

SRI MEDICAL'S BUSINESS ANALYSIS

PROJECT PRESENTATION





Hello & welcome to the presentation

In this presentation, we described the results of our business analytics about the sales growth and the customer's satisfaction in purchases of medicines in the pharmacy.

LETS GET STARTED

CONTENTS

- PROBLEM STATEMENTS
- MINED DATA
- ANALYSIS
- ACTION ORIENTED FINDINGS
- RESULT

OBJECTIVES

Understanding and assess the business problem through the previous data collected from the stakeholder.

Providing corrective measures to overcome the challenges faced by the business and improving the present by our findings.

Steps involved...

These are the five phases involved in our analytics

Step 1

Step 2

Step 3

Step 4

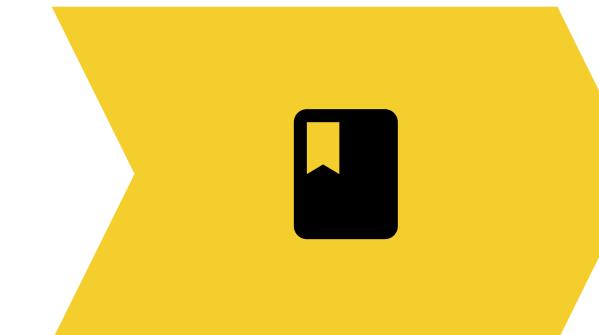
Step 5



Requirement
specification



Requirement
analysis



Data processing



Business
Analytics



Presentation

PROBLEM STATEMENTS

STATEMENT 1

Low consumer demand

Earning less revenue due to the lower sales of medicines

STATEMENT 2

To enhance the brand

Quality of serving people and advertising effectiveness is low

STATEMENT 3

Less opening hours

Improper timings are maintained due to the personal reasons during the service time

Mined data

- Collection of data which are gathered by the stakeholder from the day the business started.
- Customers arrival to the pharmacy per day, age range of customers, number of customers purchased medici

day	shop open time	shop close time	customer number	age between	type of disease	treatment given	tablet given
122 Monday	08:30:00	22:15:00	1.00	51	sugar, bp checkup	checkup	checkup
				2.00	24 gas trouble		omeprazole
				3.00	48 baby hunger	nesten	
				4.00	57 sugar, bp checkup	checkup	checkup
				5.00	53 nothing	vicks	
				6.00	43 gas trouble	eno	
				7.00	15 safety	mask	
				8.00	60 sugar, bp checkup	checkup	hand plast,ace p,zynol,dexsa
				9.00	43 body pain	cofsils	
				10.00	30 nothing	snifco ap	
				11.00	20 cold	levofic,no cold,dexsa	
				12.00	43 cold	gasex,garlic,aci mr,dexsa	
				13.00	43 body pain	cold key,levofic,glucovita bolts,hajm	
				14.00	38 cold	prescription I can't read	
				15.00	28 need	playguard condom	
				16.00	28 medical	amlip	
				17.00	43 asthma	ascof syrup,od al	
				18.00	26 cough	ace mr,zynol	
				19.00	20 body pain	ace mr,zynol	
				20.00	35 body pain		
122 Tuesday	8:15:00 am	22:00:00	1.00	32	body pain		ace mr,zynol,dexsa
				2.00	29 baby food		cerelac 6

Quantitative data

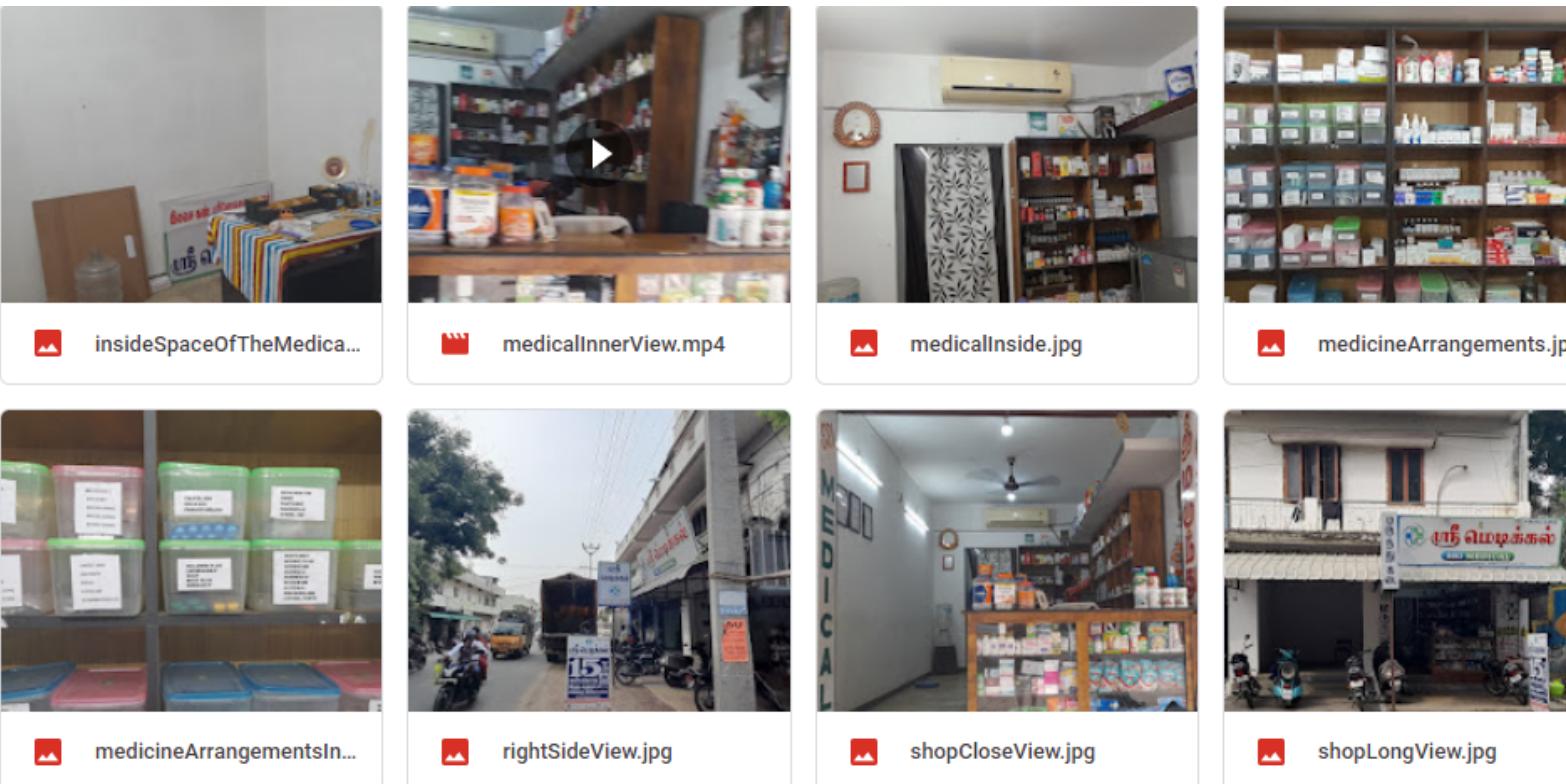


Image data

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

QUALITATIVE DATA FROM THE STAKEHOLDER

OUTLOOK (stake holder's point of view)

- Flex like in the symbol + in outside
- Placing the double side flex in the outside of the shopp
- Appointing doctor inside the pharmacy.

Medicals in near surroundings :

- 100 meter(Kumaran medical) they running the medical by injecting the customers in medical
- 200 meter (arumugam medical) bit dummy
- 500 meter(Ramesh medical) treating the customers with having doctor inside the medical

Medical start date: 09-10-2021

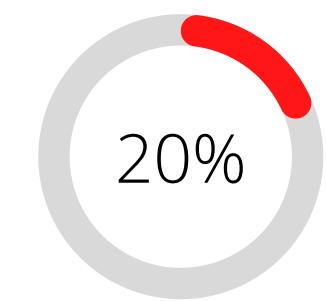
Qn1 :

- to Earn money
- alternative option for already doing business
- to become a great eantrepeneur and become a brand
- to work by sitting a medical

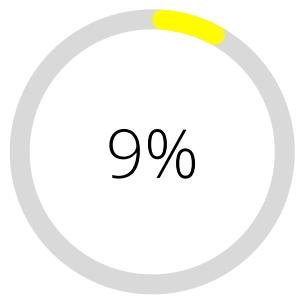
qn2:

Requirement specification

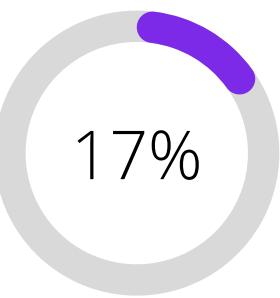
Customers with...



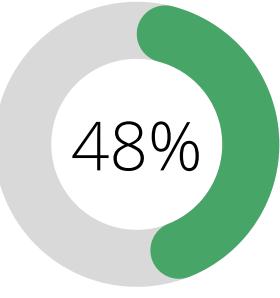
BODY PAIN



FEVER

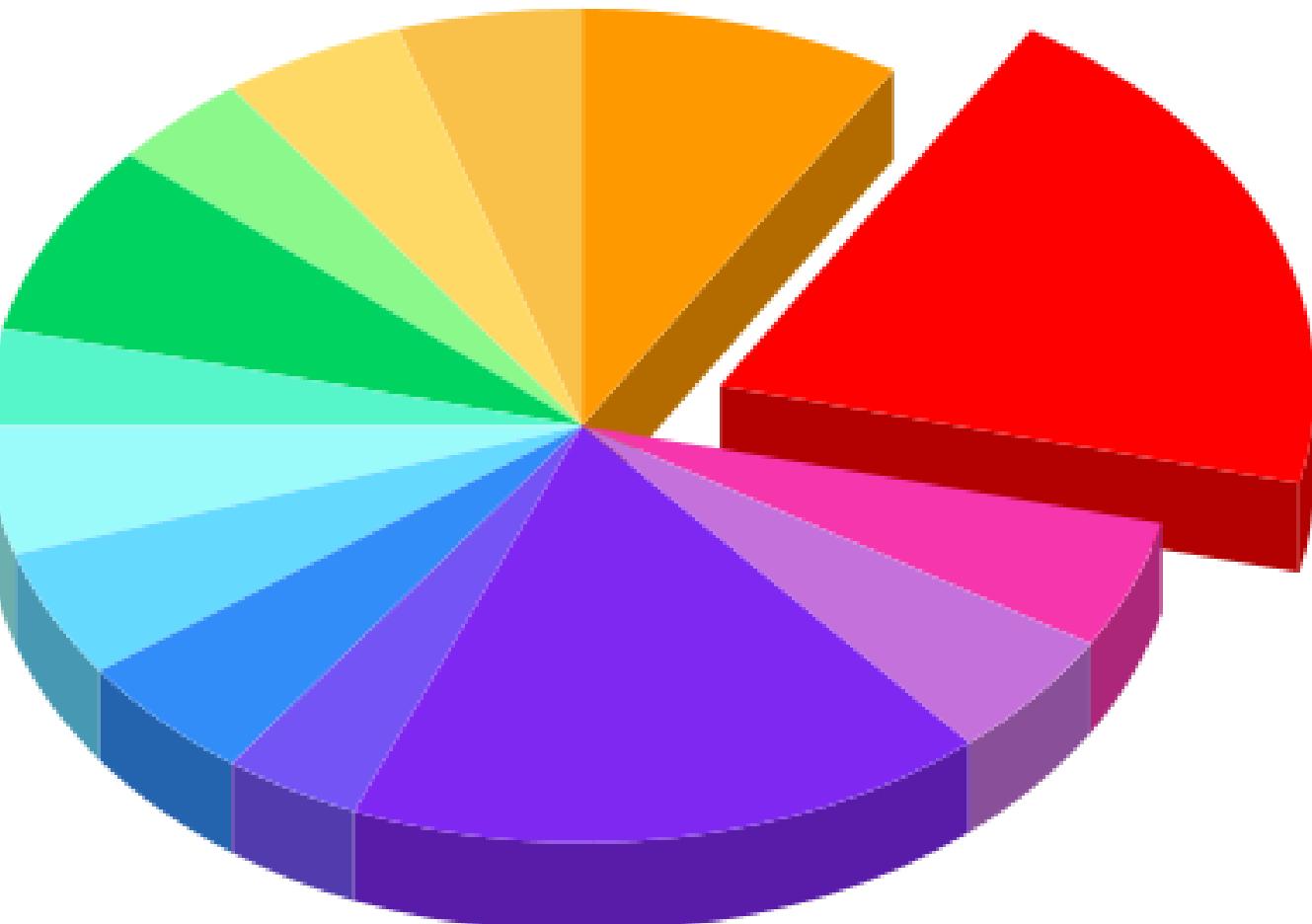


COLD



OTHERS

reason of customers



- dental care
- body pain
- gas trouble
- cough
- cold
- checkup
- stomach
- cosmetics
- loose motion
- money
- fever
- asthma
- ulcer
- no stock

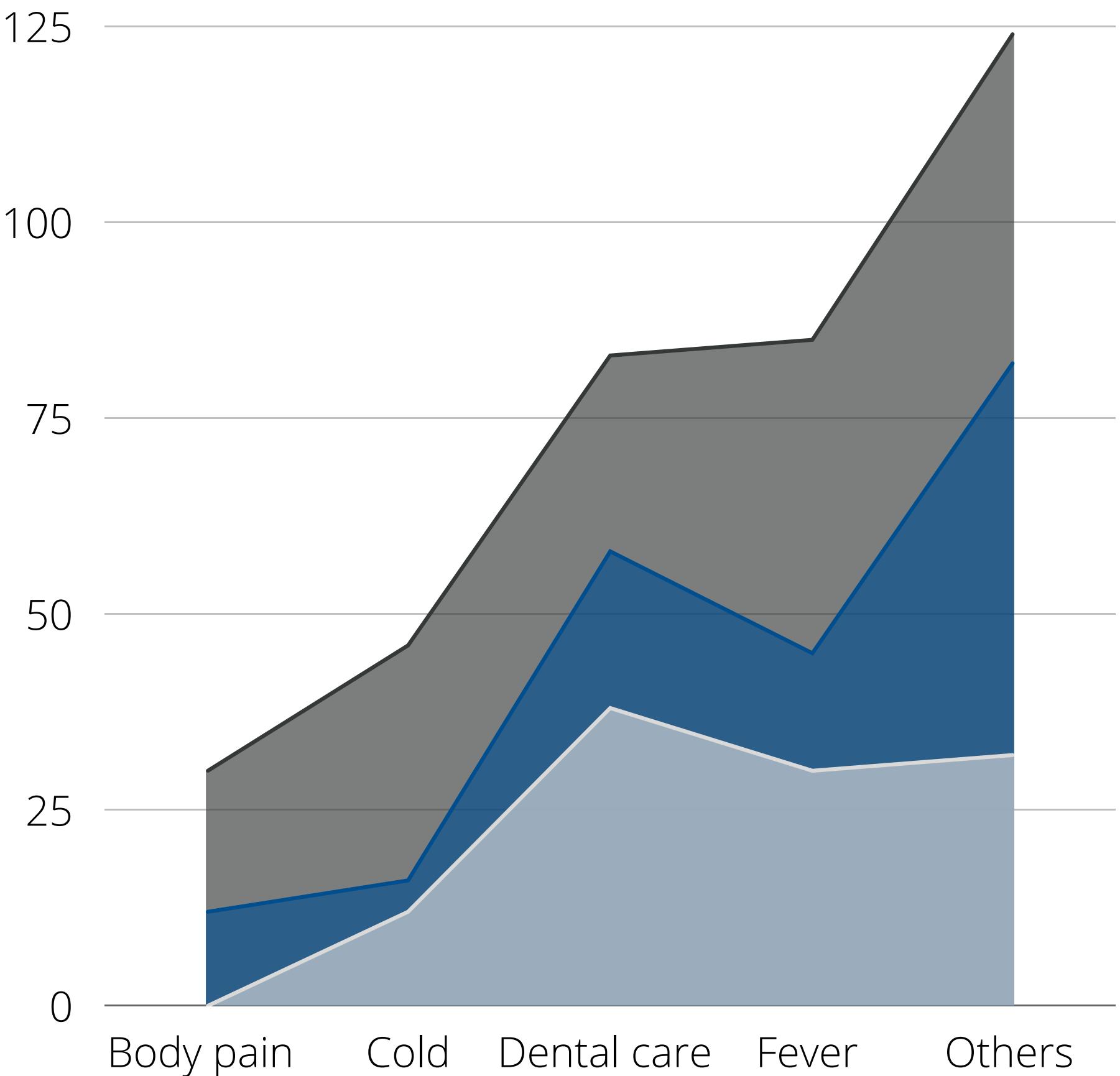
OUR FINDINGS

From the piechart,

The maximum number of customers having body pain and the cold so the medicine given for that will be improved to cure that more efficiently.

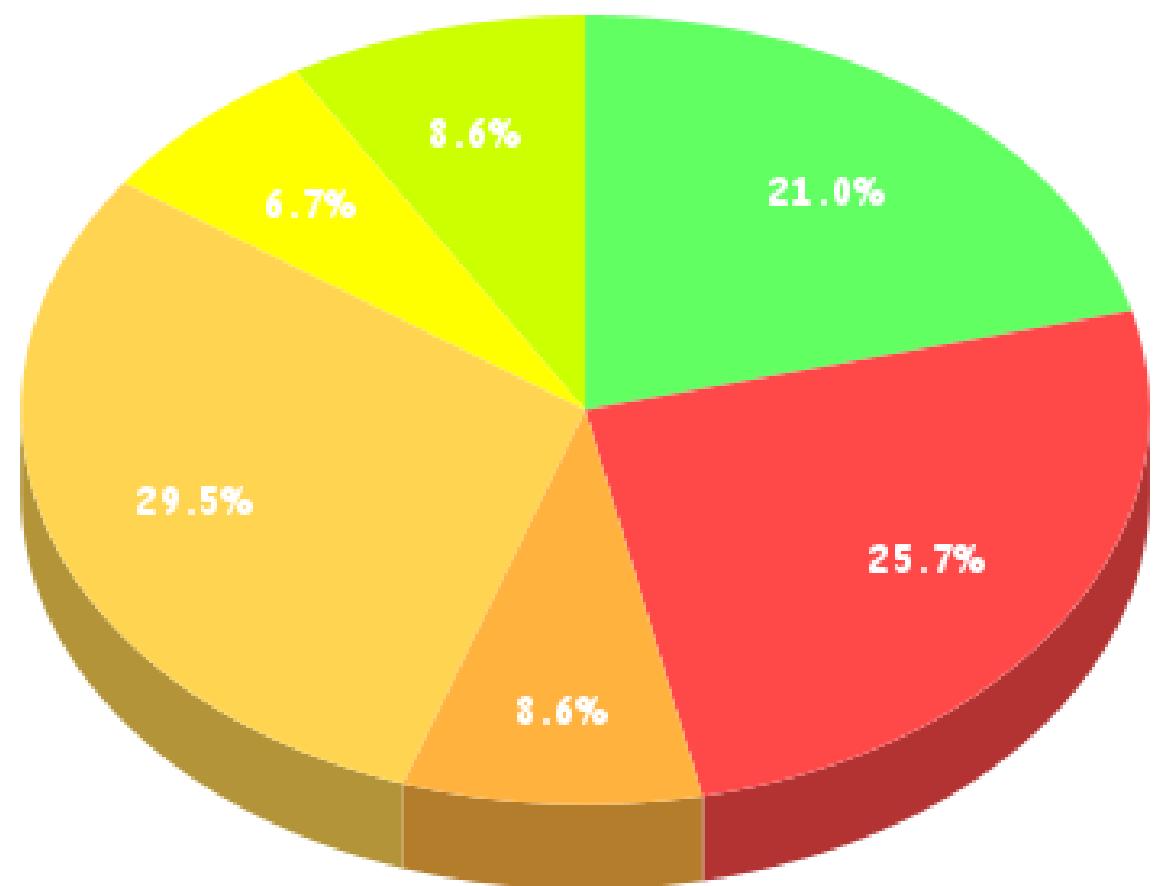
Grocessories and each other health care products are contributed less in the total sales. So it can be improved by selling groceries by giving priority for marketing it.

In the consideration of climate, cold and cough will be increased as high and low. So consideration of climate will be denoted in the each purchase.



Age groups...

age category of customers



age groups

- 40-50
- 20-30
- 50-60
- 30-40
- 10-20
- 60+

Infographic Insights

From the piechart,

People who are aged 20+ are often coming to the pharmacy.

They often purchase for cold, fever and body pain.

Medicines that are related to their concerns are to be defined clearly in the pharmacy.

Revenue classes

Higher sales

The months which are having the higher revenues are comes under the winter climate and seasonal factor.

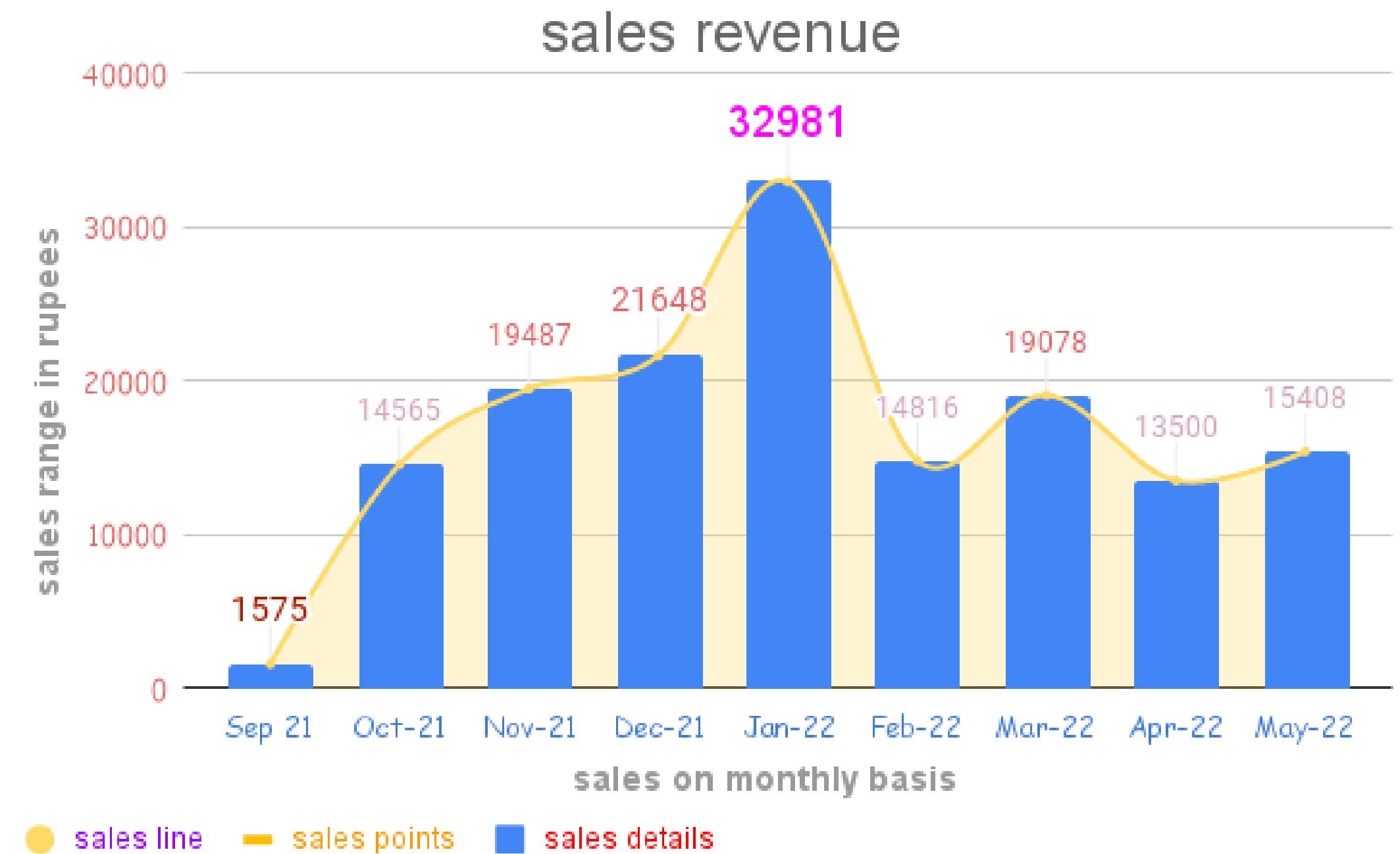
Because the spreading of diseases gets more chance in this condition.

Average sales

In the monsoon season medicines are sold regularly due to the rain falls.

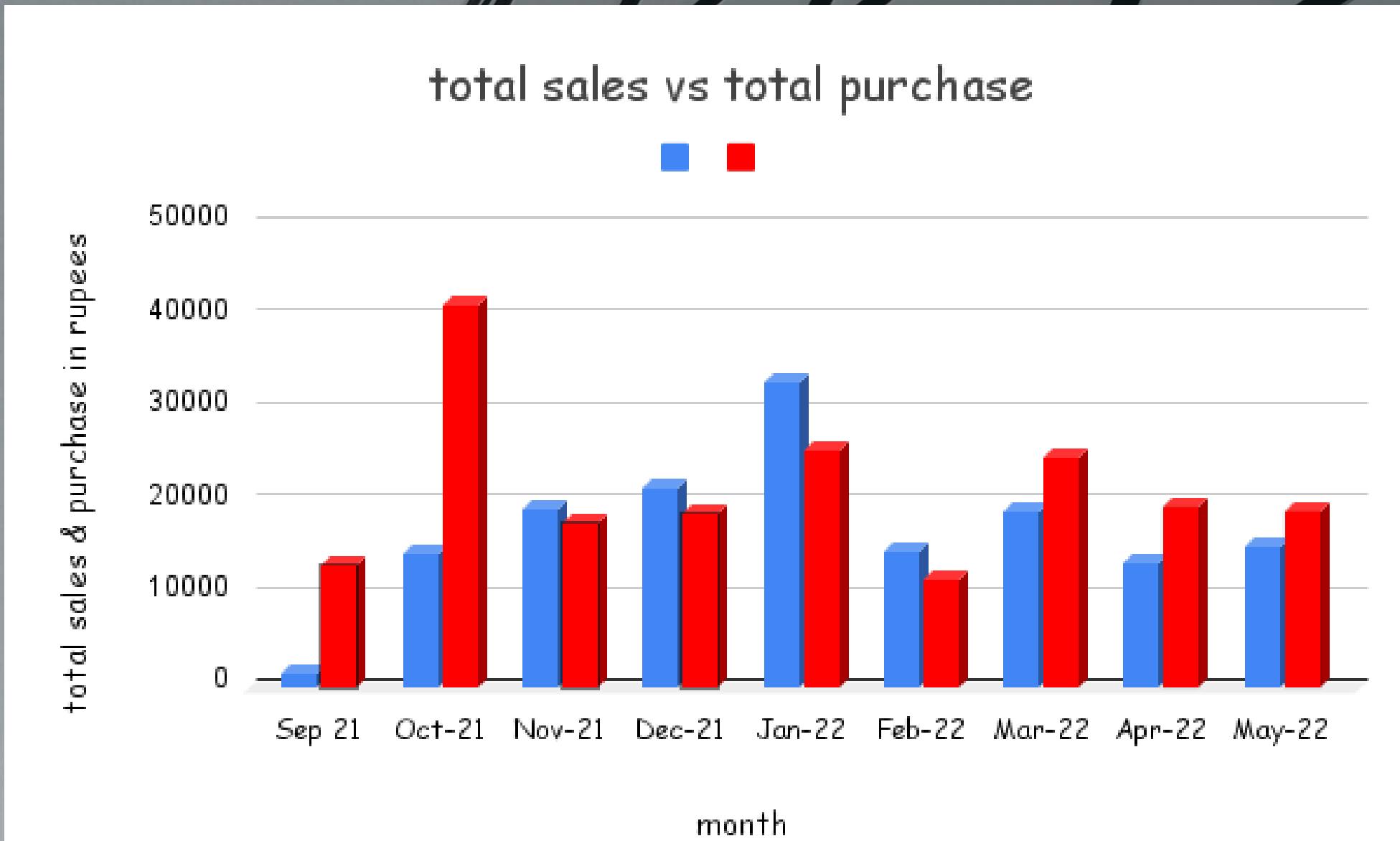
lower sales

In the summer season medicines are sold in a minimum range. It can be equalized by introducing the summer products to get in touch with the customers.



SALES VS PURCHASE

- Sales percent of medicines with low margin.
- Profit ratio is lesser than the loss ratio.
- Sales rate is decreasing more often than the purchase rate.

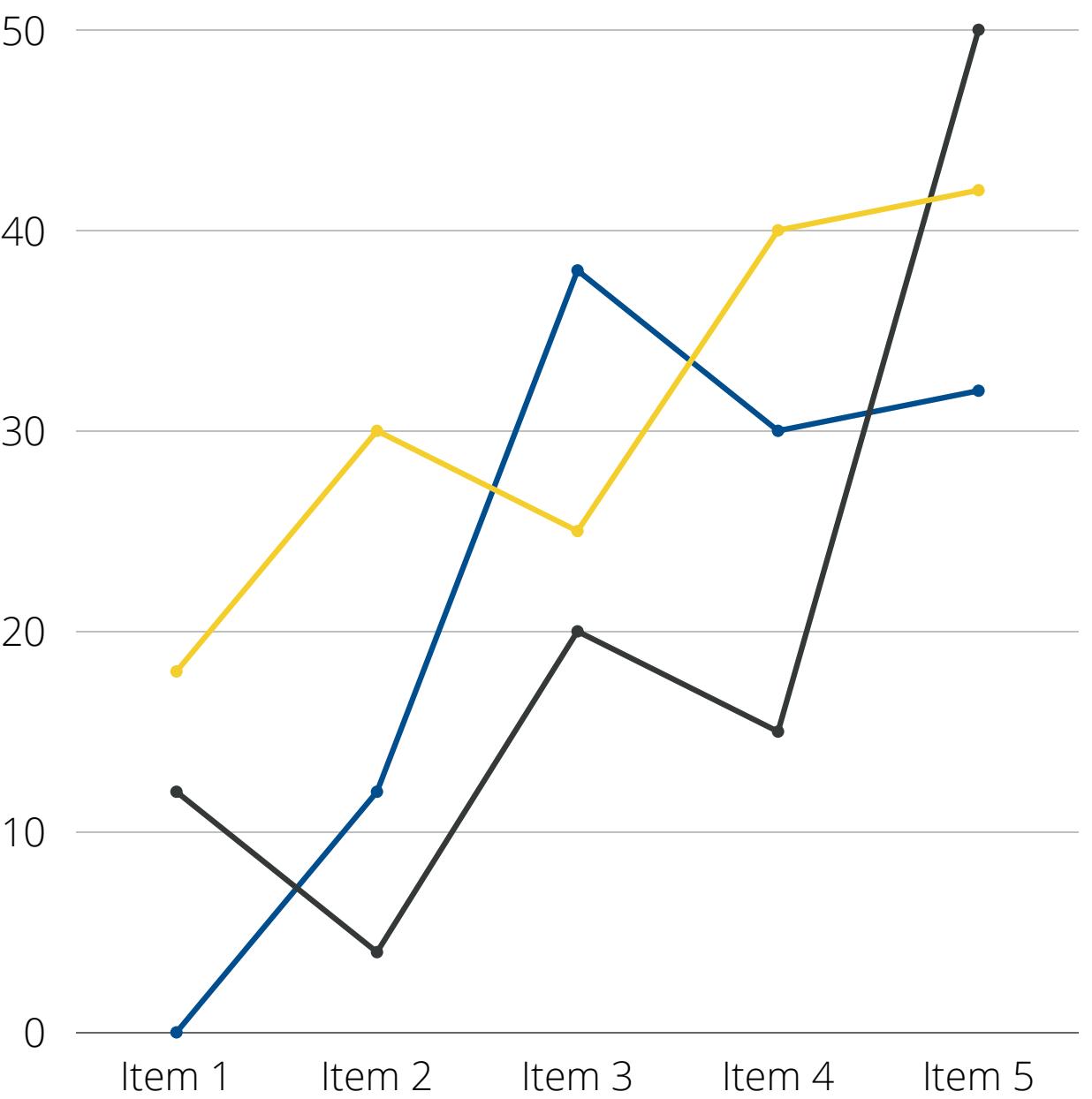


Action oriented Findings

Showcasing is the best way of marketing things and projection of shop. Attractive products are taken precedence and showcased in the way of reaching the customers easily.

Medicines which are required (or) requested by the customers should be purchased must & send off the customers with whole fulfillment in their purchase and on their treatments.

Show the presence of pharmacy elegantly by increasing the lightings inside the pharmacy and advertising through the fascinating 3D flexes.



Action oriented Findings

Customers get more satisfied when they getting more offers, door deliveries and complements on each purchases.

Customers need to be served in a polite manner by the pharmacy staff to come again to the pharmacy.

Establish the connection with the nearest hospitals to bulid the relationship of gratitude with the doctors and patients.



Stakeholder(s) details

Name of the stakeholder 1:	Dineshkumar B
Name of the stakeholder 2:	Haripriya U
Business details:	Sri medical, Budhan Sandhai Near, Pallipalayam
Pharmacy started from:	09 - 10 - 2021
Project cost:	RS. 5000/-



Team members are,



Venkatagiriraju U
Managing Director,
Bloody Buggers pvt Ltd,
Tamilnadu



Suryapraba V
Chief Executing Officer,
Bloody Buggers pvt Ltd,
Tamilnadu



We thought these things were described as
per the data that are collected from
stakeholder

Thank You!

Thanks for your attention