



HOMEOPATHY

TATA 1mg

HOMEOPATHY



INTRODUCTION:

The aim of this project is to analyze the data of Tata 1MG Homeopathic Medicines and gain valuable insights into customer preferences, pricing trends, and the popularity of medicines in different benefit areas. By scraping data from the Tata 1MG website, we have collected comprehensive information on various medicines available in the homeopathic category. The key areas of focus in this analysis are the most commonly used medicines, average prices of medicines, and the maximum number of medicines in specific benefit areas, including Heart, Eye, Stomach, and Joints.

OBJECTIVE

- The project aims to provide insights into pricing, ratings, and distribution of medicines in various benefit areas, facilitating decision-making and understanding within the pharmaceutical
- Extract the insights from data for best medicine on the basis of each benefit area.
- Create a Dashboard for homeopathy medicine best medicine for Store.
- Estimation cost for opening new medical Store.

PROCESS

1

Data Scrapping

2

Data Transformation

3

Data Cleaning and Pre-Processing

4

Extracting Insights and DashBoard Creation

INSIGHTS

- **Brand Popularity :- SBL Pvt Ltd, Dr Willmar Schwabe India Pvt Ltd .**
- **Most popular Brand of Medicine average cost ₹ 145.32 and ₹131.24 respectively**
- **average cost for key benefit areas is ₹185.31**
- **Belladonna and Lycopodium Clavatum most common Ingredient for homeopathic medicines**
- **The higher number of medicines available for the SBL Pvt Ltd with value 9357, Dr Willmar Schwabe India Pvt Ltd 6288 .**
- **Most Popular Brands SBL Pvt Ltd , Dr Willmar Schwabe India Pvt Ltd by most no of rating and greater than 4 point review.**
- **SBL Pvt Ltd highest average of the rating 1471.36 in hair benefit area.**

ANALYSIS KEY BENEFITS AREAS DASHBOARD

MEDICINES

32.68K

BRAND NAMES ALL:

Aaradhya Sugar ...

Acquicare Pharm...

Adel Pekana Ger...

Adven Biotech P...



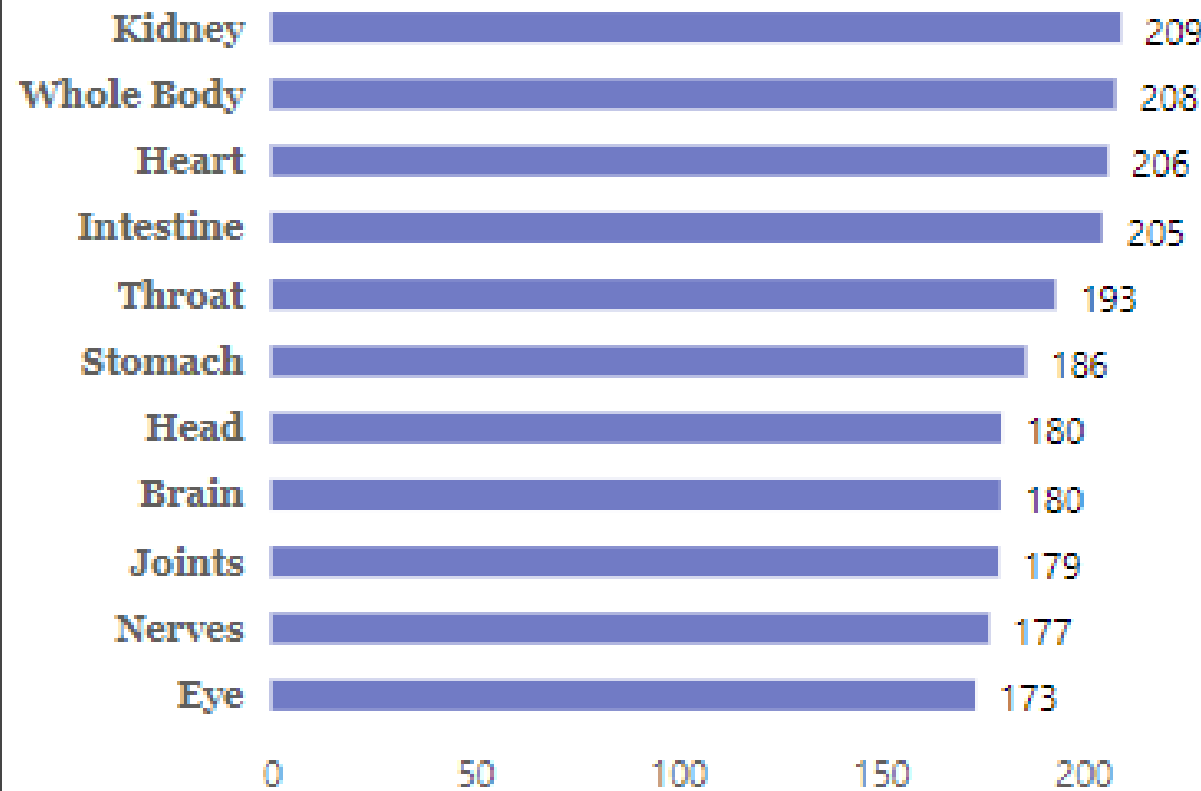
BRANDS

84

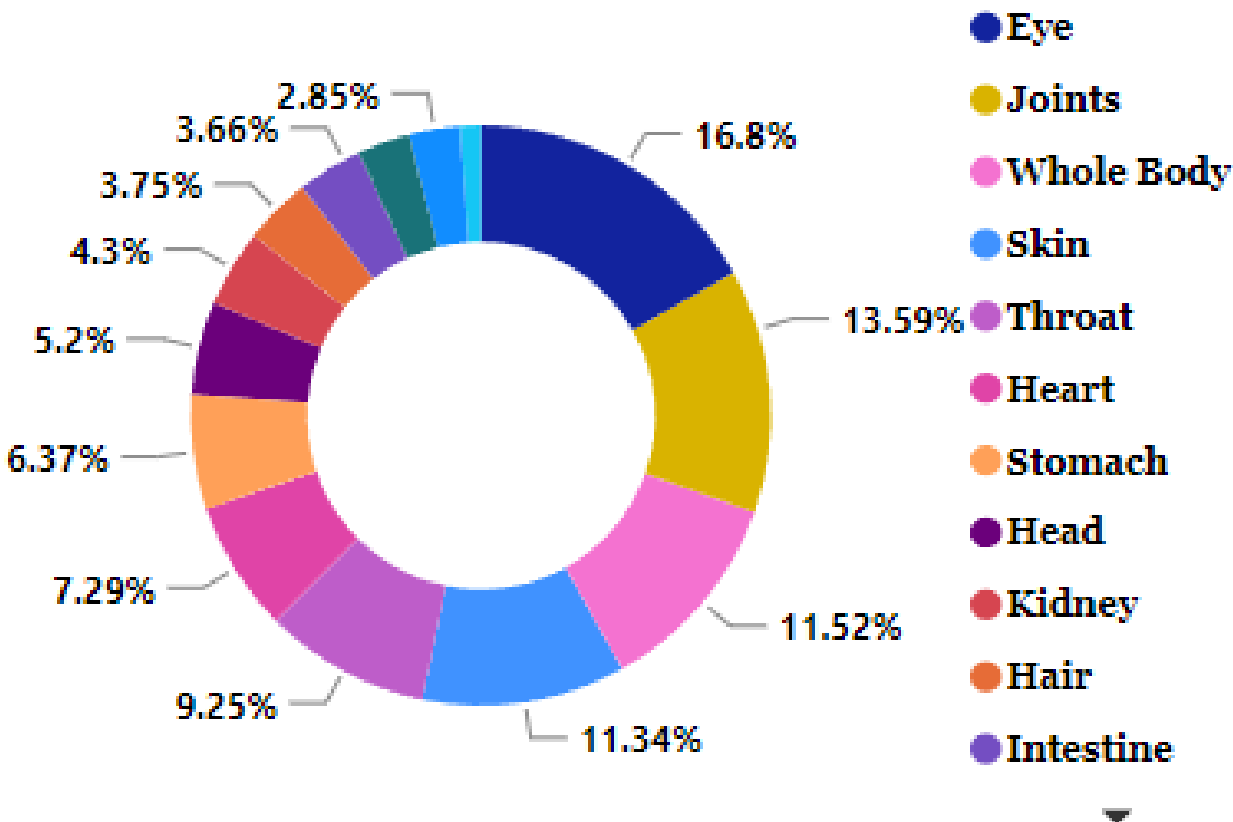
BENEFIT AREAS

15

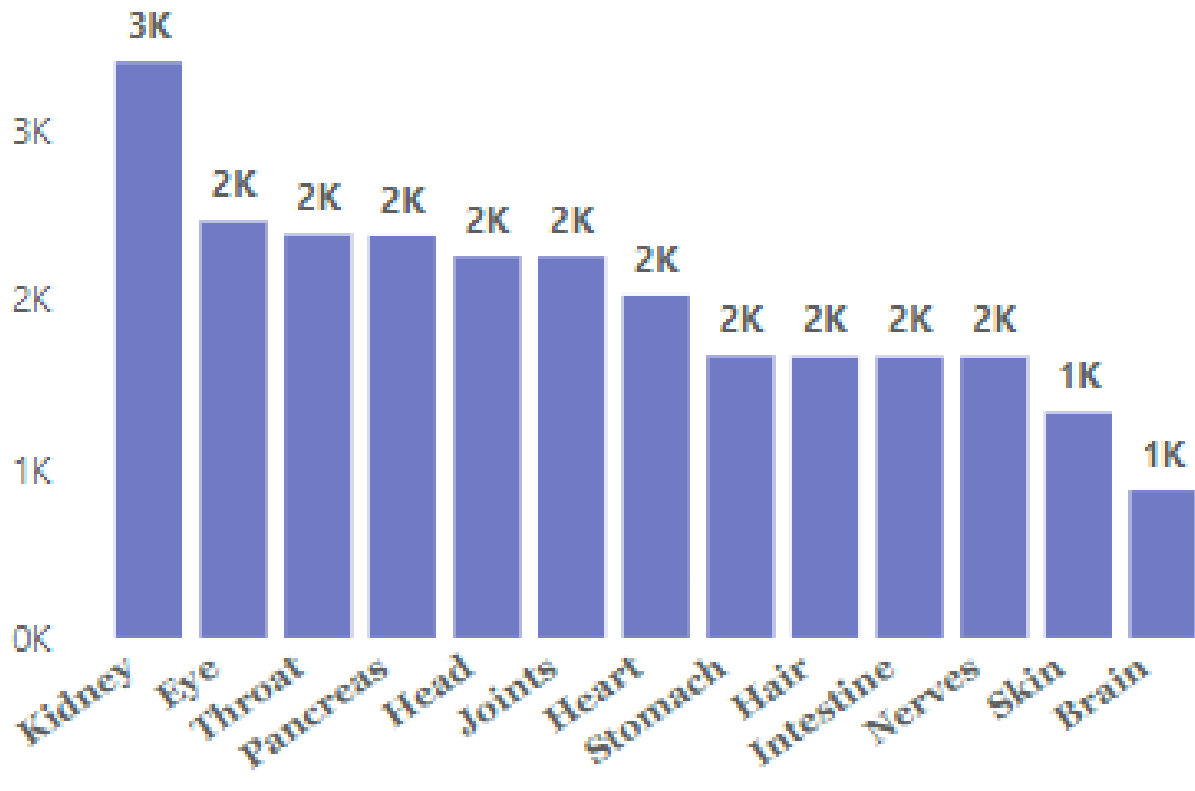
Average Selling Price by Key Benefit Areas



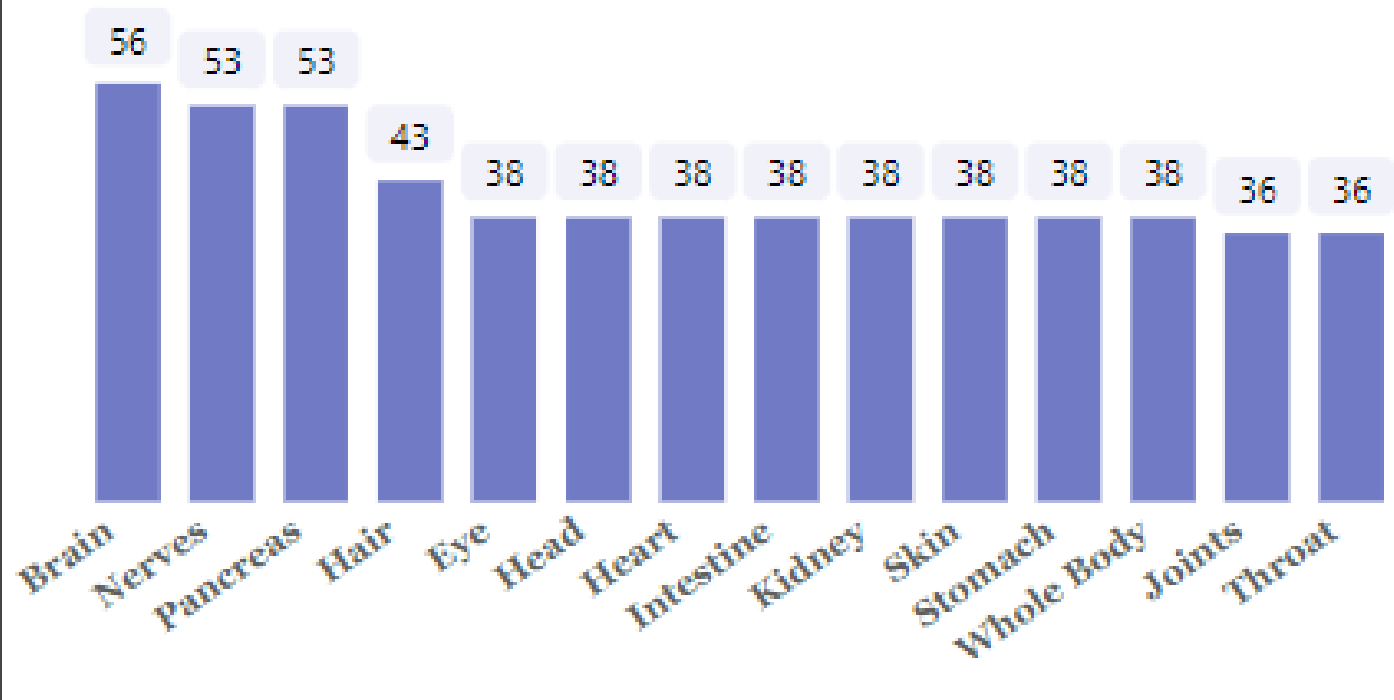
Distribution of Medicine in Each Benefit Area



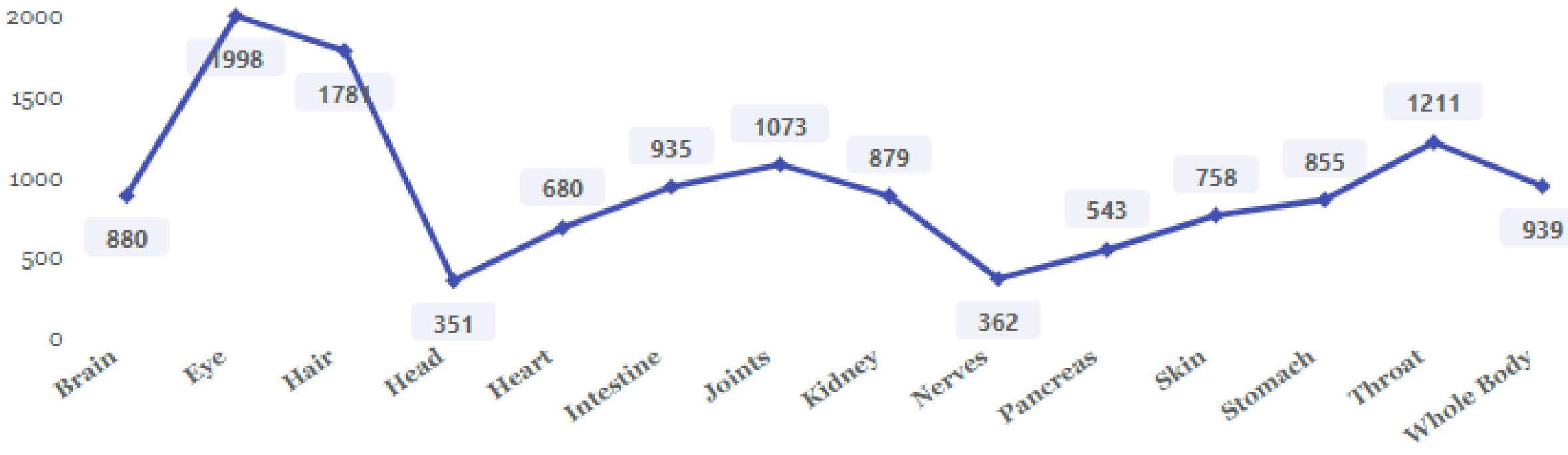
Maximum Selling Price by Key Benefit Areas



Key Benefit Areas with the Lowest Price



Key Benefit Areas with the Most Ratings(>4.0 review)



KEY INSIGHTS FROM DASHBOARD

- highest average selling price is observed in the Kidney category, with a value of ₹209. On the other hand, the Eye category has the lowest average selling price, with a value of ₹175.
- The lowest selling price range for medicines in different benefit areas is consistently observed to be ₹36 to ₹56.
- The maximum selling price range for medicines in different benefit areas varies. Among the listed benefit areas, the highest selling price range is observed in the Kidney category, with a range of ₹53,200 to ₹873.
- To analyze the brands with the most number of high-rated medicines in each key benefit area, we can filter the data based on the condition that the ratings are greater than 4.
- Distribution medicines in different benefit areas most no of medicine in Eye, Joints lowest pancreas.

15
UNIQUE KEY
BENEFIT AREA

181.31
AVERAGE COST
KEY INGREDIENTS

84
UNIQUE BRAND

32675
NO OF MEDICINE

IDENTIFY BENEFIT AREAS WHERE SPECIFIC INGREDIENTS ARE USED MOST FREQUENTLY TO ADDRESS PARTICULAR HEALTH CONCERNS.

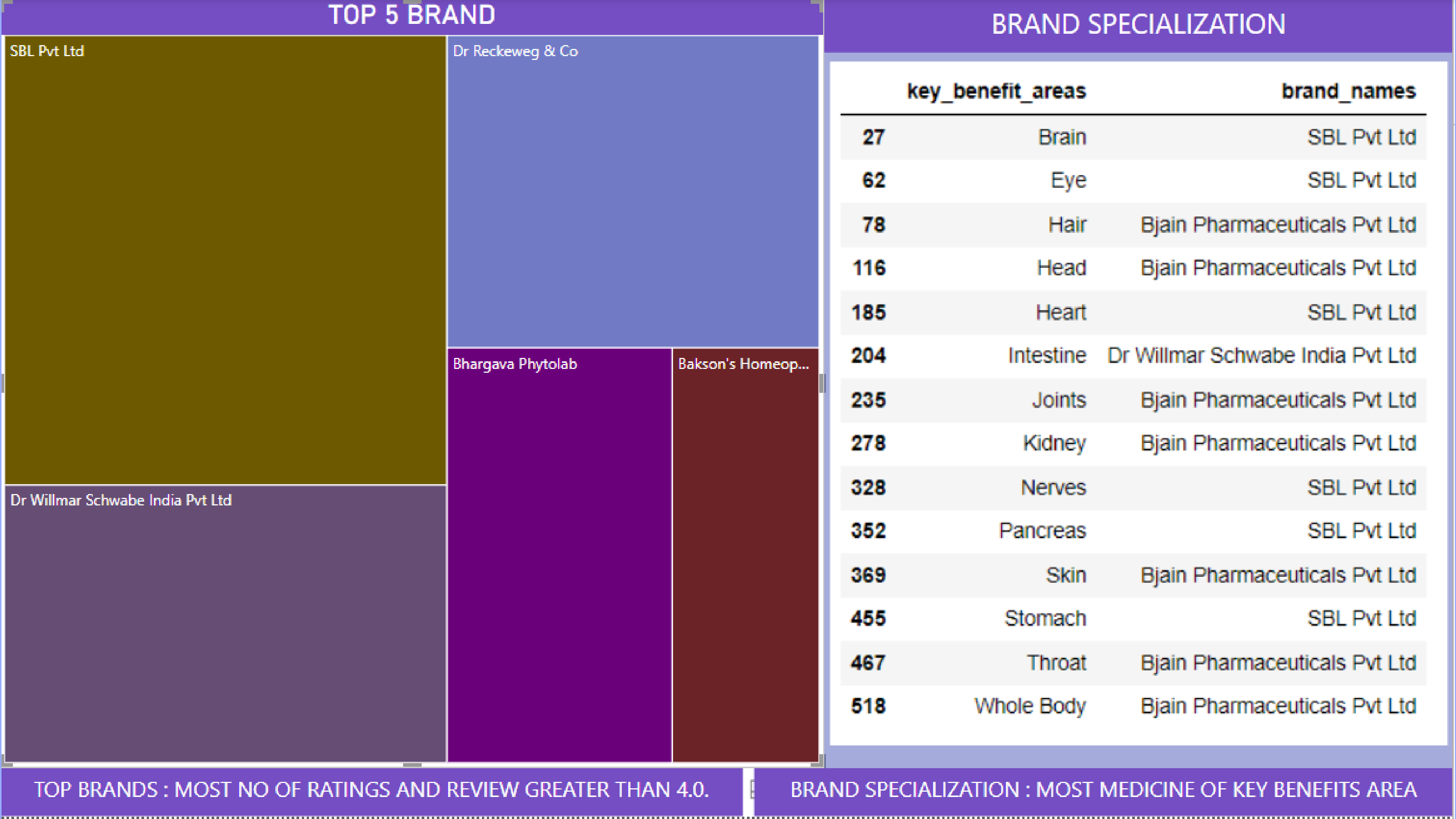
Key_Ingredients

- Natrum Muriaticum
- Natrum Carbonicum
- Ruta Graveolens
- Silicon dioxideEthanolWater

Key_Benefit_Areas

- Heart
- Stomach
- Eye
- Joints





CHALLENGES

- We have face the challenge on data scrapping part.
- Got banned from the 1Mg official website multiple times while data scraping on Jupiter Notebook, to resolve we used visual studio.
- web scraping took much time for data scraping because not present MRP of medicine.

ESTIMATION COST FOR OPENING A MEDICAL STORE

<u>Process</u>		<u>Estimated Amount</u>
Rent or Lease		25k
Stock and Inventory		7 lakh
Licensing and Legal Compliance		50k
Point-of-Sale System		1 lakh
Staffing and Salaries		25k
Marketing and Advertising		35k
Other		2.5 lakh
Total Cost		12 lakh

Thank You