**Business Objective:**

1. To reduce the dependencies on doctor

2. To deploy a generalized application for common users so they can get the effective medicines for common diseases like cold, cough, fever on their fingertips. No need to remember so complicated medicine names.

3. To list out all the medicines for the particular diseases (From special to generic).

4. Suggesting the medicine according to symptoms that particular person is entering into application.

5. Also, if possible, the nearest medicine shop to that user where suggested medicines will be available will be shown on map using the location of that user [Provider, user provides the location access]

6. Also alternative of the medicine should be available in the application.

7. Rough description of the medicine should be available. This will help new users to get the information about the drug.

**EDA Business Objective 2:**

1. **Top 10 Industries providing the best medicines in all domains.**
2. **Top 5 Industries among all the industries in medicine segment.**
3. **Top 10 medicines in each segment according to ratings.**
4. **Which reason has the most review on drugs?**
5. **How many drugs do we have of each segment?**
6. **Which is the most popular drug in particular segment?**

**Sample Links -** [**https://www.youtube.com/watch?v=nhWnCOwYPN4&t=3s**](https://www.youtube.com/watch?v=nhWnCOwYPN4&t=3s)

[**https://www.youtube.com/watch?v=2VwPnQeZNMA**](https://www.youtube.com/watch?v=2VwPnQeZNMA)