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Position: Product Analyst

Selective process: DocPlanner

Delivery date: 07/13/2023



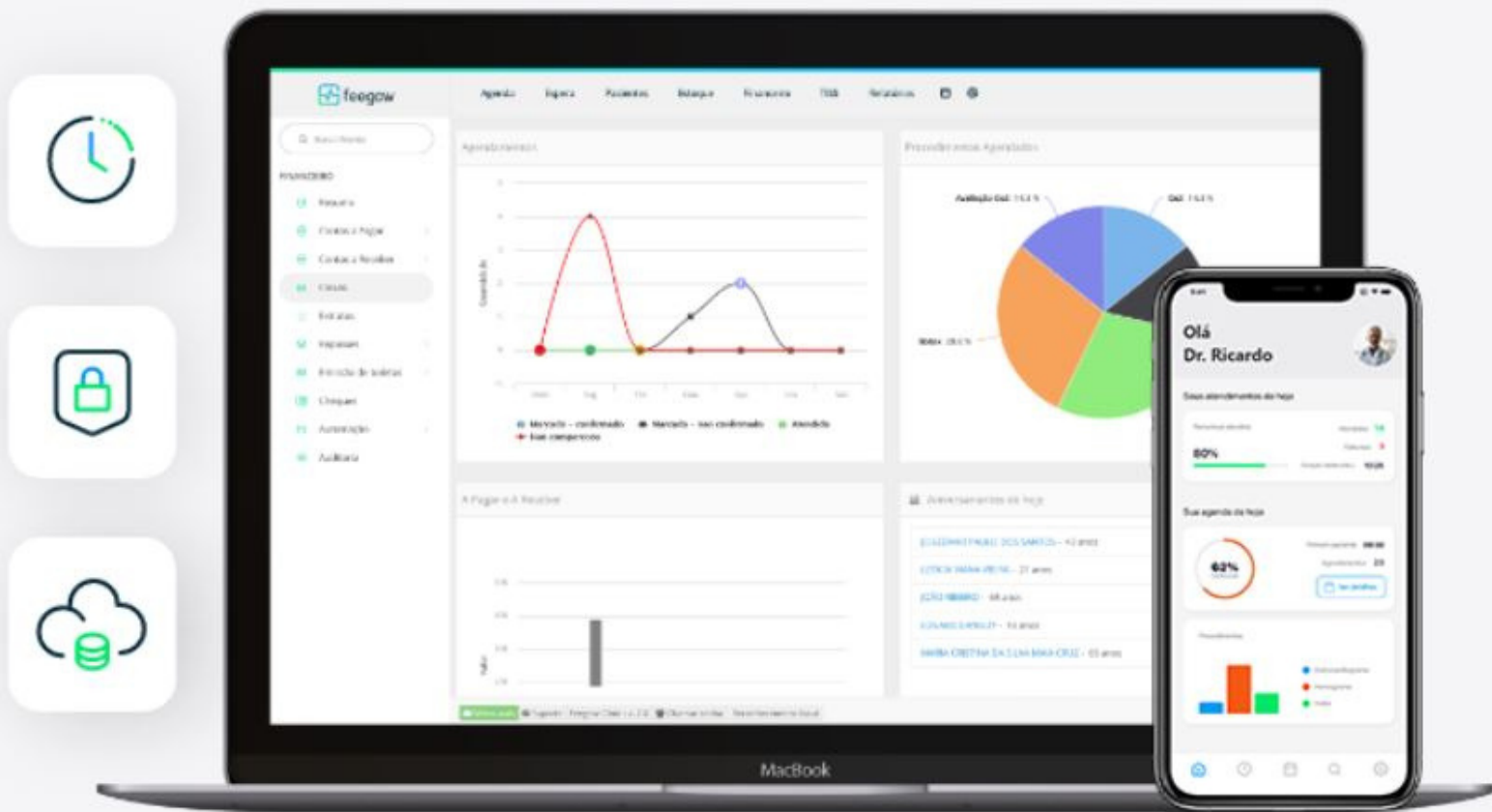
Feegow

**Analysis of data on customer
perception of the brand**



1 - Background

- Based on user reviews on Google, the main objective of this project is to perform a data analysis to gain valuable insights into customers' perception of Feegow.
- These insights will help us better understand how customers feel about the brand and what their opinions are, providing important information to improve the company's products and services.
- Currently, Feegow only has a 3.8 stars on Google Reviews, with numerous complaints and negative reviews from healthcare users.
- A review between 4 and 5 stars on Google is usually interpreted as a positive note, indicating a satisfactory experience with the product, service or place evaluated.
- In Google's organic search for "management of online clinics and medical offices in Brazil" Feegow only appeared in 12th position among the listed companies. On the other hand, it appeared in 1st place in the list of paid media companies.



2 - Feegow Overview

- DocPlanner is a Polish healthcare platform founded in 2012, which operates in 13 countries, and which in 2022 became a unicorn company, that is, a technology startup whose market value exceeds US\$ 1 billion.
- Doctoralia was born in Barcelona, but was bought by the Polish group Docplanner in 2017, making it the largest healthcare conglomerate in the world.
- Doctoralia in Brazil offers a digital environment where patients can find information about doctors, dentists, psychologists and other health professionals, and users can read the reviews and opinions of other patients.
- The platform also allows patients to schedule appointments and exams directly with registered professionals.

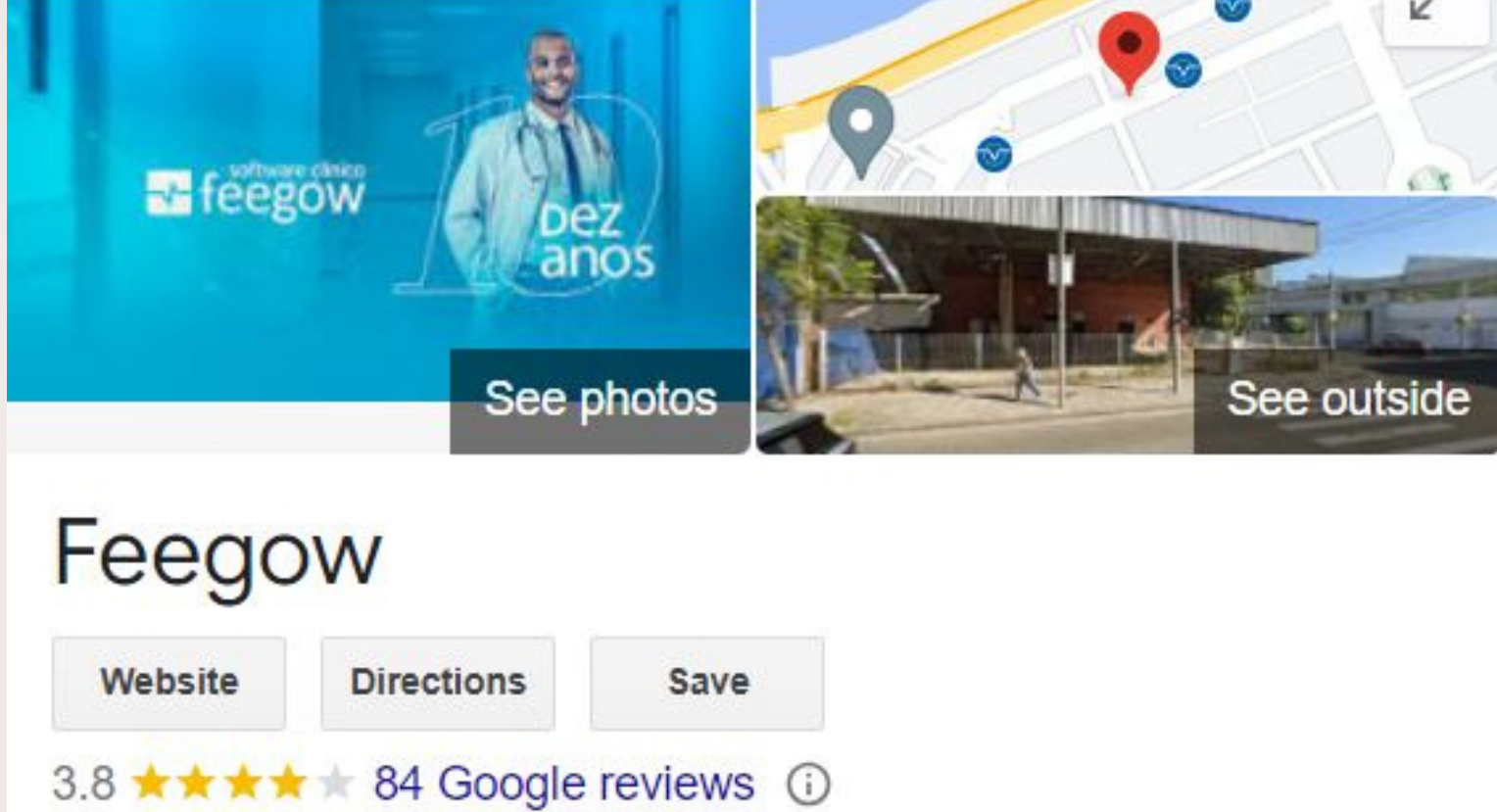
- On 07/21/22, Doctoralia acquired the Brazilian company Feegow, a startup that creates software for managing hospitals and clinics.
- While Doctoralia is a search and appointment scheduling platform for patients, Feegow is a clinic and hospital management platform for healthcare professionals. Each of them has its specific focus and purpose within the healthcare industry.
- Initially, the Feegow brand will still exist in parallel with Doctoralia's services, including to make the transition process and cross-selling between customers of different products smoother.
- In healthtech's view, the plan when bringing the two platforms together is to place the entire customer journey within Doctoralia, from scheduling an appointment to completing the service.
- The future plan of the business group will be to unify the Doctoralia and Feegow brands. But before that happens, it will be necessary for the company to resolve Feegow's support and customer service issues, as the company only has a 3.8 star review on Google, with numerous complaints and negative reviews from healthcare users.
- There are several negative reviews about the application, therefore, before definitively incorporating the two brands, Docplanner will need to solve Feegow's problems so that the Doctoralia brand is not negatively impacted and remains strong in the market.

- The synergy between Feegow and Doctoralia is clear: together they will be able to optimally serve doctors, clinics and patients. This acquisition became a great opportunity to positively impact the healthcare ecosystem in Latin America.
- In the Brazilian scenario, Feegow has some direct competitors that offer similar management solutions for clinics and doctors' offices. Some of Feegow's main competitors in Brazil are: iClinic; Ninsaúde Apolo; e Clínica nas Nuvens.

3 - Data Source

- A dataset was created for this analysis, and the data were extracted from Google Reviews of Feegow's Google Business Profile.

1 - data_Analysis_reviews.xlsx: list of all reviews and comments in the period between 2015 and 2023 with 8 variables (columns) and 84 records (lines). Follow the link to consult the dataset: https://bit.ly/feegow_reviews_analysis



4 - Elaboration of the dataset for analysis

The first step after identifying the need to evaluate Google user reviews was to extract Google Reviews data from Feegow's Google Business Profile.

With the information obtained, a dataset with 8 variables (columns) and 84 records (rows) was created. The columns have information such as: order; user; when evaluated; gender; review (stars); status; definitions about the service; and review link.

A sequential order was created in which each user has their number. It was also evidenced in which year the evaluation was carried out. The gender was separated into: male, female, and legal entity. In the column "evaluation (stars)" was given a score from 1 to 5 stars.

In the column "status", the evaluation was classified in Positive and Negative according to the number of stars that the evaluation received. From 1 to 3 the evaluation is considered negative, and from 4 to 5 it is considered positive.

In the column “definitions about the service” the main phrases that users commented on were inserted. In this way, it will be possible to identify the incidence of a specific problem so that corrective actions can be taken after the conclusion of this analysis.

In the evaluation link, it is possible to enter exactly in the evaluation of a given user just by clicking on its link. Each user has their respective link. This way, you can read the full review on Google Reviews.

5 - Exploratory data analysis

Next, we will calculate the average of the reviews using the “review (stars)” column as a reference. For this, we will make an SQL query:

```
SELECT AVG(review_stars) as average_reviews  
FROM reviews;
```

SQL query 01

The average user review of Feegow is 3.8452. Google's system rounded it up to 3.8 stars.

In order to have an overview of the evaluations during the year, we will make an SQL query to find out how many evaluations Feegow received in each year.

```
SELECT when_evaluated AS year, COUNT(*) AS reviews  
FROM reviews  
GROUP BY when_evaluated  
ORDER BY year DESC;
```

SQL query 02

| Year | Number of reviews |
|------|-------------------|
| 2023 | 10 |
| 2022 | 25 |
| 2021 | 26 |
| 2020 | 14 |
| 2019 | 5 |
| 2018 | 2 |
| 2017 | 1 |
| 2015 | 1 |

Table 01 - Number of reviews

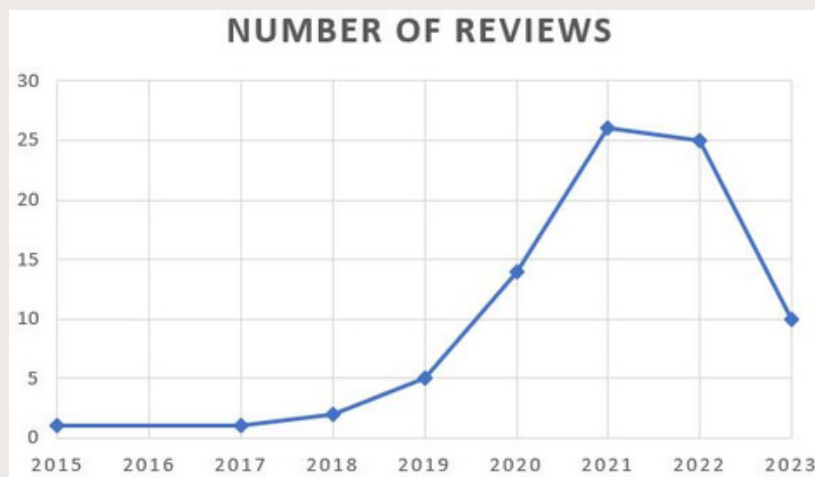


Chart 01 - Number of reviews

If we compare 2019 to 2020, we can see that reviews almost tripled. From 2020 to 2021 the reviews almost doubled, and from 2021 to 2022 the reviews remained practically the same.

If we look at Chart 01, we can see a drop in reviews in 2023, but this is due to the fact that we still have the entire second half of the year ahead of us.

It is observed that in 2020 there was a jump in the number of reviews and this increase continued in 2021 and 2022. It is worth mentioning that in 2020 was the year in which the COVID pandemic began and it lasted throughout 2021 and the first half from 2022.

This increase in comments may be related to the increased demand for the Feegow system by health professionals due to the pandemic. However, who can answer this information accurately will be Feegow's Commercial Department.

Now, we'll make an SQL query to find out what the predominant gender of the people who left the reviews is.

```
SELECT gender, COUNT(*) as frequency
FROM reviews
GROUP BY gender
ORDER BY frequency DESC;
```

SQL query 03

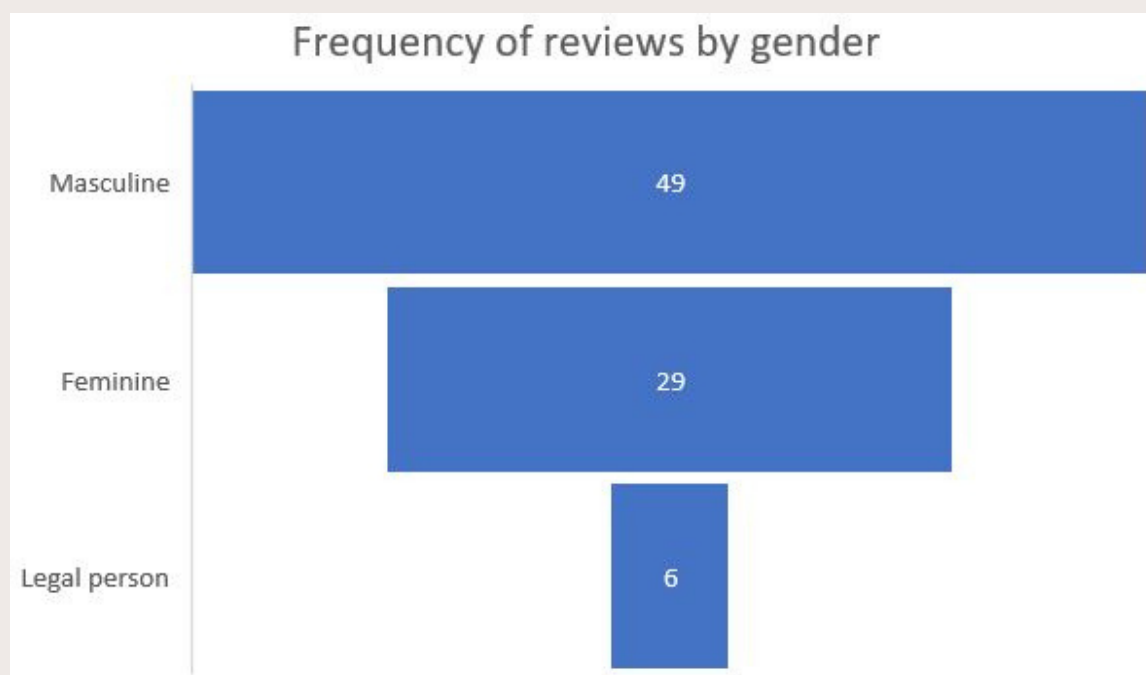


Chart 02 - Frequency of reviews by gender

If we look at Chart 02, we can see that men left a much larger number of reviews than women, totaling almost 60%. We were able to identify that five reviews were made with legal names, making it impossible for us to know the gender of the users.

Now, we'll make an SQL query to find out the average of reviews for each genre.

```
SELECT gender, COUNT(*) as frequency
FROM reviews
GROUP BY gender
ORDER BY frequency DESC;
```

SQL query 04

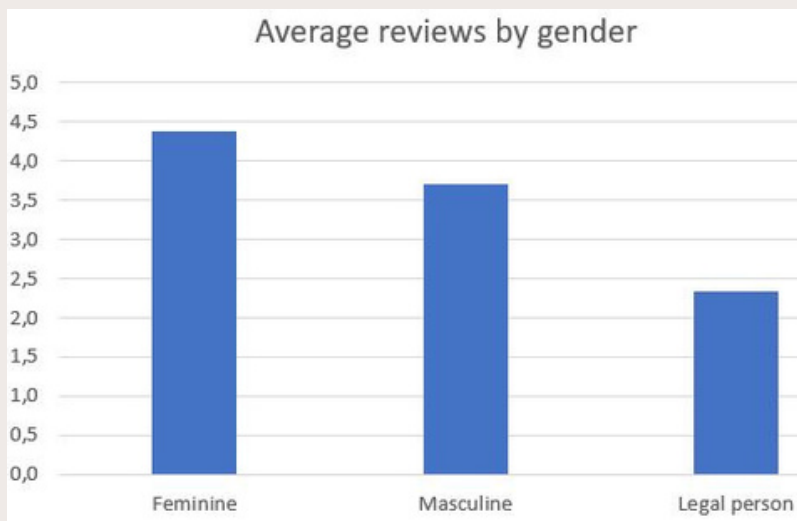


Chart 03 - average reviews by gender

If we look at Chart 03, we can see that men have an average of reviews lower than 4 stars, while women exceed 4 stars in the average of reviews.

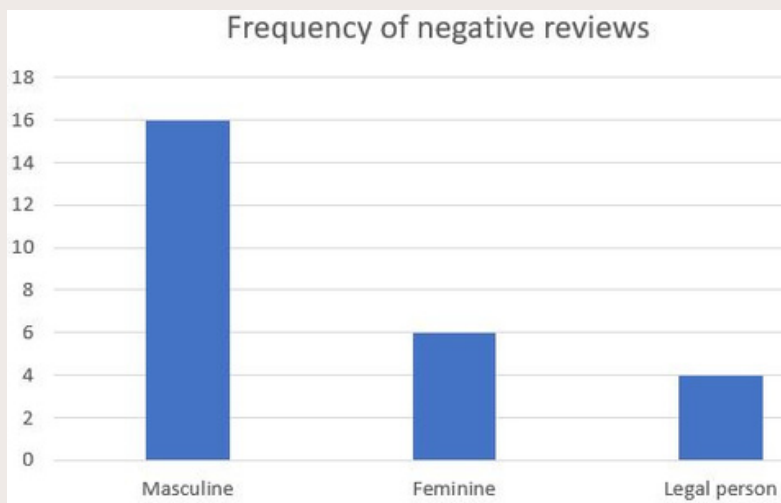


Chart 04 - Frequency of negative reviews

Once identified that men made almost 60% of the reviews and that they were responsible for 64% of the negative reviews, it is necessary to carry out a very strong "Customer Success" work with this specific gender so that Feegow can reverse the trend. level of dissatisfaction for this genre class that has such a huge impact on brand reviews on Google Reviews.

According to the analysis carried out, it is assumed that male health professionals are the main users of the Feegow platform, which would explain the rate of 60% of the reviews being made by men.

Now, we'll make an SQL query to find out how the distribution of positive and negative evaluations behaves over the years.

```
SELECT when_evaluated AS year,
       COUNT(CASE WHEN status = 'Positive' THEN 1 END) AS reviews_positives,
       COUNT(CASE WHEN status = 'Negative' THEN 1 END) AS reviews_negatives
FROM reviews
GROUP BY when_evaluated
ORDER BY when_evaluated DESC;
```

SQL query 05

| Year | Reviews positives | Reviews negatives |
|------|-------------------|-------------------|
| 2023 | 5 | 5 |
| 2022 | 8 | 17 |
| 2021 | 24 | 2 |
| 2020 | 12 | 2 |
| 2019 | 5 | 0 |
| 2018 | 2 | 0 |
| 2017 | 1 | 0 |
| 2015 | 1 | 0 |

Table 02 - Comparison between positive and negative reviews over the years

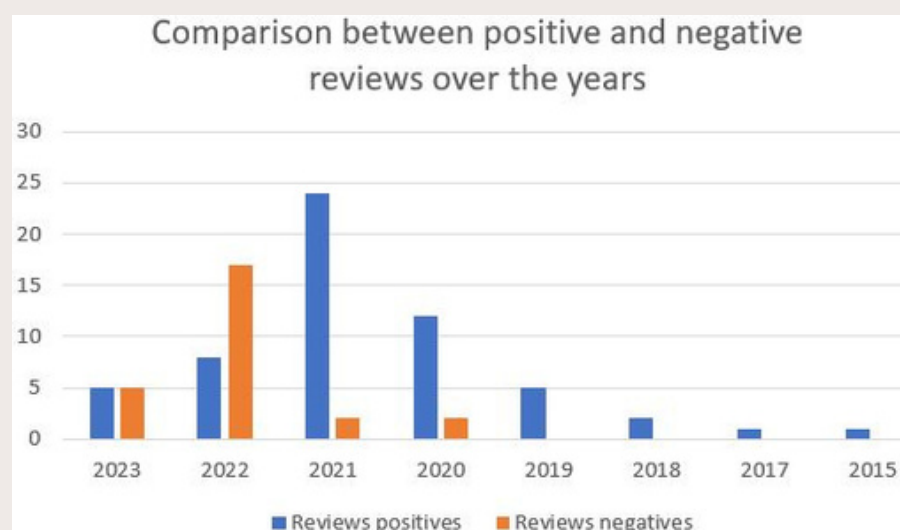


Chart 05 - Comparison between positive and negative reviews over the years

Of the 84 reviews on Google Reviews, 69% are positive and 31% are negative. If we look at Chart 05, we can see that from 2015 to 2019, Feegow had no negative reviews on Google Reviews. In the years 2020 and 2021, the company had only two negative reviews, predominantly maintaining the number of positive reviews.

In 2022, the situation drastically reversed. Negative evaluations in this period grew 750% compared to the years 2020 and 2021. It is worth noting that in 2022 was the year in which Doctoralia carried out the acquisition of Feegow.

According to the analysis carried out, it is assumed that there were problems in this management transition and that the business group was not able to provide the necessary support to healthcare professionals who are users of the Feegow platform.

To have a better view of the average ratings over the years, we will use the following SQL query:

```
SELECT when_evaluated AS year, AVG(review_stars) AS average_reviews
FROM reviews
GROUP BY when_evaluated
ORDER BY year;
SQL query 06
```

| Year | Average reviews |
|------|-----------------|
| 2015 | 5 |
| 2017 | 5 |
| 2018 | 5 |
| 2019 | 5 |
| 2020 | 4,6 |
| 2021 | 4,7 |
| 2022 | 2,4 |

Table 04 - Average reviews per year

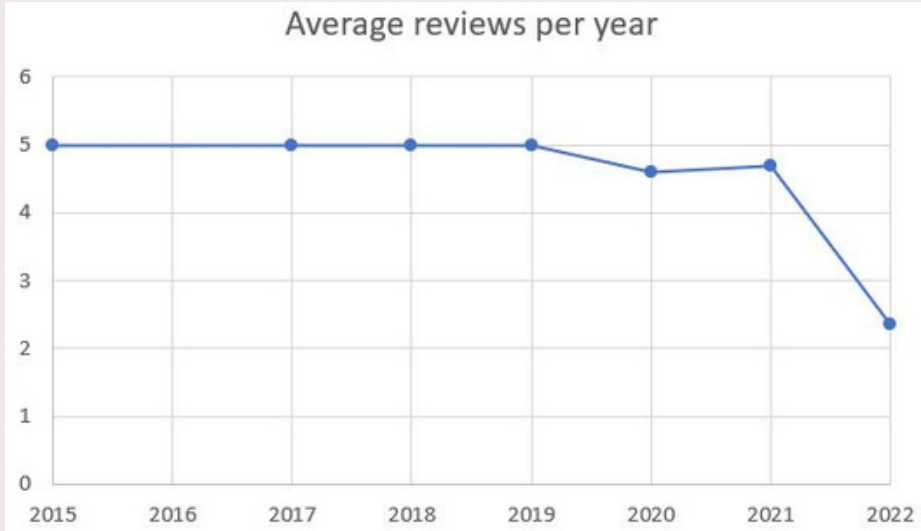


Chart 06 - Average reviews per year

We can see that by the year 2021 the average of Feegow reviews on Google Reviews could be considered positive. But from the year 2022, the average reviews began to drop dramatically, causing the average reviews to be considered negative.

In the year 2022, 68% of the reviews were negative and in 2023 so far 50% of the reviews were negative, but we still have the entire second half of the year ahead of us. If the reviews continue to follow this trend, Feegow will end 2023 with another year with an average of negative reviews.

With the intention of further investigating negative reviews, especially in 2022, we will carry out an analysis of user comments on Google Reviews so that we can find out what were the main complaints from users of the Feegow platform.

| Most frequent negative comments | Frequency |
|--|-----------|
| Inefficient support | 16 |
| Sstemic problems | 10 |
| Thinking about migrating to another system | 5 |
| Delay in resolving issues | 4 |
| Hard to find available functions | 3 |
| System lacks basic functions | 2 |
| I don't recommend it to anyone | 2 |
| Terrible | 2 |
| Financial loss | 2 |
| Plastered system | 2 |

Table 04 - Frequency with which the comments occurred

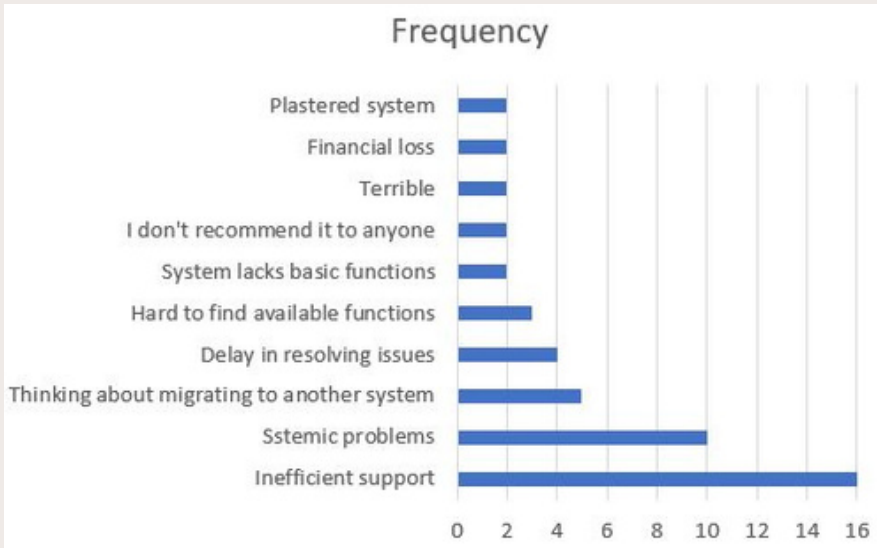


Chart 07 - Frequency with which the comments occurred

Of the 10 most frequent subjects in negative reviews, 05 of them are mentioned only twice, therefore, we will emphasize the 05 most commented subjects in negative reviews.

If we look at Chart 06, we can identify that these 05 most commented negative issues are: inefficient support; systemic problems; thinking of migrating to another system; delay in resolving issues; and hard to find available functions.

These most frequent negative issues were almost all commented on in the year 2022, therefore, they are still very recent and can have a great negative impact on the decision-making power of Google users who are looking for online hospital management services.

"Inefficient support" appears 15 times in negative comments and users generally emphasize how technical support is unable to resolve problems on the platform and how this affects the routine in offices and hospitals.

"Systemic problems" come in second with 10 complaints on this subject. Users reported being very dissatisfied with the amount of bugs on the platform and the frequency with which system instabilities occur.

The comment "thinking about moving to another system" appears 5 times and is usually accompanied by comments about systemic problems and ineffective support. Users reported that they are already negotiating with Feegow's competitors and that they would have liked to have made the change earlier, but they procrastinated because they feel that platform migration is something chaotic that interferes with the entire routine of the hospital or clinic.

The comment "takes time to resolve problems" appears 4 times in negative reviews and is usually accompanied by the comment "inefficient support". Users commented that after contacting Feegow reporting an operational problem, technical support took weeks to resolve the problem, and bugs in patient records and in the supply stock can cause serious problems in the management of the health institution.

"Hard to find available functions" appears 3 times in negative reviews. This problem usually happens when users have the perception that the platform is too complicated to use and does not have a friendly and intuitive interface. Among the 84 reviews, 36 reviews had no comments, making a deeper analysis impossible.

6 - Analysis of Feegow's competitors

In the Brazilian scenario, Feegow has some direct competitors that offer similar management solutions for clinics and doctors' offices. Some of Feegow's main competitors in Brazil are: iClinic; Ninsaúde Apollo; Clínica nas Núvens.

iClinic, a company from Ribeirão Preto - SP, appeared in 4th place in Google's organic search, referring to the search "management of online clinics and medical offices in Brazil". It did not appear at the top of the survey as paid media. iClinic has 69 reviews on Google Reviews and has an average of 3.6 stars.

Ninsaúde Apollo, a company from Criciúma - SC, did not appear on the first two pages of Google's organic search. It also didn't appear at the top of the survey as paid media. Ninsaúde Apollo has 4 reviews on Google Reviews and has an average of 4.8 stars.

Clínica nas Nuvens, a company from Xanxerê - SC, appeared in 11th place in Google's organic search. It did not appear at the top of the survey as paid media. Clínica nas Nuvens has 62 reviews on Google Reviews and has an average of 4.6 stars.

7 - Final Recommendations



Feegow needs to focus its energies on trying to increase its average on Google Reviews. At the moment the company has 3.8 stars. At a minimum, the company needs to get 9 more 5-star reviews to be able to reach the 4-star average on Google Reviews, and it needs to make an effort to not receive more negative reviews.



In Google's organic search Feegow appeared only in the 12th position of the listed companies. Appearing at the top of Google's organic search results requires consistent work in search engine optimization - SEO such as: correct use of keywords, creation of relevant content, on-page optimization, link building.



Once identified that men made almost 60% of the reviews and that they were responsible for 64% of the negative reviews, it is necessary to carry out an intense "Customer Success" work with this specific gender so that Feegow can reverse the level dissatisfaction of these users that has such a big impact on brand review on Google Reviews.



In the year 2022, 68% of the reviews were negative and in 2023 so far 50% of the reviews were negative, but we still have the entire second half of the year ahead of us. Negative reviews in 2022 grew by 750% compared to 2020 and 2021. It is worth noting that 2022 was the year in which Doctoralia acquired Feegow. Based on the analysis carried out, it is assumed that there were problems in this management transition and that the business group was unable to provide the necessary support for health professionals who are users of the Feegow platform.



"Ineffective support" appears 15 times in negative comments. "Systemic problems" come in second with 10 complaints on this subject. The comment "thinking about migrating to another system" appears 5 times. The comment "takes time to resolve problems" appears 4 times in negative reviews. "Hard to find available functions" appears 3 times in negative reviews. Docplanner will need to resolve these Feegow issues before the full merger of the brands so that the Doctoralia brand is not negatively impacted and remains strong in the market.

Thanks!

"Without analysis, data is just guesswork." - W. Edwards Deming.

"Data analytics is a lens that allows us to see beneath the surface and discover patterns that can change the world." - David McCandless.