeweg, and Schwabe.**
- ▶ **Dr.Reckeweg** is the brand with the **most-high rated products** ,with more than 40 products rated above 4 star.
- ▶ The **most expensive brand** of homeopathic medicines is **Dr. Reckeweg**, while the **cheapest brand** is **Baksons.**
- ▶ **Nuphar letumen 2x** is the **most expensive ingredient** and if there is a substitute of this then we can use that to reduce the cost of the medicine.
- ▶ **Most common benefit areas** for homeopathic medicines are **joint pain, hair care, skin care, and eye care.**
- ▶ The **most commonly used ingredient** in homeopathic medicines is **Arnica Montana**, which is found in many **Joint pain medicines.**

Future Scope

- Success of antibiotics in conquering bacterial infections, viral infections may become more prevalent in the future. Homeopathy has shown promise in treating viral infections and may be a valuable option in the years to come as we already seen during covid19.
- Homeopathy has helped secondary infertility in high numbers.
- Incorporating technology and expanding into new markets may also be important for staying competitive and reaching new customers.
- 1mg Homeopathic could explore expanding into new geographic markets or increasing their reach within existing markets. This could involve partnerships with local providers, marketing campaigns targeted towards specific demographics, or offering new services to attract new customers.

THANK YOU