



Capstone Project

26.11.2021

By:

Aryaman Jora

Rollno:21f1002884

Overview

The data collected is based on a local pharmacy of a reputed hospital in dehradun.

The data consist of body care products revolving around the products information, rating and the reviews written by customers. It contains product category , brand , volume , price , description ,ratings, age group of the costumes ,gender of the customer and its location.

Different analysis on this data that consist of :

1. Which brand has the maximum price of its products.
2. Frequency of reviews in each brand
3. Trend of customer's Age group for analysis of target audience.
4. Trend of customer's gender i.e. what is our target audience.
5. Trend of product category i.e. which category is the bestseller.

The result of the above analysis is that people of the age group 25-34 are consuming more than others .

Bioderma is the most popular brand among all age groups . So pharmacy should have more quantities of this brand to meet the customer needs .

We also have which brand has received the most number of reviews from the customers. From this we can see that bioderma is the most rated brand followed by mustela and eucerin .

From our gender analysis we have found that % of female customers is much more than male customers so our target audience should be of more female customers.

According to our product category analysis , Body moisturizer has topped the list of the most sold products with 73 units sold followed by body healing and repairing products with 30 units sold , from this we can suggest that the pharmacy should have these categories in surplus .

From our location data analysis we have found the most number of customers are from Bidholi , Rajpur and IMA. so more shops can be opened in these are to boost the sales.

Slides

a) Dataset (Synergy_pharmacy):

Synergy_pharmacy ☆ DD dD

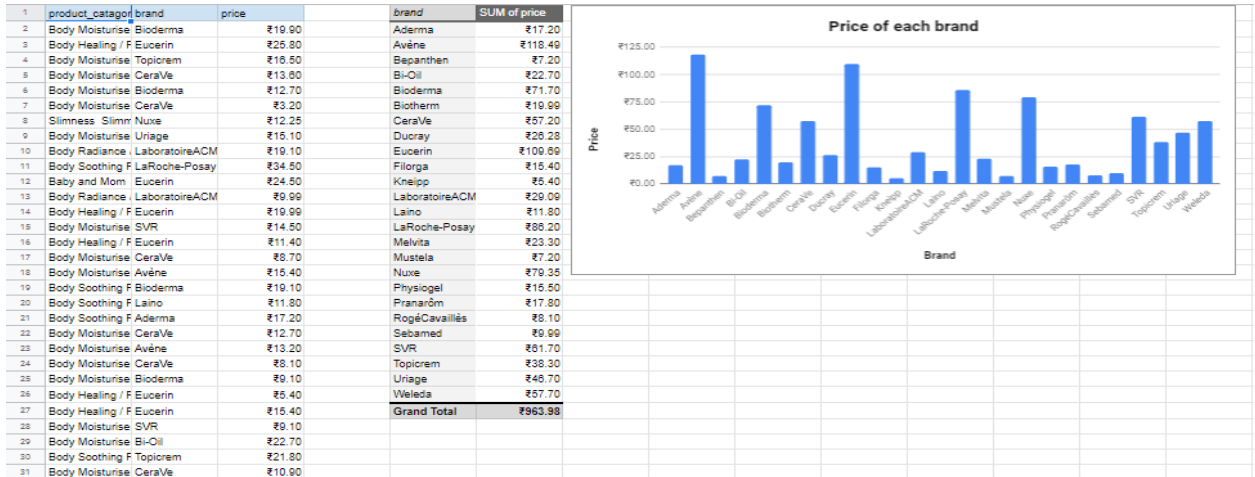
File Edit View Insert Format Data Tools Extensions Help Last edit was 2 minutes ago

100% 122+ Arial 10 B X A

ET155 price

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
	product_category	brand	form	volume	price	description	num_review	overall_rate	overall_prod_qu	customer_id	age_group	gender	customer_loc	cus_rev_num	review_vote	customer_rate	product_qual
1	Body Moisturisers	Bioderma	Cream	50	₹20	Bioderma Atoderm Ultra Nourishin	50	4.8	4.9	1 35-44	female	Prem Nagar		4	0	5	5
2	Body Moisturisers	Bioderma	Cream	50	₹20	Bioderma Atoderm Ultra Nourishin	50	4.8	4.9	2 35-45	female	Prem Nagar		1	0	5	5
3	Body Moisturisers	Bioderma	Cream	50	₹20	Bioderma Atoderm Ultra Nourishin	50	4.8	4.9	3 35-45	female	Prem Nagar		1	0	5	5
4	Body Moisturisers	Bioderma	Cream	50	₹20	Bioderma Atoderm Ultra Nourishin	50	4.8	4.9	4 35-47	female	Prem Nagar		2	0	5	5
5	Body Moisturisers	Bioderma	Cream	50	₹20	Bioderma Atoderm Ultra Nourishin	50	4.8	4.9	5 35-48	female	Prem Nagar		1	1	5	5
6	Body Moisturisers	Bioderma	Cream	50	₹20	Bioderma Atoderm Ultra Nourishin	50	4.8	4.9	6 35-49	female	Prem Nagar		0	0	5	5
7	Body Moisturisers	Bioderma	Cream	50	₹20	Bioderma Atoderm Ultra Nourishin	50	4.8	4.9	7 35-50	female	Prem Nagar		3	0	5	5
8	Body Moisturisers	Bioderma	Cream	50	₹20	Bioderma Atoderm Ultra Nourishin	50	4.8	4.9	8 35-51	female	Prem Nagar		1	0	5	5
9	Body Moisturisers	Bioderma	Cream	50	₹20	Bioderma Atoderm Ultra Nourishin	50	4.8	4.9	9 25-34	female	Prem Nagar		1	0	5	5
10	Body Healing / Repair	Eucerin	Milk	40	₹20	Eucerin Complete Repair Emollian	20	4.6	4.5	10 25-35	male	Balawala		1	0	5	5
11	Body Healing / Repair	Eucerin	Milk	40	₹20	Eucerin Complete Repair Emollian	20	4.6	4.5	11 25-35	male	Balawala		8	0	5	5
12	Body Healing / Repair	Eucerin	Milk	40	₹20	Eucerin Complete Repair Emollian	20	4.6	4.5	12 25-37	male	Balawala		1	0	5	5
13	Body Healing / Repair	Eucerin	Milk	40	₹20	Eucerin Complete Repair Emollian	20	4.6	4.5	13 25-38	male	Balawala		7	2	5	5
14	Body Healing / Repair	Eucerin	Milk	40	₹20	Eucerin Complete Repair Emollian	20	4.6	4.5	14 25-39	female	Balawala		3	0	5	5
15	Body Healing / Repair	Eucerin	Milk	40	₹20	Eucerin Complete Repair Emollian	20	4.6	4.5	15 25-40	female	Balawala		0	0	4	5
16	Body Moisturisers	Topiorem	Milk	50	₹17	Topiorem UH Body Milk 2 x 500ml	25	4.9	4.9	16 25-41	female	Balawala		3	0	5	5
17	Body Moisturisers	Topiorem	Milk	50	₹17	Topiorem UH Body Milk 2 x 500ml	25	4.9	4.9	17 25-42	female	Balawala		3	0	5	5
18	Body Moisturisers	Topiorem	Milk	50	₹17	Topiorem UH Body Milk 2 x 500ml	25	4.9	4.9	18 25-43	female	Balawala		3	0	5	5
19	Body Moisturisers	CeraVe	Balm	20	₹14	CeraVe Moisturising Cream With F	14	4.9	4.8	19 35-44	female	Balawala		1	0	5	5
20	Body Moisturisers	CeraVe	Balm	20	₹14	CeraVe Moisturising Cream With F	14	4.9	4.8	20 35-44	female	Balawala		3	1	5	5
21	Body Moisturisers	CeraVe	Balm	20	₹14	CeraVe Moisturising Cream With F	14	4.9	4.8	21 35-44	female	Ambani		1	1	5	5
22	Body Moisturisers	Bioderma	Cream	50	₹13	Bioderma Atoderm Ultra Nourishin	55	4.8	4.9	22 55-65	female	Ambani		3	0	5	5
23	Body Moisturisers	Bioderma	Cream	50	₹13	Bioderma Atoderm Ultra Nourishin	55	4.8	4.9	23 55-65	female	Ambani		1	0	5	5
24	Body Moisturisers	Bioderma	Cream	50	₹13	Bioderma Atoderm Ultra Nourishin	55	4.8	4.9	24 55-67	female	Barasi		1	0	5	5
25	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	25 35-44	female	Barasi		9	2	5	5
26	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	26 45-54	female	Barasi		1	0	5	5
27	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	27 25-34	female	Barasi		1	0	4	4
28	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	28 25-34	female	Barasi		1	0	4	4
29	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	29 25-34	female	Barasi		1	0	4	4
30	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	30 25-34	female	Barasi		1	0	4	4
31	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	31 25-34	female	Barasi		1	0	4	4
32	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	32 25-34	female	Barasi		1	0	4	4
33	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	33 25-34	female	Barasi		1	0	4	4
34	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	34 25-34	female	Barasi		1	0	4	4
35	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	35 25-34	female	Barasi		1	0	4	4
36	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	36 25-34	female	Barasi		1	0	4	4
37	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	37 25-34	female	Barasi		1	0	4	4
38	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	38 25-34	female	Barasi		1	0	4	4
39	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	39 25-34	female	Barasi		1	0	4	4
40	Body Moisturisers	CeraVe	Balm	50	₹1	CeraVe Moisturising Cream 50ml	1	5	5	40 25-34	female	Barasi		1	0	4	4

b) Total item Price of each brand



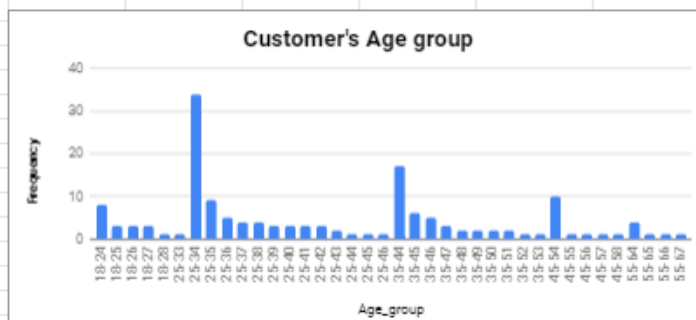
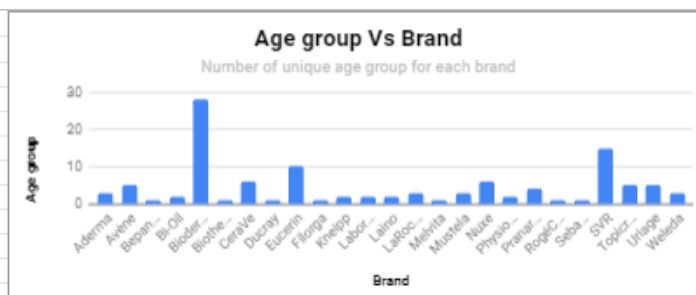
c) Customer gender:

gender	COUNTA of gen
female	122
male	32
Grand Total	154

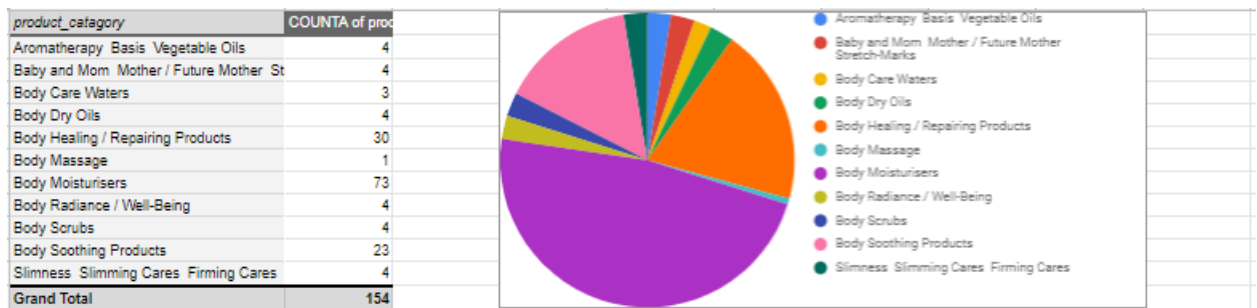


d) Customer age_group:

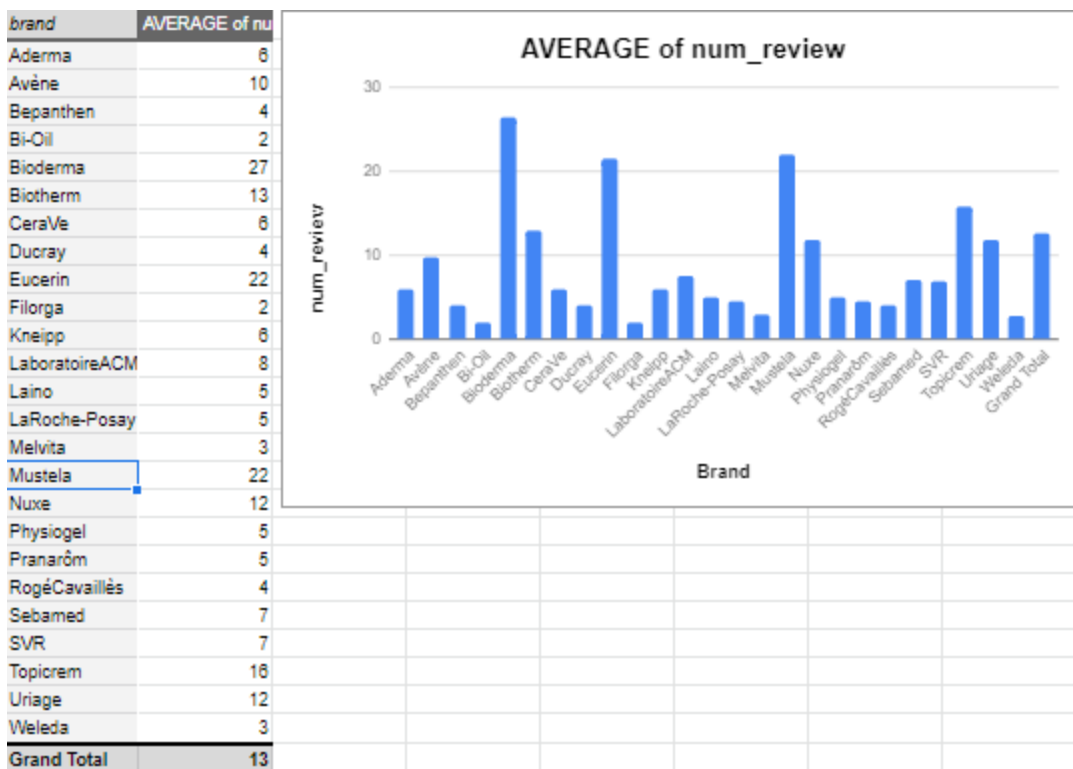
brand	COUNTUNIQUE
Aderma	3
Avène	5
Bepanthen	1
Bi-Oil	2
Bioderma	28
Biotherm	1
CeraVe	6
Ducray	1
Eucerin	10
Filorga	1
Kneipp	2
LaboratoireACM	2
Laino	2
LaRoche-Posay	3
Melvita	1
Mustela	3
Nuxe	6
Physiogel	2
Pranarôm	4
RogéCavaillès	1
Sebamed	1
SVR	15
Topicream	5
Uriage	5
Weleda	3
Grand Total	38



e) Product category:



f) Review of each brand:



g) Location of the customer:

1	customer_loc	COUNTA of cus
2	Ambari	3
3	Balawala	11
4	Barasi	5
5	Bidholi	12
6	Chilhar	5
7	Dharkot	10
8	Gadsar	10
9	Ghanta	7
10	Haripur	4
11	Harrawala	6
12	IMA	12
13	Kyari	6
14	Lohari	10
15	Majra	7
16	Naraya	6
17	Patel Nagar	6
18	Pondha	7
19	Prem Nagar	9
20	Rajpur	12
21	Selakui	6
22	Grand Total	154
23		

