

LET'S WALK TOGETHER





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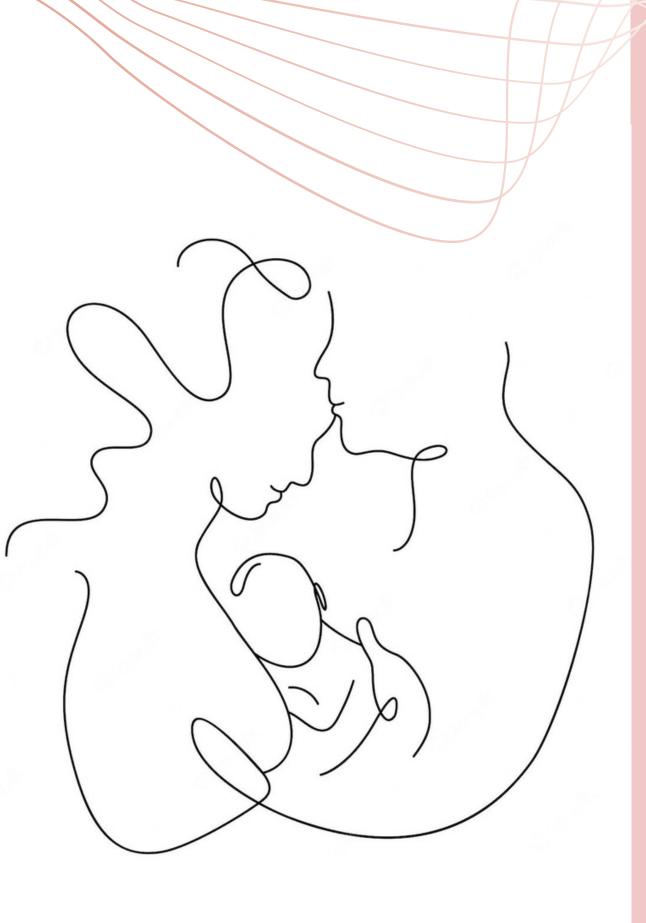


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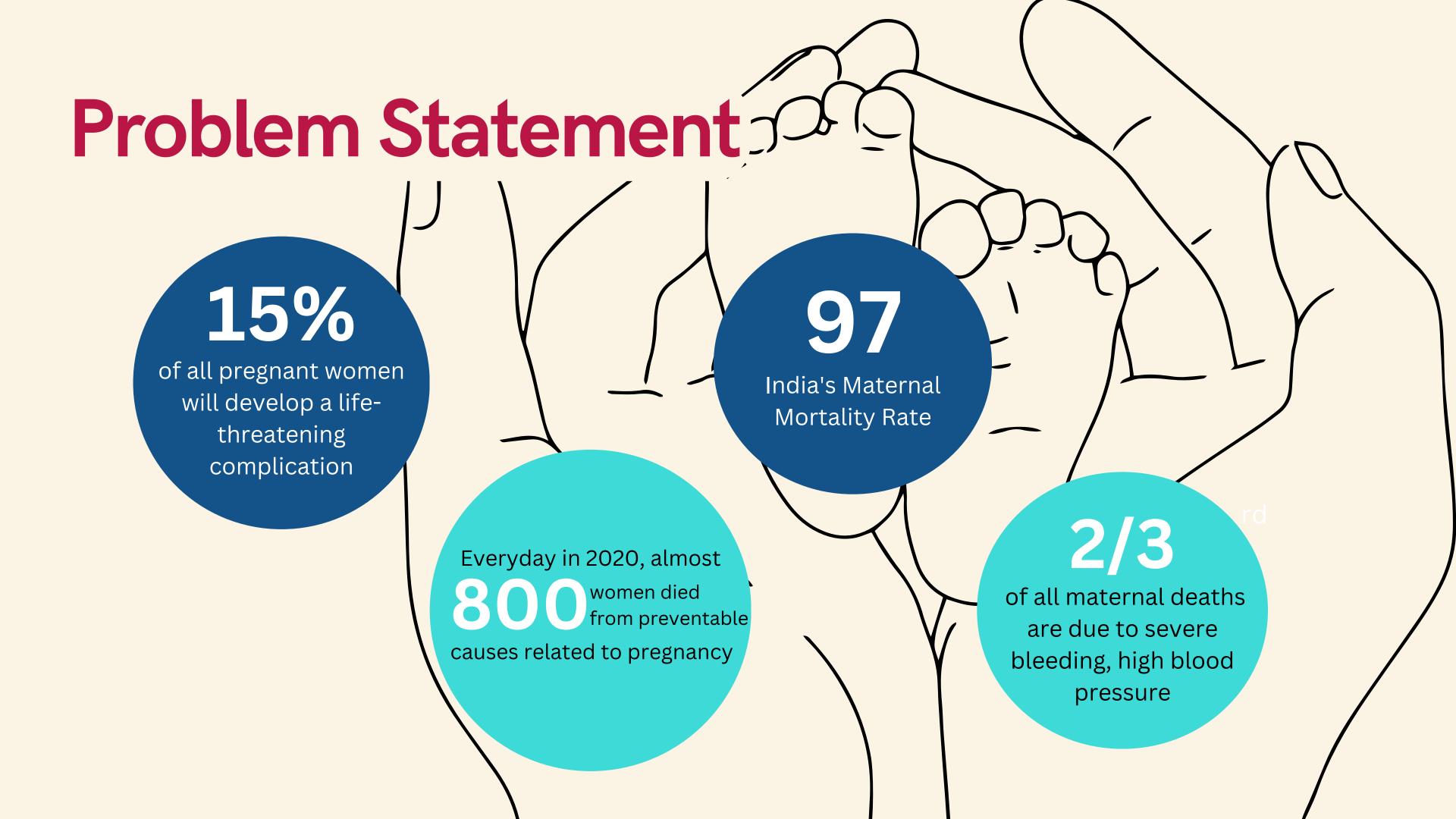
Engineering



INTRODUCTION

Predict the possible health issues in pregnant women

- Must be able to predict health risks in all the three trimesters according to the shared threshold values
- Factors to be also considered-BMI, BS, BP, Age, Heartrate, any existing health conditions or complications
- Track the sleep cycle based on the heartbeat and predict the need for corrective measures



PROPOSED SOLUTION

Al based App/Website

based on the outcome:

Low Risk

- Diet
- Sleep Schedule
- Medication
- Exercise

Mid Risk

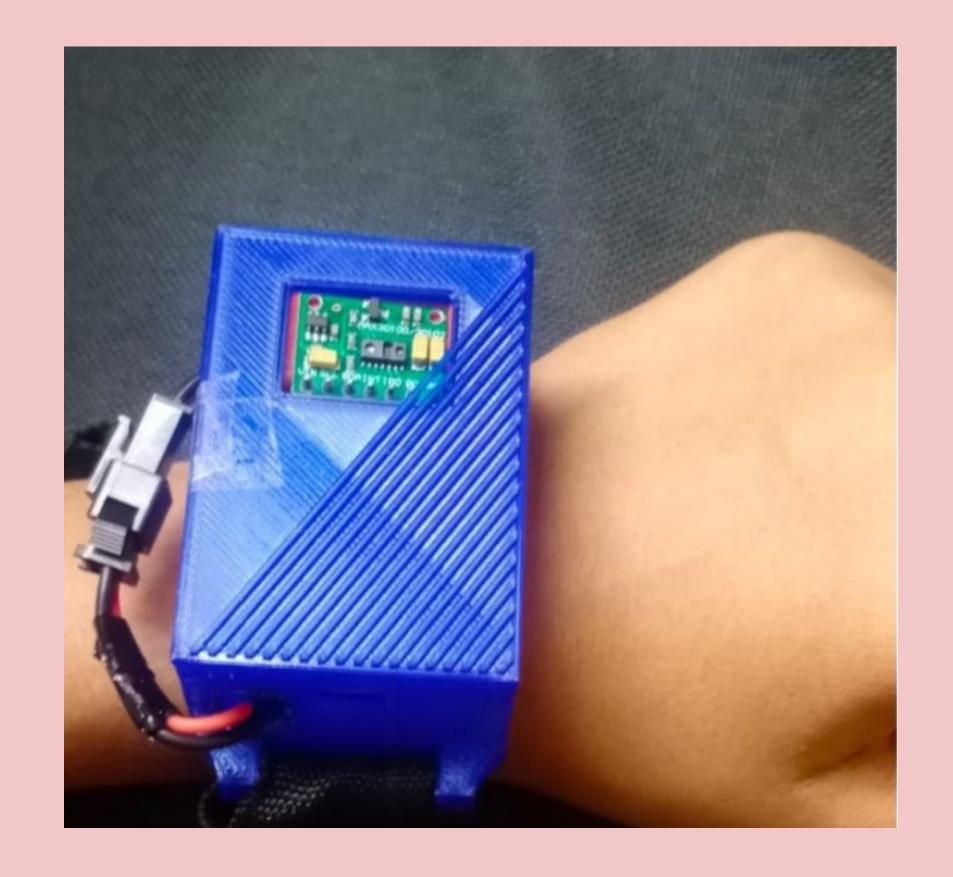
- Apply for Virtual consultation
- Plan a schedule as suggested by the doctor

High Risk

- Alert to the immediate family
- Book an
 appointment/ call
 for ambulance with
 consent

TECHNICAL DETAILS

- Factors like Bodymass index and temperature is recorded by sensors of the wearable device(watch).
- Other factors like blood sugar and past health conditions has to be manually entered into the app.



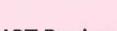
810 Women died per day in 2017

due to preventable causes related to pregnancy and childbirth

103 Maternal Mortality Rate in India

24K Maternal Deaths in 2020 in India

According to a survey by the United Nations



AIKYA







AIKYA

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Heart Rate

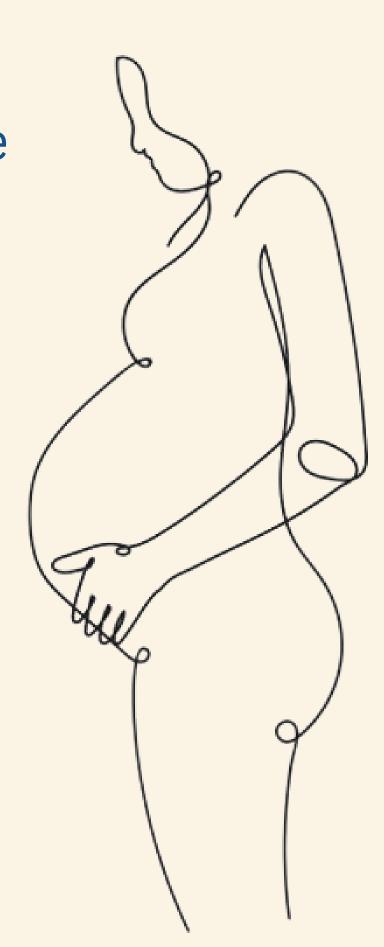
Oxygen Level

Sleep Cycle

Blood Pressure

Blood Sugar

Weight



ALGORITHMS

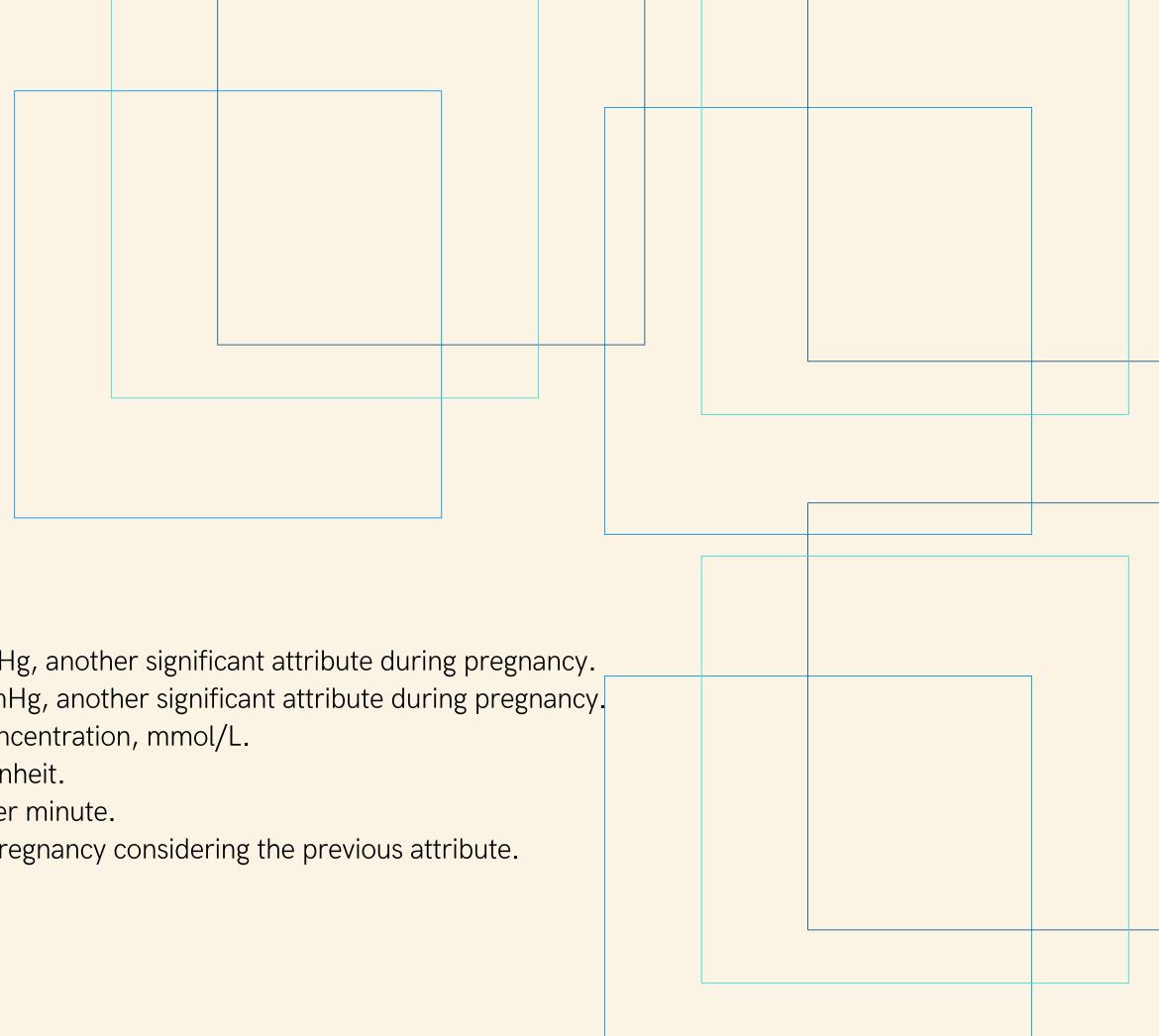
- Logistic Regression
- Support Vector Machine
- K-Nearest Neighbor
- Decision Tree
- Random Forest

CONTEXT ON USED DATASET

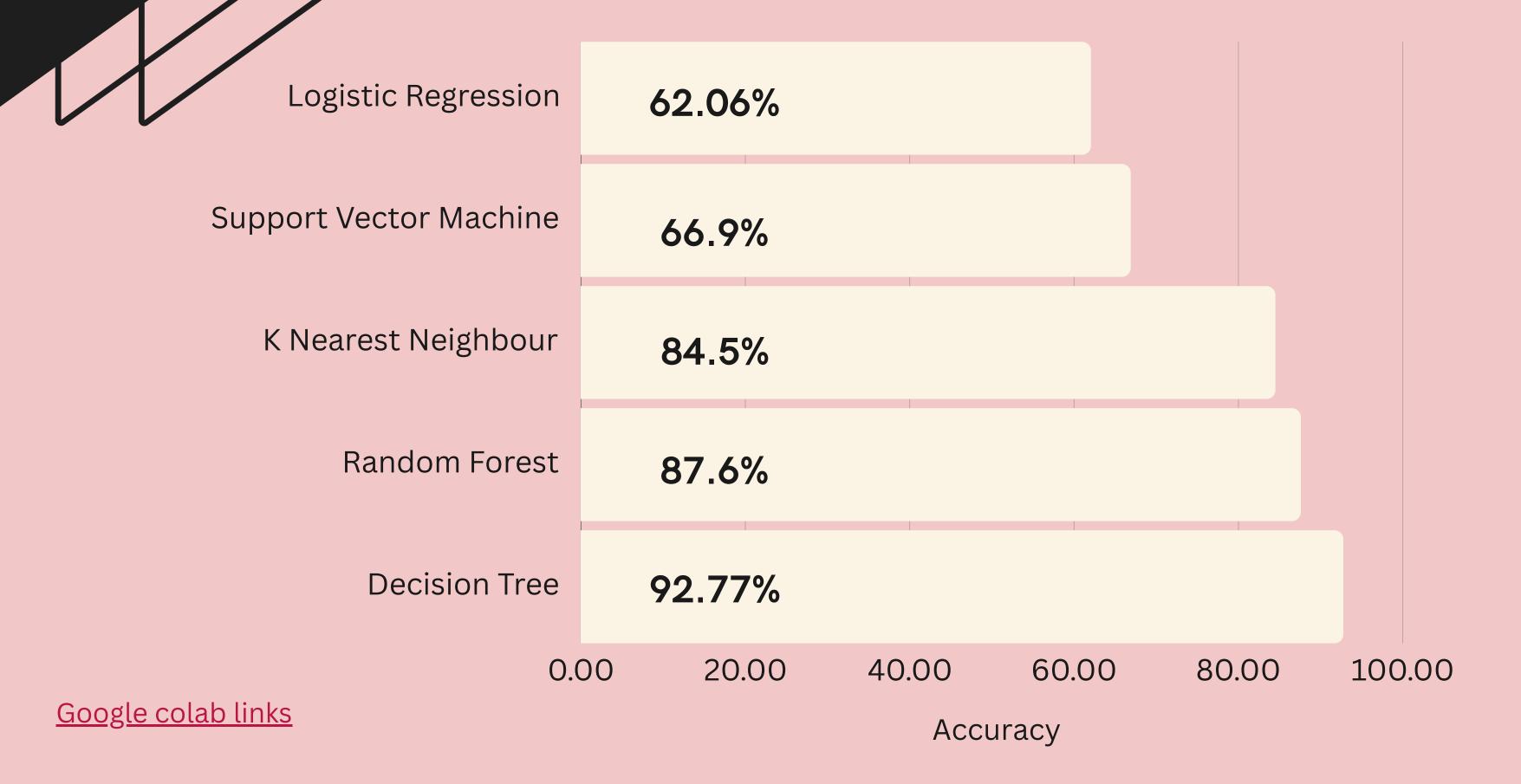
- Age: Age in years when a woman is pregnant.
- SystolicBP: Upper value of Blood Pressure in mmHg, another significant attribute during pregnancy.
- DiastolicBP: Lower value of Blood Pressure in mmHg, another significant attribute during pregnancy.
- BS: Blood glucose levels is in terms of a molar concentration, mmol/L.
- BodyTemp: Body Temperature in terms of Fahrenheit.
- HeartRate: A normal resting heart rate in beats per minute.
- Risk Level: Predicted Risk Intensity Level during pregnancy considering the previous attribute.

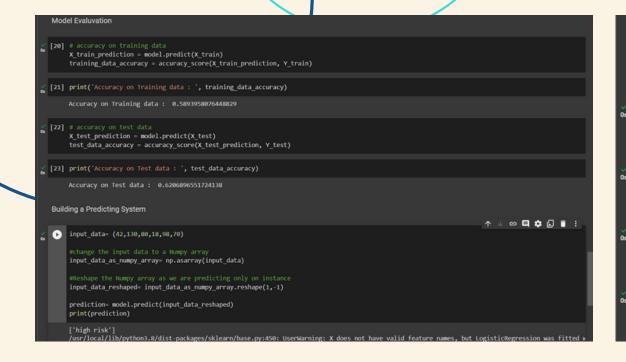
Link for accessing the Dataset:

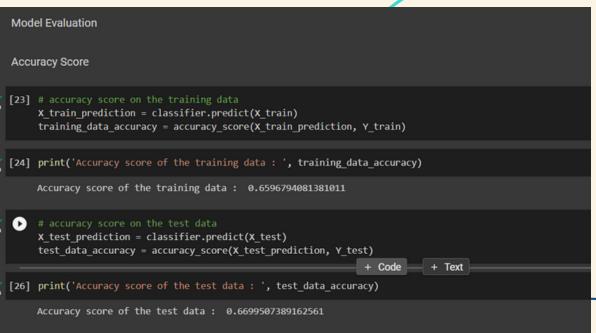
https://drive.google.com/file/d/1s7digaZq2iotY-vm_Z5tPbdRcZfD4mCY/view?usp=share_link

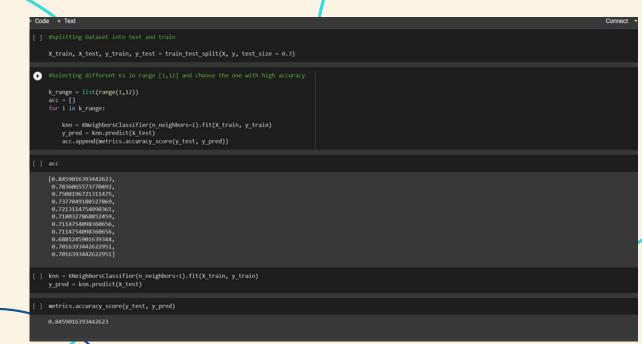


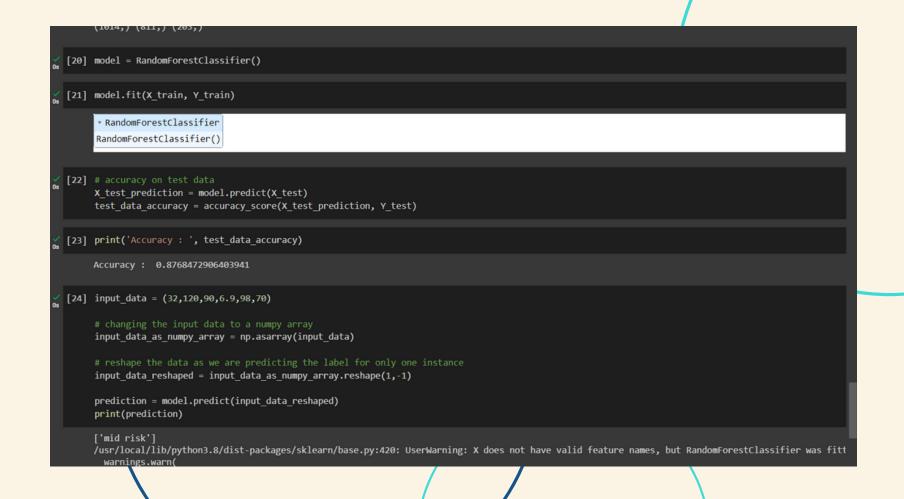
WORK DONE SO FAR

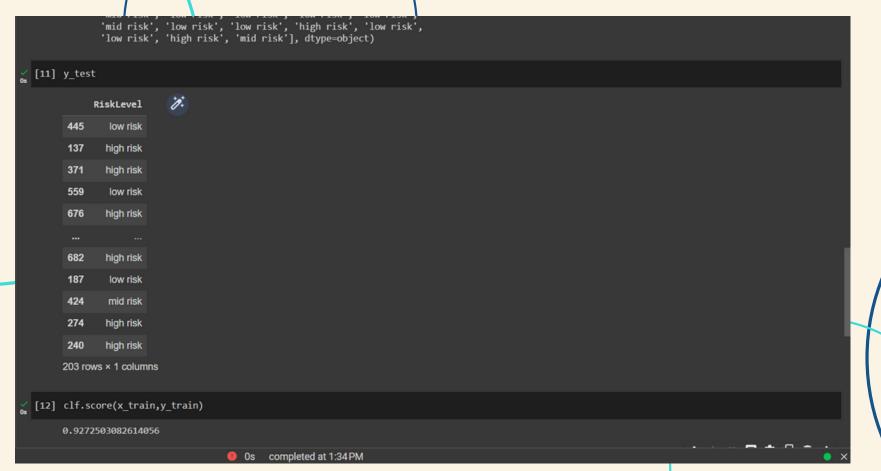












MARKET STRATEGY

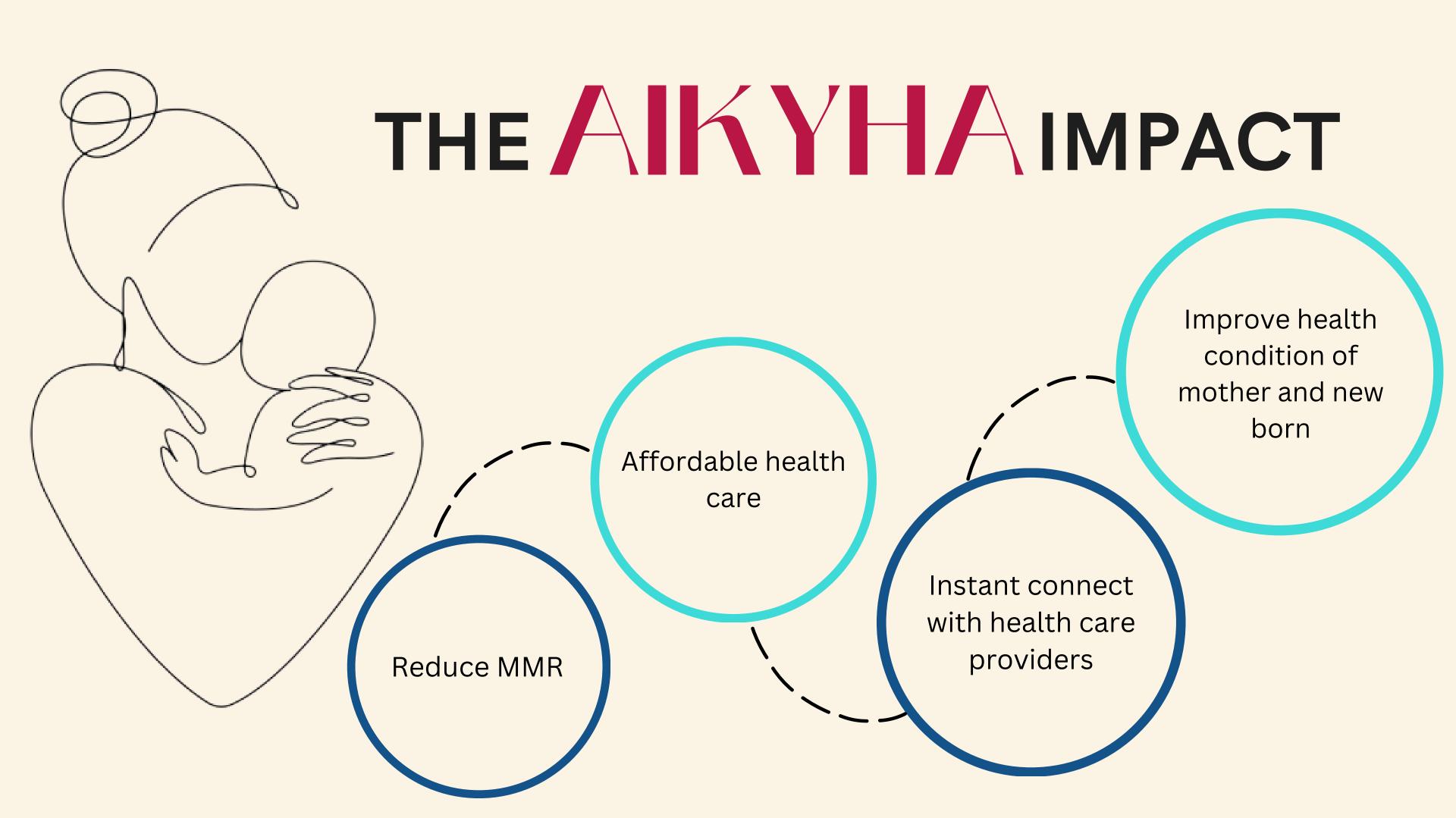
Customer Segment

- Pregnant women /their family members
- Gynaecologists
- Counselors
- Scanning Centre's
- Medical Service providers
- Pregnancy product and baby product manufacturers

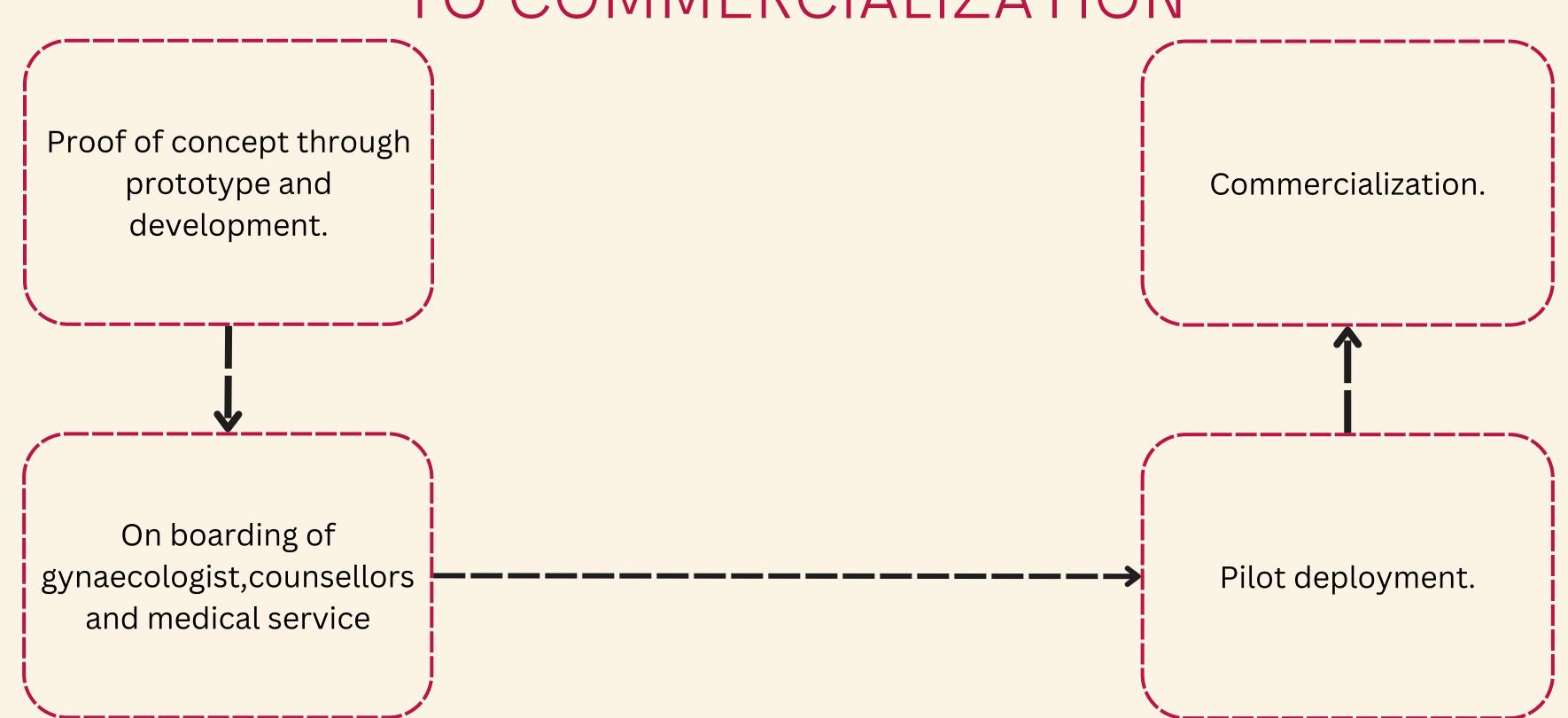
Channel

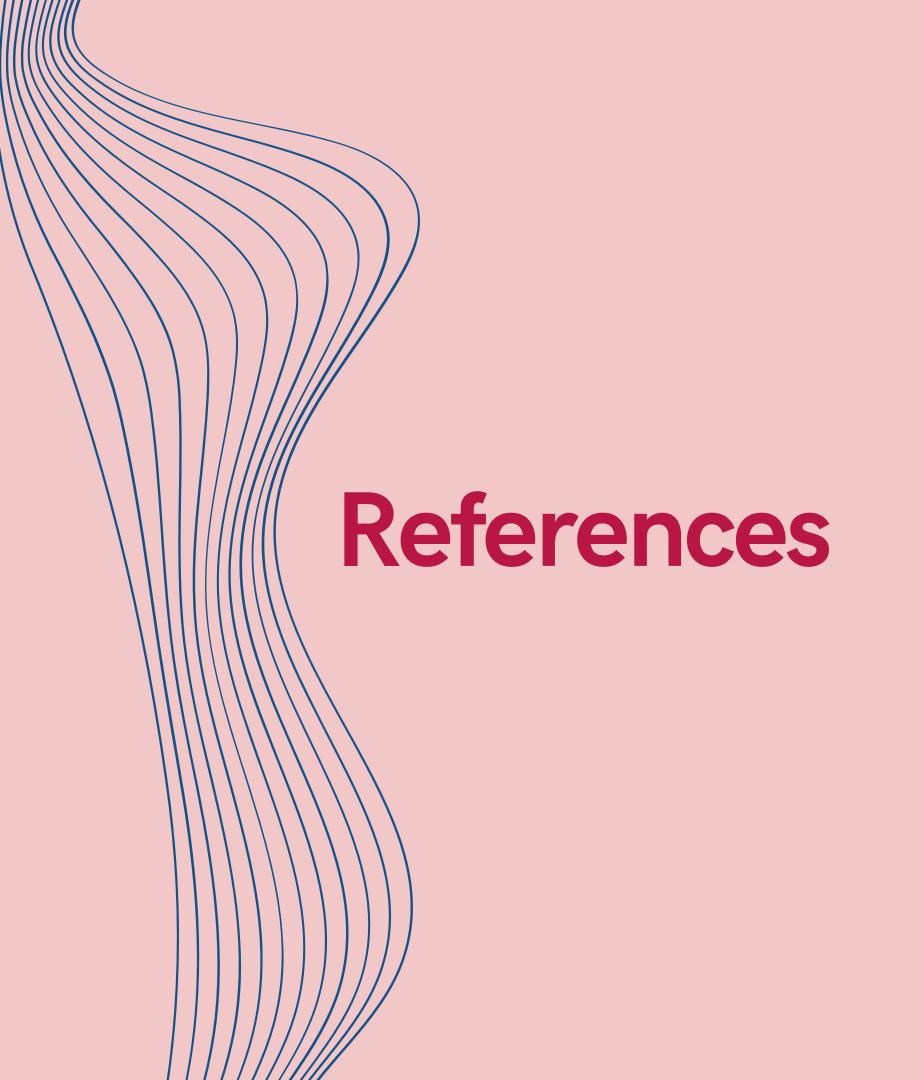
- Digital Marketing: Mobile Apps and websites
- Direct contact
- Consultant Gynaecologist
- Conferences and other professional events
- Awareness Camps.
- Online Promotion(social media)

Link for **Financial Projection**



PATH FROM IDEATION TO COMMERCIALIZATION





DATASET

KAGGLE

LOGICAL REGRESSION

Siddhardhan
(Heart Disease Prediction)

SUPPORT VECTOR MACHINE

<u>Siddhardhan</u> (<u>Diabetes Prediction</u>)

K-NEAREST NEIGHBOUR

Code with Marcus
(Heart Attack Prediction)

RANDOM FOREST

Siddhardhan (Wine Quality Prediction)

Let's Maltogether. Thank you

