

Analysis of Homeopathy Medicine

Insights based on 1mg Data



OUR TEAM



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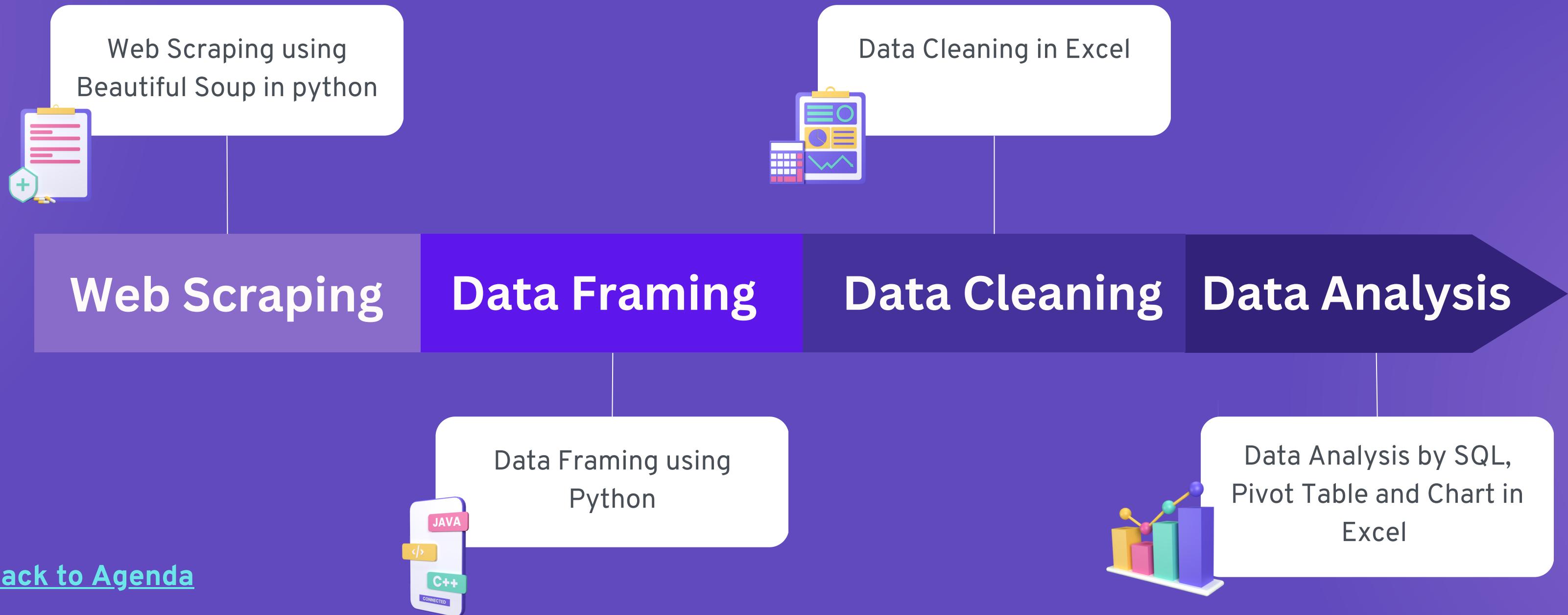
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Objectives

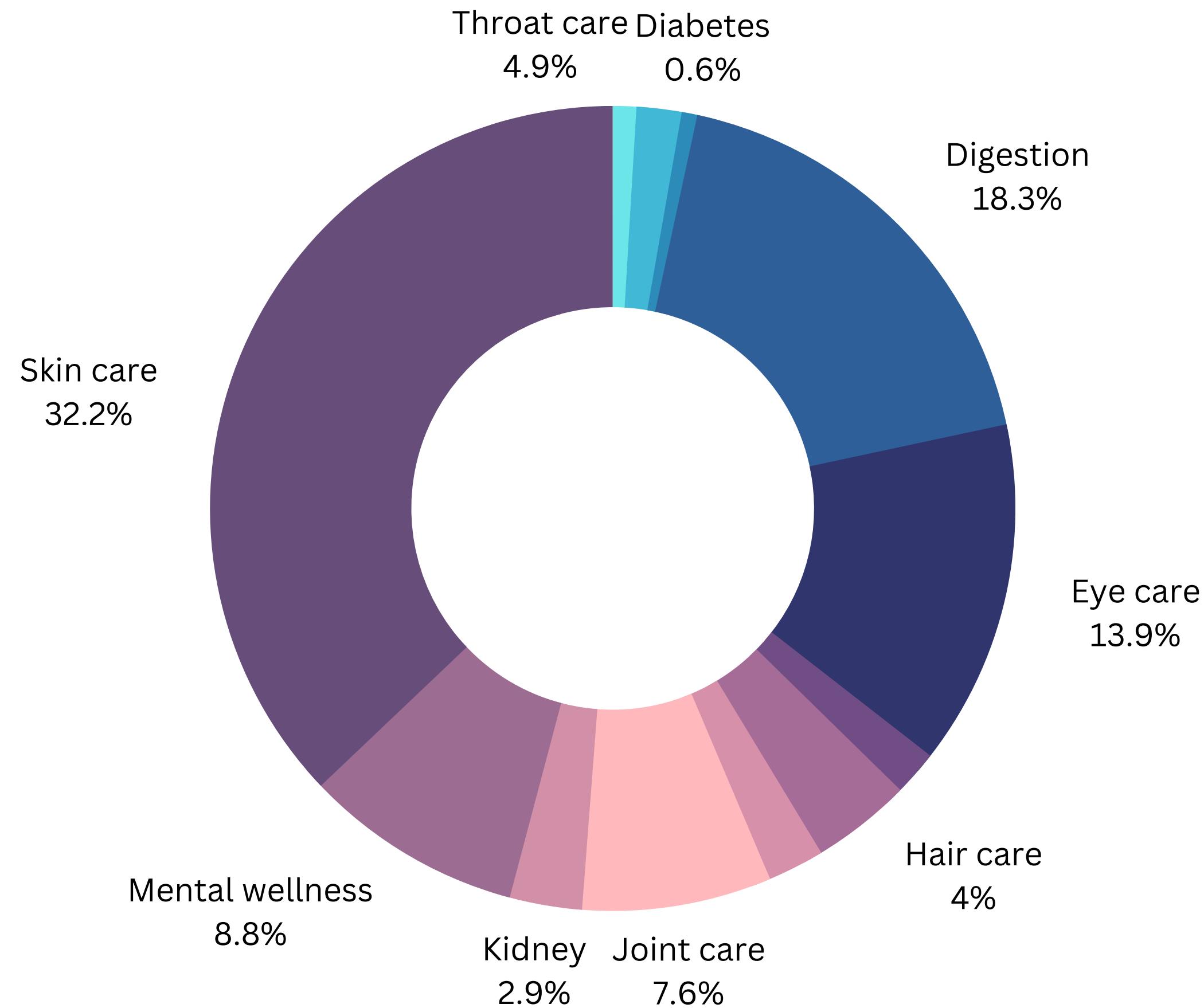
- Conducting a comprehensive analysis of homoeopathic medicine data for consultation purposes.
- Estimating the total cost to open a new homoeopathic medicine store according to their key benefits area.



Project Workflow

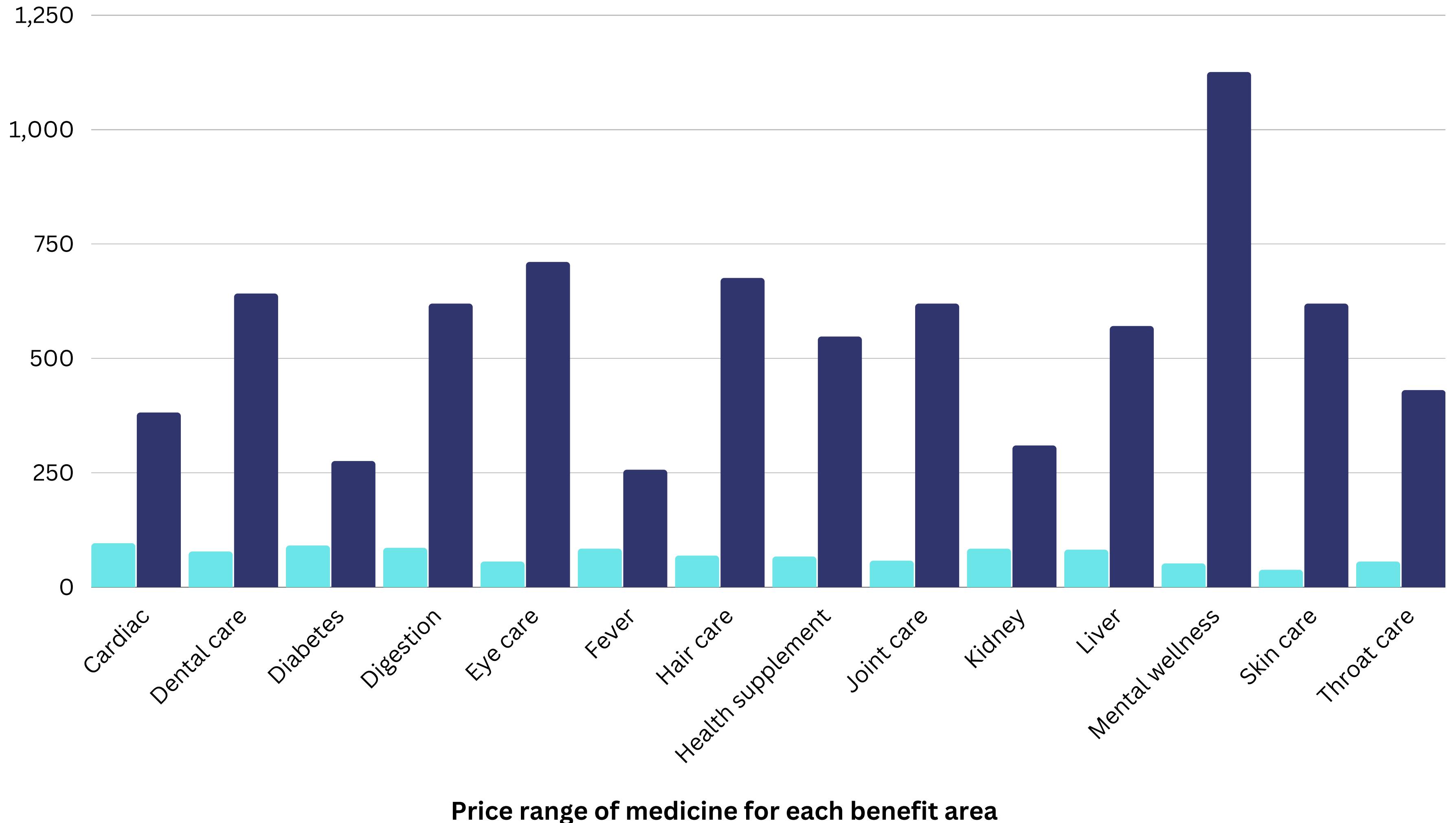


Medicine Availability Analysis

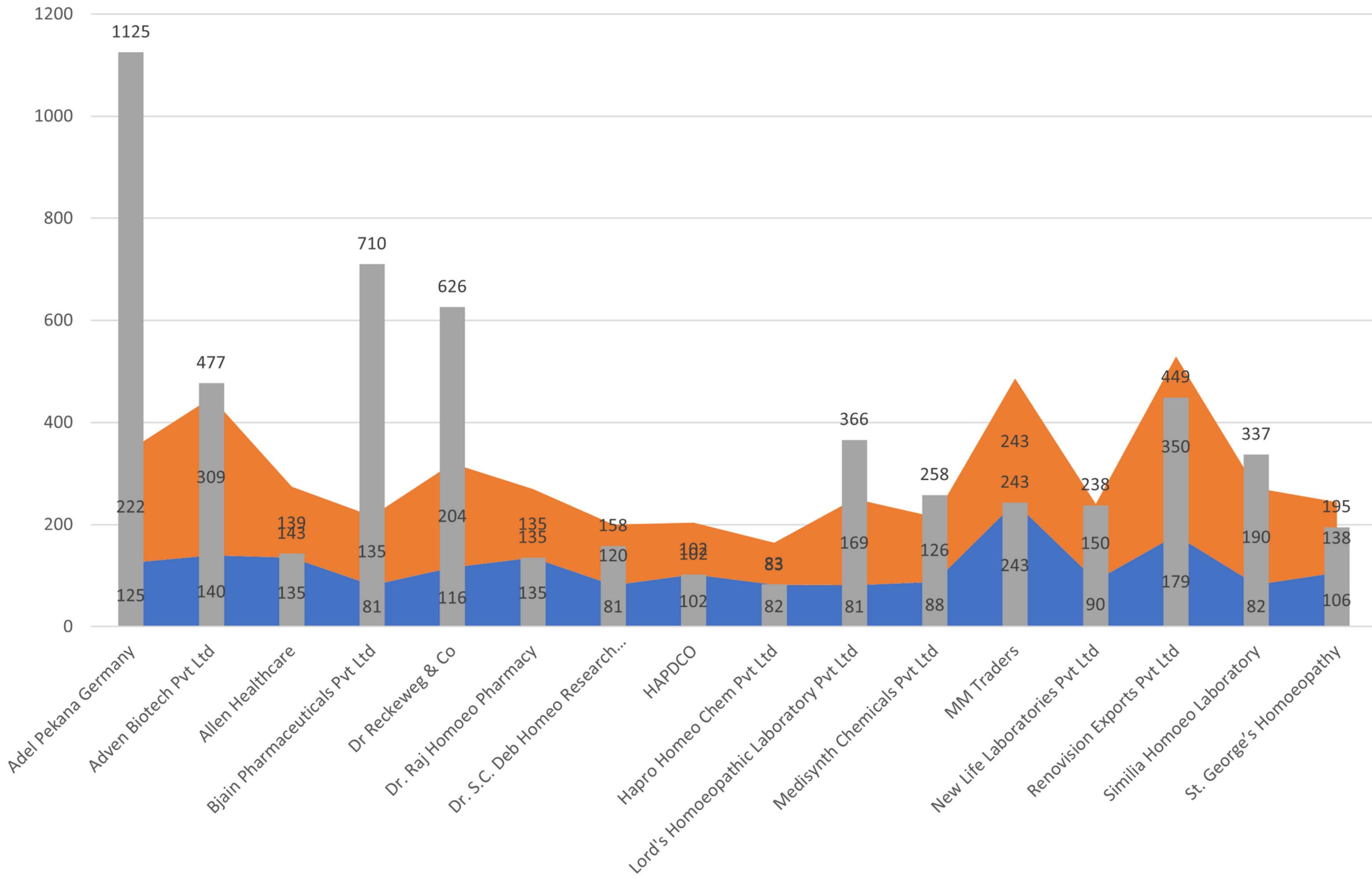


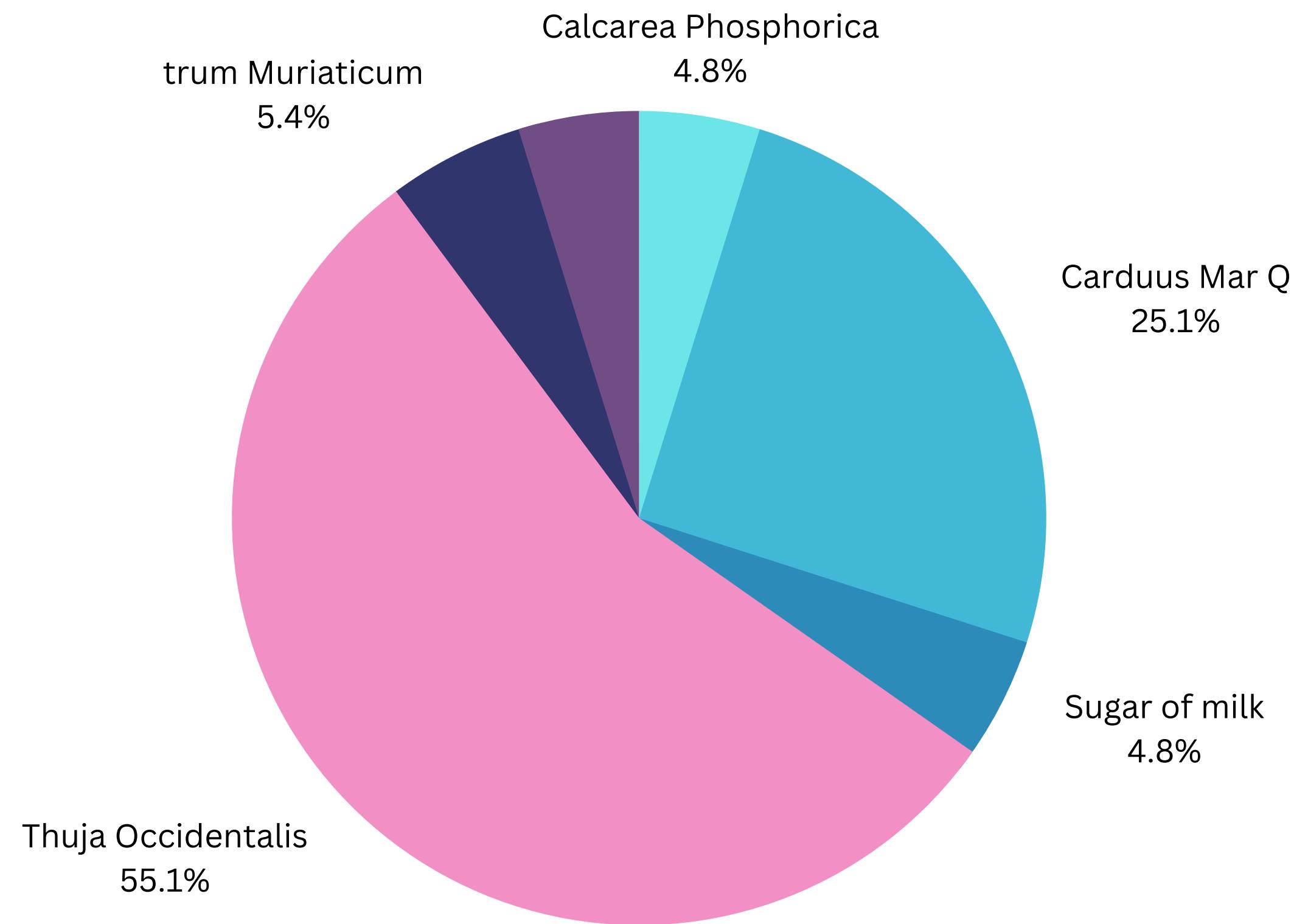
Percentage of medicines available for different benefit area

- Availability of medicines is higher in the **Skin care** followed by the **Eye care** and **Digestion** field.
- Lowest number of medicines in the **Diabetes, Cardiac** and **Dental Care** fields.



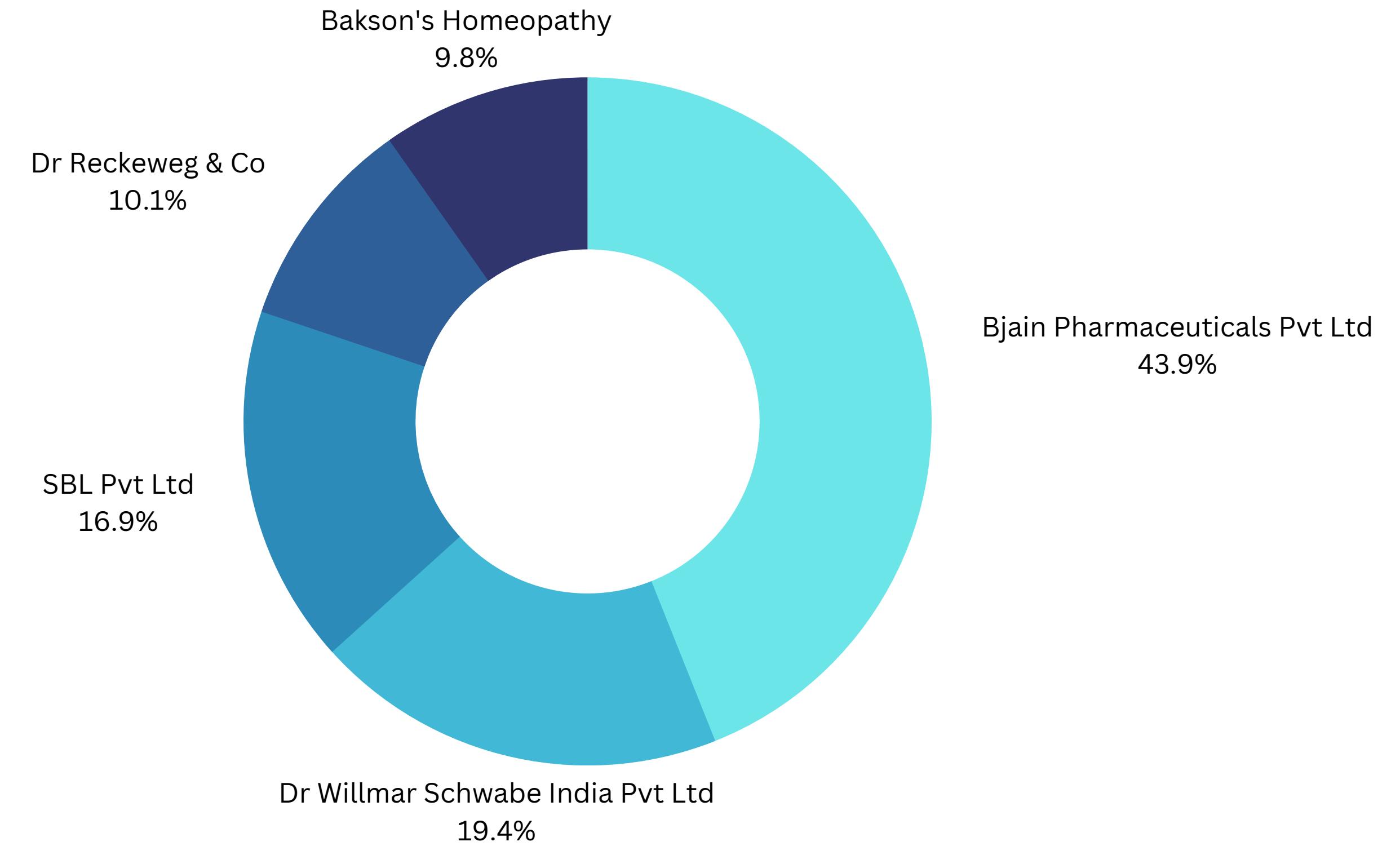
Average, min , max price for each brand





Most used ingredient

- These are the Top 5 Most used ingredient.
- Thuja Occidentalis and Carduus Mar Q are most used ingredient.



**Brands have greater
than 4 points review
medicine**

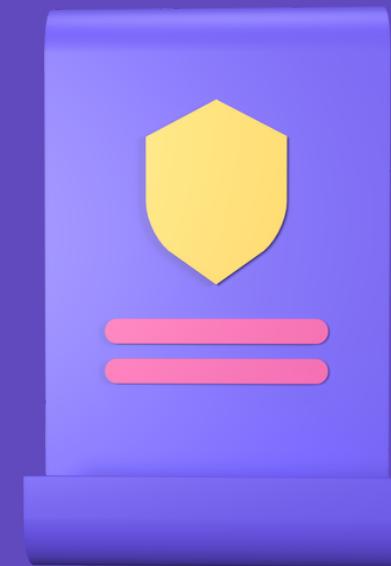
Proposed Budget to open a Homeopathic store

Key Areas	Estimated Amount
Size of the store and cost of renting :	500sqft, 80k
Avg Cost of inventory for each benefit area	4 L
Salaries and wages for staff	20K*3=60K
Advertising and marketing expenses	1 L
Insurance	50K
Equipment and supplies	2 L
Licenses and permits	50K
miscellaneous	1 L
TOTAL	10-12 L



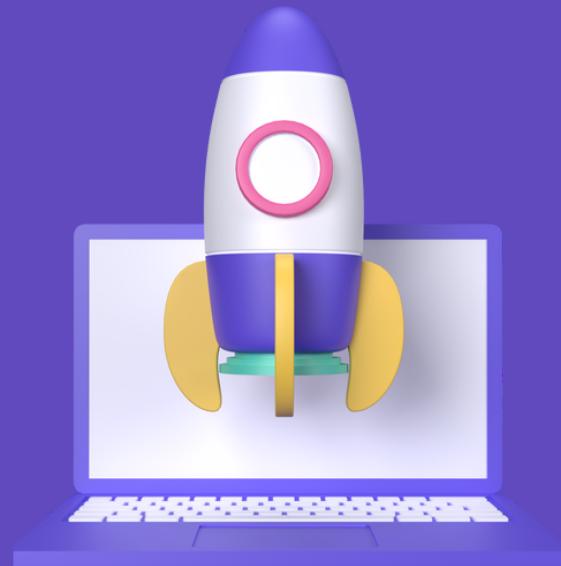
Challenges faced

- Banned multiple times from the site of 1mg.
- Data extraction of individual medicine by using its own URL makes process of web scraping more lengthy and time consuming.
- High amount of Duplicate data extracted.



Future scope

The above analysis can be used to generate a Machine Learning Model which can consult medicine based on the requirement of the benefit area.



Thank You!



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