INTERNSHIP REPORT ON

HYPER TENSION and HEART STROKE

DETECTION

by

Team members : 1.Narla Venkata durga bhavya sri(Team lead)

2.Paritosh Pankaj

3.Tushar Kesare

4.C. Sumanth

5. Deekshith Pullagoni

ABSTRACT

Hypertension, commonly known as high blood pressure, is a leading risk factor for cardiovascular diseases, including stroke. Stroke, a serious medical condition caused by disruption of blood flow to the brain, is a major cause of mortality worldwide. The relationship between hypertension and stroke has been extensively studied, and evidence suggests that hypertension plays a significant role in the development and progression of stroke.

This literature review aims to provide an overview of the existing research on the detection of hypertension and its association with the risk of stroke. The review begins with an overview of hypertension, including its definition, risk factors, and prevalence. The diagnostic criteria and methods for detecting hypertension are discussed, including blood pressure measurement techniques.

The review then delves into the link between hypertension and stroke, examining the evidence from observational studies. The mechanisms underlying the relationship between hypertension and stroke are explored.

Furthermore, the review highlights the risk factors that contribute to the development of hypertension, including lifestyle factors such as diet, physical activity, and stress, as well as genetic and environmental factors. The impact of hypertension treatment, including lifestyle modifications and pharmacological interventions, on reducing the risk of stroke is also discussed.

Lastly, the review concludes with recommendations for future research and interventions to improve hypertension detection and management to reduce the risk of stroke. Early detection and management of hypertension are critical in preventing stroke and its associated morbidity and mortality. Further research is needed to better understand the complex relationship between hypertension and stroke and to develop effective strategies for hypertension detection, prevention, and management to reduce the burden of stroke in the population.

1.Problem statement

There are several challenges in detecting hypertension and identifying patients at risk of heart stroke:

Lack of routine screening: Hypertension is often asymptomatic, and many people may not be aware that they have high blood pressure. Routine screening for hypertension is not universally practiced, and there may be gaps in identifying individuals with hypertension, particularly in underserved populations or those with limited access to healthcare.

Inaccurate measurement: Blood pressure measurements can vary depending on various factors such as stress, anxiety, and improper measurement techniques. Inaccurate measurement of blood pressure can lead to misdiagnosis or underdiagnosis of hypertension, resulting in inadequate management and increased risk of heart stroke.

Limited data integration and analysis: Patient data related to blood pressure measurements, medical history, lifestyle factors, and other relevant information may be scattered across multiple healthcare systems or not adequately analyzed. This can result in missed opportunities for early detection of hypertension and identification of patients at risk of heart stroke.

Lack of predictive models: Existing approaches for hypertension detection and prediction of heart stroke risk may lack accuracy or not account for individual patient characteristics, leading to suboptimal risk assessment and management strategies.

Limited patient engagement: Patients' adherence to blood pressure monitoring, medication management, and lifestyle modifications play a crucial role in preventing heart stroke. However, patient engagement and education related to hypertension and heart stroke prevention may be lacking, leading to suboptimal outcomes.

Lack of knowledge : People in rural areas are lack of knowledge about hypertension caused health issues. which leads to silent heart stroke or sudden heart strokes.

2.Market/Customer/Business need assessment

Hypertension, also known as high blood pressure, is a common health condition that affects millions of people worldwide. It is a significant risk factor for heart stroke, which is a leading cause of mortality globally. Early detection and management of hypertension are crucial in preventing heart strokes and reducing associated health risks. Therefore, there is a clear market/customer/business need for effective hypertension detection and prevention strategies to address this pressing public health issue.

Market Need Assessment:

Prevalence of Hypertension: Hypertension is a widespread health condition, with a high prevalence rate globally. According to the World Health Organization (WHO), approximately 1.13 billion people worldwide have hypertension, and this number is expected to increase due to aging populations, lifestyle changes, and other risk factors.

Healthcare Costs: Hypertension and heart strokes result in significant healthcare costs, including hospitalizations, medications, and long-term care. The economic burden of these conditions poses a substantial market need for effective detection and prevention strategies to reduce healthcare costs and improve overall health outcomes.

Growing Awareness: There is increasing awareness among the general population about the importance of early detection and management of hypertension to prevent heart strokes. Patients, caregivers, and healthcare providers are actively seeking solutions to monitor blood pressure, detect hypertension early, and implement preventive measures.

Customer Need Assessment:

Convenience and Accessibility: Customers, including patients and healthcare providers, require convenient and accessible methods for detecting hypertension. This includes non-invasive and user-friendly solutions that can be easily integrated into routine healthcare practices or used by individuals at home.

Accuracy and Reliability: Customers need accurate and reliable methods for detecting hypertension to ensure appropriate diagnosis and management. The ability to provide consistent and trustworthy results is critical for building trust and confidence among customers.

Timely Intervention: Early detection and timely intervention are crucial in managing hypertension and preventing heart strokes. Customers need solutions that enable early detection of hypertension to facilitate prompt intervention, including lifestyle modifications, medication management, and other preventive measures.

Business Need Assessment:

Market Demand: There is a significant market demand for innovative solutions that can effectively detect and prevent hypertension to reduce the risk of heart strokes. Businesses that can provide reliable and convenient solutions to meet this demand are likely to have a competitive advantage in the market.

Competitive Landscape: The market for hypertension detection and prevention solutions is competitive, with various existing technologies and products available. Businesses need to differentiate themselves by providing unique features, advanced technology, and superior customer experience to gain a competitive edge.

Business Sustainability: Developing and marketing hypertension detection and prevention solutions can be financially rewarding, but it also requires a sustainable business model. Businesses need to assess the economic viability of their solutions, including pricing, revenue streams, and long-term sustainability to ensure business success.

3.Target specification and characterization

Target specification and characterization for hypertension detection and its link to heart stroke involve identifying key criteria and characteristics that can help in identifying individuals at risk of developing hypertension and subsequent heart stroke. Here are some potential target specifications and characterizations for this purpose:

Age: Hypertension tends to be more prevalent in older individuals. Therefore, a target specification could include age as a criterion, such as individuals aged 40 years or older.

Blood Pressure: Elevated blood pressure is a hallmark of hypertension. Targeting individuals with systolic blood pressure (SBP) consistently higher than 130 mm Hg or diastolic blood pressure (DBP) consistently higher than 80 mm Hg may be a relevant criterion for hypertension detection.

Lifestyle Factors: Certain lifestyle factors such as poor diet, sedentary behavior, tobacco use, and excessive alcohol consumption can contribute to the development of hypertension. Targeting individuals with these risk factors could help identify those at higher risk for hypertension and heart stroke

Medical History: A history of hypertension or cardiovascular disease in close family members, as well as personal medical history of conditions such as diabetes, obesity, or kidney disease, may increase the risk of developing hypertension. Targeting individuals with a relevant family or personal medical history could be a useful characterization.

Physical Characteristics: Certain physical characteristics such as waist circumference, body mass index (BMI), and presence of obesity can be associated with an increased risk of hypertension. Targeting individuals with specific physical characteristics could aid in hypertension detection.

Biomarkers: Certain biomarkers, such as high levels of blood cholesterol, fasting blood glucose, or markers of inflammation, may be associated with an increased risk of hypertension and heart stroke. Incorporating relevant biomarkers into the target specifications could provide additional information for characterization.

4.External search

Hypertension, or high blood pressure, is a common risk factor for cardiovascular diseases, including heart stroke. Detecting hypertension early and managing it effectively is crucial in preventing complications such as heart stroke. Here are some external sources that can provide information on hypertension detection and its link to heart stroke:

American Heart Association (AHA) (https://www.heart.org/): The AHA is a reputable organization that provides comprehensive information on various cardiovascular diseases, including hypertension and its association with heart stroke. Their website offers resources on the detection, diagnosis, and management of hypertension, as well as tips for preventing heart stroke.

Center for Disease Control and Prevention (CDC) (https://www.cdc.gov/): The CDC is a reliable source of information on various health topics, including hypertension and its impact

on heart health. They provide guidelines on hypertension detection, diagnosis, and management, as well as educational materials for the public.

National Heart, Lung, and Blood Institute (NHLBI) (https://www.nhlbi.nih.gov/): The NHLBI is part of the National Institutes of Health (NIH) and is dedicated to research, education, and prevention of heart, lung, and blood diseases, including hypertension and heart stroke. Their website offers resources on hypertension detection, treatment, and lifestyle changes to reduce the risk of heart stroke.

World Health Organization (WHO) (https://www.who.int/): The WHO is a global health organization that provides information on various health topics, including hypertension and its impact on cardiovascular health. Their website offers guidelines on hypertension detection, management, and prevention of complications such as heart stroke.

Mayo Clinic (https://www.mayoclinic.org/): Mayo Clinic is a renowned medical institution that provides reliable information on various health conditions, including hypertension and its association with heart stroke. Their website offers resources on hypertension detection, diagnosis, treatment, and lifestyle changes to prevent heart stroke.

5.Bench marking alternate products

Here are some alternate products that can be used for hypertension detection, which can be an important risk factor for heart stroke:

Clearly in my product Bp is an attribute in addition to that we take their age, gender, Cholesterol, chest pain etc. we predict hypertension detection varies from other products ,the product just predicts blood pressure. In my case we gather a dataset that includes relevant features such as age, gender, heartrate, and cholesterol levels along with the corresponding labels indicating whether each individual has hypertension or not. If the patient has no hypertension

Detection the product will give some health precautions to the patient to be aware of hypertension.

Digital Blood Pressure Monitors: Digital blood pressure monitors are widely available and can be used at home or in healthcare settings. They are easy to use and provide accurate readings of blood pressure levels, which are crucial for detecting hypertension. Many digital blood pressure monitors also come with features such as memory storage and data tracking, which can help monitor blood pressure trends over time.

Wearable Devices: Several wearable devices, such as smartwatches and fitness trackers, come with built-in sensors that can measure blood pressure levels. These devices use optical sensors or other innovative technologies to provide continuous or on-demand blood pressure

monitoring. They may also have additional health tracking features, such as heart rate monitoring, which can provide a holistic picture of heart health.
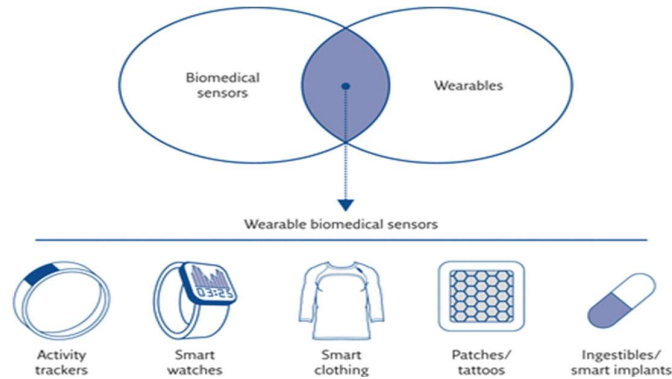
Point-of-Care Devices: Point-of-care devices, such as automated blood pressure monitors used in clinics or hospitals, can provide quick and accurate blood pressure measurements. These devices are usually more sophisticated and may offer additional features, such as multiple measurement modes, data storage, and connectivity to electronic health record systems.

It's important to note that while these alternate products can be useful for hypertension detection, they should not replace professional medical advice and diagnosis. Always consult with a qualified healthcare provider for accurate diagnosis and appropriate management of hypertension and heart health.

6.Applicable patents

Hypertension, or high blood pressure, is a common medical condition that can lead to various health issues, including an increased risk of heart disease, stroke, and other cardiovascular diseases. There may be several patents related to hypertension detection methods or devices, as well as innovations in the field of cardiovascular health.

If you are interested in conducting a patent search related to hypertension detection and its potential links to heart stroke, here are some general steps you can follow:

Patent Databases: Utilize online patent databases such as kaggle, and other national or regional patent databases to search for relevant patents. These databases allow you to search for patents based on keywords, classifications, or other criteria.

Patent Classification: Look for relevant patent classifications related to hypertension detection, cardiovascular health, and heart stroke. Some relevant classifications may include A61B (Medical or Veterinary Science; Hygiene), G01N (Investigating or Analyzing Materials by Determining their Chemical or Physical Properties), and A61M (Devices for Introducing Media into, or Onto, the Body).

Patent Keywords: Use relevant keywords related to hypertension detection and heart stroke, such as "hypertension detection," "blood pressure monitoring," "cardiovascular health", "healthcare routine" and "cholesterol" to search for patents that may be relevant to your topic.

7.Applicable regulations

Blood Pressure Measurement Standards: There are internationally recognized standards for measuring blood pressure, such as those established by the American College of Cardiology (ACC) and the American Heart Association (AHA) in the United States, the European Society of Hypertension (ESH), and the World Health Organization (WHO). These standards provide guidelines on how to accurately measure blood pressure using standardized techniques and equipment, ensuring reliable results for hypertension detection.

Diagnosis and Classification of Hypertension: Different organizations and regulatory bodies may have specific criteria for diagnosing and classifying hypertension. For example, the ACC/AHA defines hypertension as a systolic blood pressure (SBP) of 130 mm Hg or higher, or a diastolic blood pressure (DBP) of 80 mm Hg or higher. The ESH and WHO have similar criteria, while taking into account other factors such as age and presence of cardiovascular risk factors.

Treatment Guidelines: Regulatory bodies and professional organizations also provide guidelines for the management and treatment of hypertension, with the goal of reducing the risk of heart stroke and other cardiovascular events. These guidelines may include recommendations for lifestyle modifications, such as diet and exercise, as well as medication options based on the severity of hypertension.

Privacy Regulations: Regulations related to patient privacy and data protection, such as the Health Insurance Portability and Accountability Act (HIPAA) in the United States or the General Data Protection Regulation (GDPR) in the European Union, may also be applicable to the detection and management of hypertension. These regulations govern the collection, use, and disclosure of patient information, including blood pressure measurements and other health data, to ensure patient privacy and data security.

Medical Device Regulations: If blood pressure monitoring devices are used for hypertension detection, they may be subject to medical device regulations, such as the Food and Drug Administration (FDA) regulations in the United States or the Conformité Européene (CE) marking requirements in the European Union. These regulations ensure that medical devices used for blood pressure measurement are safe, effective, and meet quality standards.

8.Applicable constraints

There are several applicable constraints for hypertension detection, which is the measurement of high blood pressure, and its association with heart stroke. Some of these constraints include:

Accurate blood pressure measurement: Accurate measurement of blood pressure is crucial for detecting hypertension. However, there are several factors that can affect blood pressure readings, such as improper cuff size, patient positioning, and use of non-calibrated devices. Ensuring accurate blood pressure measurement is a constraint that needs to be addressed to accurately detect hypertension.

Lifestyle factors: Hypertension is closely linked to lifestyle factors such as diet, physical activity, and stress. Detecting hypertension requires taking into account these lifestyle factors, which can be challenging as they may not always be easily measured or reported by patients.

Age and gender: Hypertension prevalence varies with age and gender. For example, hypertension is more common in older individuals and may present differently in men and women. Detecting hypertension in specific age and gender groups may require additional considerations and constraints.

Co-morbidities: Hypertension often coexists with other medical conditions such as diabetes, obesity, and kidney disease. These co-morbidities can impact the detection and management of hypertension, as well as increase the risk of heart stroke. Accounting for co-morbidities is a constraint that needs to be considered in hypertension detection.

Access to healthcare: Access to healthcare services, including regular blood pressure screenings, can be a constraint for hypertension detection, particularly in underserved populations or in remote areas. Lack of access to healthcare facilities or limited resources may hinder timely and accurate detection of hypertension and its association with heart stroke.

Variability in blood pressure: Blood pressure can vary throughout the day and can be influenced by various factors such as stress, physical activity, and medication use. Detecting hypertension requires considering this variability and accounting for it to accurately determine if a patient has sustained high blood pressure levels.

9.Business Model

Mobile Applications: Develop a mobile application that allows users to monitor their blood pressure regularly, receive alerts for abnormal readings, and track their health over time. Offer premium features or subscription plans to generate revenue. collect and gather data from the database including their blood pressure. Heartrate, gender and cholesterol levels. This data can be collected through various means such as wearable device, health screening programs or health records. utilize machine learning algorithms to analyse the collected data and then we have to identify the patterns that may indicate hypertension risk .it provides individuals with a report that outlines the risk of developing hypertension based on analysing data. so that it can recommend us for managing and reducing the hyper tension risk. We can also raise awareness about the importance of hypertension detection. We can also educate users about the benefits of early detection and management of hypertension and how the service can help improve their health outcomes. We can also continuously improve and update the hyper tension detection based on feedback, user needs and emerging research.

heart stroke, a serious medical condition that occurs when blood flow to the brain is disrupted, can focus on various aspects including prevention, diagnosis, treatment, rehabilitation, and support. The business can focus on promoting preventive measures such as awareness campaigns, education programs, and lifestyle interventions to reduce the risk factors associated with heart stroke, such as high blood pressure, high cholesterol, smoking, and sedentary behaviour. can collect and analyze data related to heart stroke, such as patient outcomes, treatment effectiveness, and population health trends. This data can be used to improve care protocols, develop evidence-based guidelines, and support research efforts

Overall, the business model for hypertension detection using Bp, heartrate, age, gender and cholesterol could involve a combination of data collection, data analysis etc to provide a best and clear solution for detecting and managing hypertension.

10.Concept generation

Feature Extraction from Health Data: Use machine learning algorithms to extract relevant features from health data, such as blood pressure readings, heart rate, age, gender, BMI, and other risk factors. This can involve techniques such as time series analysis, statistical analysis, and data pre-processing to identify patterns and trends in the data.

Predictive Modeling: Develop machine learning models, such as logistic regression, decision trees, support vector machines, or deep learning algorithms, to predict the likelihood of hypertension based on the extracted features. These models can be trained using labeled datasets of patients with known hypertension status and validated on unseen data to ensure their accuracy and reliability.

Risk Assessment: Utilize the trained models to assess the risk of hypertension in individuals based on their health data. This can help identify individuals who are at a higher risk of developing hypertension and may require early intervention to prevent the progression of the condition.

Real-time Monitoring: Develop a system that can continuously monitor an individual's health data, such as blood pressure readings, heart rate, and other relevant parameters, in real-time. This can be done using wearable devices, IoT devices, or other sensors. The collected data can be analyzed using machine learning algorithms to detect any abnormal patterns or trends that may indicate hypertension or an increased risk of heart stroke.

Personalized Interventions: Develop personalized intervention plans for individuals at risk of hypertension based on their health data and risk assessment results. These plans can include lifestyle modifications, medication management, and other interventions tailored to the individual's needs and risk factors. Machine learning algorithms can also be used to continuously update and optimize the intervention plans based on the individual's response to interventions and changes in their health data

11. Concept development

Hypertension, also known as high blood pressure, is a common and serious health condition that can lead to various cardiovascular diseases if not detected and managed in a timely manner. Machine learning (ML) techniques can be employed to develop a hypertension detection system that can assist in early identification and intervention for individuals at risk. Here's a concept development for hypertension detection using ML. The first step in developing an ML-based hypertension detection system is to collect relevant data. This data can include patient demographics, medical history, lifestyle factors, and physiological measurements such as blood pressure, heart rate, cholesterol levels. The data can be obtained from electronic health records, wearable devices, or other health monitoring systems. In conclusion, developing an ML-based hypertension detection system involves several key steps, including data collection, preprocessing, feature selection, model development, evaluation, integration into the clinical workflow, validation, monitoring and maintenance, and continuous improvement. By leveraging ML techniques, such a system has the potential to assist healthcare providers in early detection and intervention for hypertension, leading to improved patient outcomes.

12. Final product prototype
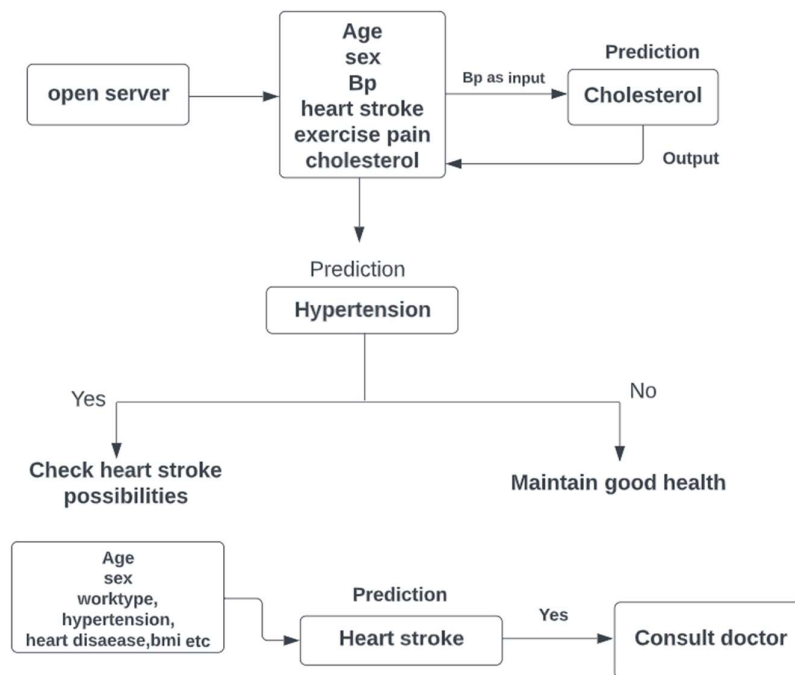
13.

Product details

How does it work

Using the product we will take some attributes like Bp, heart rate, age, gender, cholesterol etc to check the hyper tension of a patient .if the prediction is yes it will detect the heart stroke if prediction is no It will give some precautions to the patient related to his health condition and his food diet and it will suggest some daily exercise to avoid heart stroke.

Step-2: Prototype Development

Data source

datasethttps://www.kaggle.com/datasets/prosperchuks/health-dataset

Algorithms

There are several machine learning algorithms that can be used for hypertension detection they are decision tree, random forest classifier. Random forest is a ensemble learning algorithm that combines multiple tree classifiers to make predictions whereas decision tree recursively split the data into subsets based on the future values to make predictions. They cane be used in combination with other algorithms like random forest to improve performance.

Team required to develop

1. Data scientists
2. Medical experts
3. Data base experts
4. Health care providers and patients

This is not the exact list and the composition of the team may vary depending ton the specific requirements and scope of the hyper tension project

What does it cost

The cost of hypertension detection using machine learning can vary depending on several factors, including the specific machine learning model or algorithms used, the data required for training and testing, the complexity of the project and the experience of the machine learning team or developers involved.

Code implementation

https://github.com/bhavyasrin2/heartstroke_prediction_and_Marketsegmentation/

what can be implemented

1. Blood pressure measurement
2. Data analysis
3. Lifestyle assessment
4. Alerts and remainders
5. User interface

Conclusion

In conclusion, the detection of hypertension, or high blood pressure, is a critical aspect of managing cardiovascular health. Hypertension is a common condition that can lead to serious health complications if left untreated, including heart disease, stroke, and organ damage. Early detection of hypertension is essential for timely intervention and effective management.

There are various methods for detecting hypertension, including regular blood pressure measurements using a sphygmomanometer, ambulatory blood pressure monitoring, and home blood pressure monitoring. Additionally, there are various risk factors and lifestyle factors that can be assessed to identify individuals who may be at increased risk for developing hypertension, such as family history, age, obesity, sedentary behavior, poor diet, and tobacco use.

Furthermore, advancements in technology, such as wearable devices and remote monitoring tools, have made it easier for individuals to monitor their blood pressure and detect hypertension early on. Machine learning algorithms and artificial intelligence (AI) have also shown promise in predicting hypertension risk and assisting with early detection through analysis of large datasets and risk prediction models.

Step-3: Business Model

Freemium Business Model

"Freemium" means "Free" and "Premium" service. It offers two types of services to the customers, 'free service' and 'paid service'. The free service users have limited access to the basic features whereas the premium services are unlocked when the person buys the paid service.
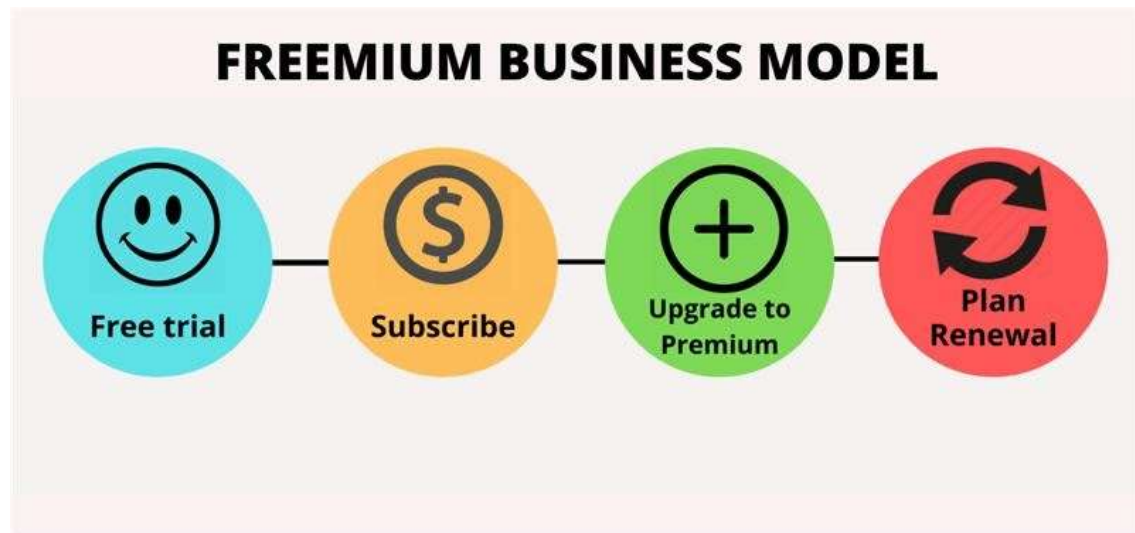
Our business model will have free service and paid service. In free service we provide hypertension prediction and give some precautions for reducing hypertension, improving better health.

Whereas for paid service we will also predict heart stroke prediction in addition to hypertension prediction. Provide doctor consultancy through our mobile application for this we will connect
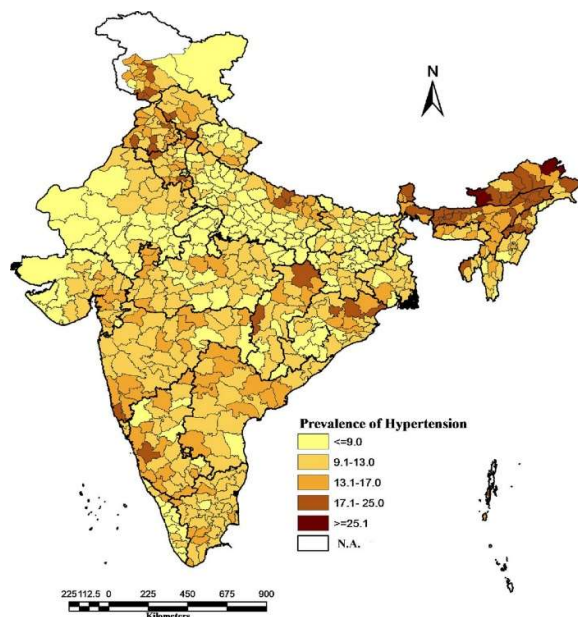
with best doctors from best hospitals. Free appointments for frequent costumers. By using our paid service, costumer can able to book an appointment and also discount in concession fee.
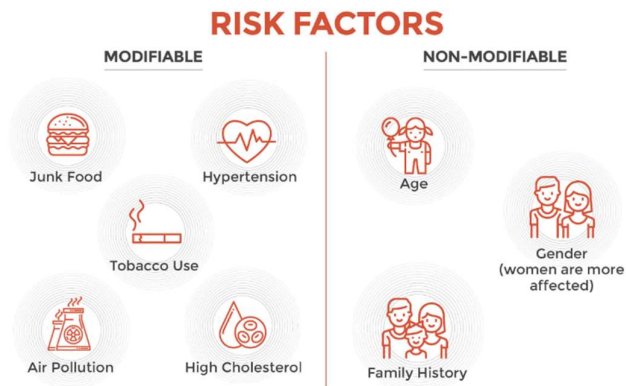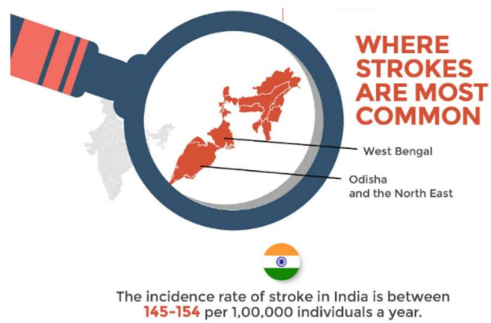
Step-4: Financial Modelling

The global healthcare mobile application market size was valued at USD 17.92 billion in 2019 and is expected to grow at a compound annual growth rate (CAGR) of 45.0% from 2020 to 2027. The emergence of digitalization has revolutionized how industries run their business. The healthcare sector stands immensely impacted by the digitalization system, driven by the expanded usage of smartphones and more accessible internet connectivity. Consequently, the introduction and rapid penetration of Health technologies have skyrocketed over the last few years, fueled by the extensive usage by patients and physicians. Fitness and medical apps continue to dominate the mobile healthcare apps market. The expansion of digital healthcare, which has gained traction due through the e-prescription system, wearable device manufacturers, and mobile health app providers, has contributed significantly to the market growth.
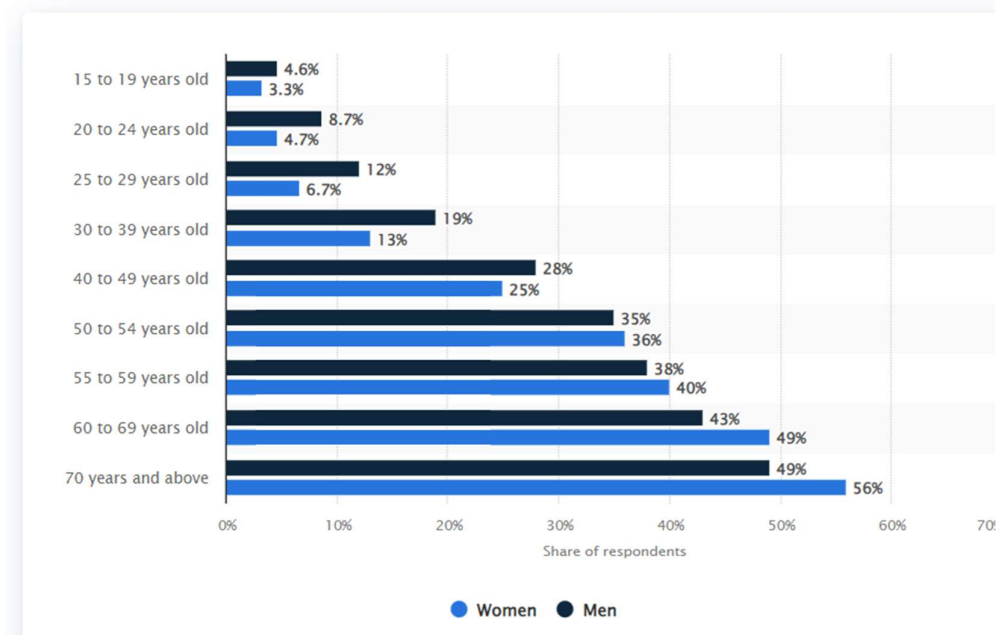
The healthcare industry exhibits strong growth potential for the IT industry, supported by proactive government initiatives across the globe.
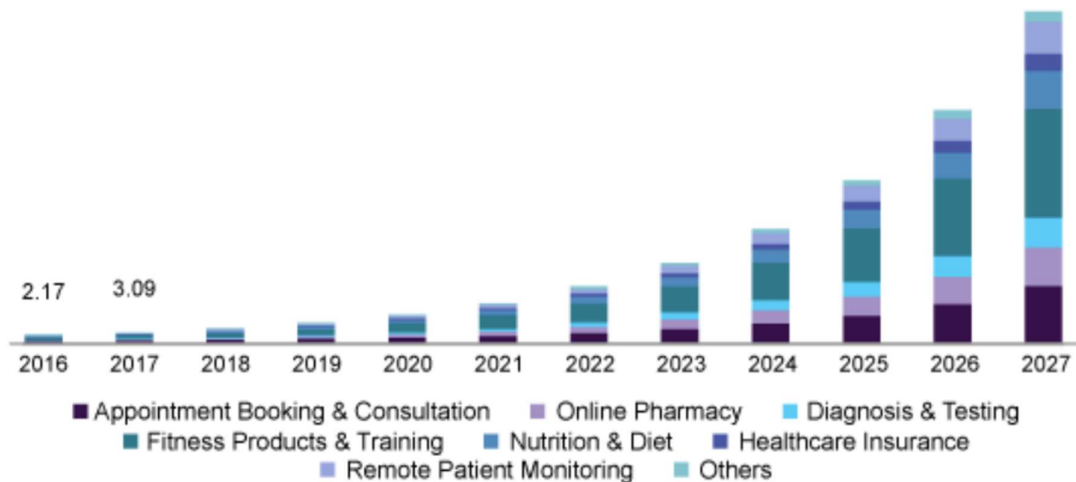
Few statistics

WHERE STROKES ARE MOST COMMON

West Bengal

Odisha and the North East

The incidence rate of stroke in India is between **145-154** per 1,00,000 individuals a year.

RISK FACTORS

MODIFIABLE

Junk Food

Hypertension

Tobacco Use

Air Pollution

High Cholesterol

NON-MODIFIABLE

Age

Gender (women are more affected)

Family History

Prevalence of hypertension in India from 2019 to 2021

Age group	Men	Women
15 to 19 years old	4.6%	3.3%
20 to 24 years old	8.7%	4.7%
25 to 29 years old	12%	6.7%
30 to 39 years old	19%	13%
40 to 49 years old	28%	25%
50 to 54 years old	35%	36%
55 to 59 years old	38%	40%
60 to 69 years old	43%	49%
70 years and above	49%	56%

Share of respondents

● Women ● Men

Data\facts related to healthcare in some websites online

https://www.heart.org/-/media/PHD-Files-2/Science-News/2/2022-Heart-and-Stroke-Stat-Update/2022-Stat-Update-factsheet-GIobal-Burden-of-Disease.pdf

https://www.who.int/india/news/detail/02-06-2022-india-hypertension-control-initiative--a-high-impact-and-low-cost-solution

https://www.world-stroke.org/assets/downloads/WSO_Global_Stroke_Fact_Sheet.pdf

Market Segmentation and analysis task done by teammates

https://github.com/bhavyasrin2/heartstroke_prediction_and_Marketsegmentation/

Financial Equation

The above diagram indicates how the HealthCare industry through mobile application in India has been growing for the past 2 to 3years.

Even with impact of COVID, the industry has continued to grow rapidly. So if we are following

the above trend it would be advisable to price our service around Rs.2000 per year and 499 per month. Once the customer start using frequently we will reduce the concession fee and sometimes by providing free appointments and diet plans.

Let's assume that the duration of developing the ML model takes about 1 to 3 weeks and the cost for producing the model is the salary of the members the team. Let there be one ML engineers ,one full stack web developer, contribution with doctors and one database expert.

So the profit or financial equation will look like this

$$y = 2000*x(t) - (ml+fs+me+db) \text{ annually}$$

ml- machine learning engineer

fs- full stack developer

me- contribution medical

db- database expert

Here x(t) is a function that represents the growth of the customer base and y is the profit.

Division of project among team mates:

Prototype Selection and Development: Narla Venkata Durga Bhavya Sri(Team lead).

Business Model and Financial Modelling: Narla Venkata Durga Bhavya Sri (Team lead) and Deekshith Pullagoni.

Market Segmentation and Analysis task: Pankaj,Tushar Kesare and Sumanth.