

My Approach:

Problem statement: Choose a brand(Dr.Morepen, Burnol) in the same space as burnicol then perform online research, primary research and based on these research provide suggestions which can be adopted by Burnicol to stand up to the competition in the market.

Technical Progress: Although I did not succeed in building a fully functioning python application that scrapes data on the products sold by Dr.Morepen laboratories. What I have built so far are two python scripts one which extracts data from their Ecommerce website to find details about Product description, prices, vendors, the type of product and also a list of different variants of the products listed on the website :

<https://health.drmorepen.com/products/burnol-cream-25gm-tube-antiseptic-gel-instant-relief>

This was done using the EcommSiteScraping.py script file. I can also scrape the information on Usage, Ingredients, Manufacturing Info for each of the products listed at the above link (which includes Burnol)

In my BurnolWebScrap.py I am still figuring out how to extract info on sales, api list pdf and products which can be downloaded from corporate website of Dr.Morepen,
<https://www.morepen.com/> which i am still figuring out because of the html involved as of now, I have been able to fetch content from the website but figuring out how to organize them to csv files to make more comprehensive suggestions for Burnicol.

Suggestions:

1. We can study the price patterns from fields extracted from <https://health.drmorepen.com/products/burnol-cream-25gm-tube-antiseptic-gel-instant-relief.js> to set competitive prices for not just Burnicol but also other products that Ember could launch which are substitutes for products sold by Dr.Morepen.
2. We can study Morepen's SKU and then offer something which is demanded by a segment of customers and not offered by Morepen like say a different tube size.
3. Following point 2, we can also gauge if they are offering less variations. We could offer new variants in the market which are different from them.
4. Lastly, if i manage to correctly scrape data from their corporate website then we can study their manufacturing footprints, their investors, patents and formulations which would give us even deeper understanding. The best part is this we can do this process on not just Morepen but any of our competitors.