

Business Analyst Assignment



Awards & Recognitions:



Welcome to India's Leading Medical Knowledge Platform and a Google Launchpad Digital Health StartUp.

With USD 200,000 in platform grant from Google we are developing a content and connect platform for doctors and patients.

Apply if you want to be part of a team with an intensive work environment that provides fantastic learning opportunities.

We encourage you to visit our website and social media accounts to familiarize yourself with our work:

1. TheRightDoctors Website: <https://therightdoctors.com/>
2. YouTube: <https://goo.gl/BDq1gL>
3. Facebook: <https://goo.gl/YO1oeI>
4. Twitter : <https://goo.gl/J1gtvw>
5. LinkedIn: <https://bit.ly/368sfGb>
6. Instagram: <https://bit.ly/3zFwFjM>

Please Note:

1. A laptop/desktop is mandatory.
2. If looking for freelancing opportunities please don't apply.
3. You are expected to use productivity and planning software like Time Doctor, Jira, Google Workspace, Zoho One and others as decided by the organization from time to time.

Hint: Please check what is ACTUALLY live and in production, check out 'specials' on website home page... our social media activity... will get you to the right answers.

Name *

<input type="text" value="Gaurav"/>	<input type="text" value="Ramachandra"/>
First	Last

Primary Email *

Date of Birth *

dd-MM-yyyy

Institute Name *

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Degree and Branch *

BE , Computer Science Engineering

Batch *

2026

Is internship mandatory from your college? *

☐ Yes

☒ No

Prior Internships (If any)

Strategy and Management Intern at IISc Bengaluru for 5months.

Q1 *

Study the business model of TheRightDoctors as visible in action currently. What do we sell ? (preferably in one word)

Ans-1 *

Access

Q2 *

Who are it's customers and what do they pay for?

Ans-2 *

Customers are Doctors, patients and health organisations.
what they pay for:
Doctors: pay for access to professional network, specialized medical content and tools for patient engagement.
Patients: pay for access to reliable medical information, consultation and health services
Healthcare Organisations: pay for access to enterprise level solutions (like data analysis and collaboration tools) to improve operations and patient care
TheRightDoctor monetizes access to its platform from different stakeholders through subscriptions, premium features and and partnerships. (content and connect platform).

Tip: Read the Hint and follow all the instructions.

Q3 *

How will you identify potential customers and it's key people. Who will look for? Why?

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Ans-3 *

to identify potential customers and its key people i will first look for primary customers- doctors who are seeking professional network, content and tools; patients who need reliable medical services; healthcare organisations seeking collaborative tools.

to identify them:

1. we can use digital analysis by tracking platform engagement and using SEO tools to find trending discussions
2. leverage already existing professional networks like linkedin to target doctors in high positions and medical institutions.
3. collaborate with medical colleges, pharmacies to collect relevant data
4. collect data from healthcare summits and conferences or meetups

why? because:

this would help us gain good audience through trusted channels and gain trust and credibility from customers, focus on digitally active doctors and communities as they are more likely to adopt this technology.

Q4 *

Have you worked on a CRM before? If yes, which one, what was your role?

Ans-4 *

I haven't worked on any CRM before. but I know a few tools like Salesforce and I'm quite familiar with its capabilities in managing customer relationships. I have knowledge about its working but haven't got any opportunity to try it out practically. I'm eager to implement it and learn new things.