

Analysis of Homeopathy Medicine

Insights based on 1mg Data

Presented By

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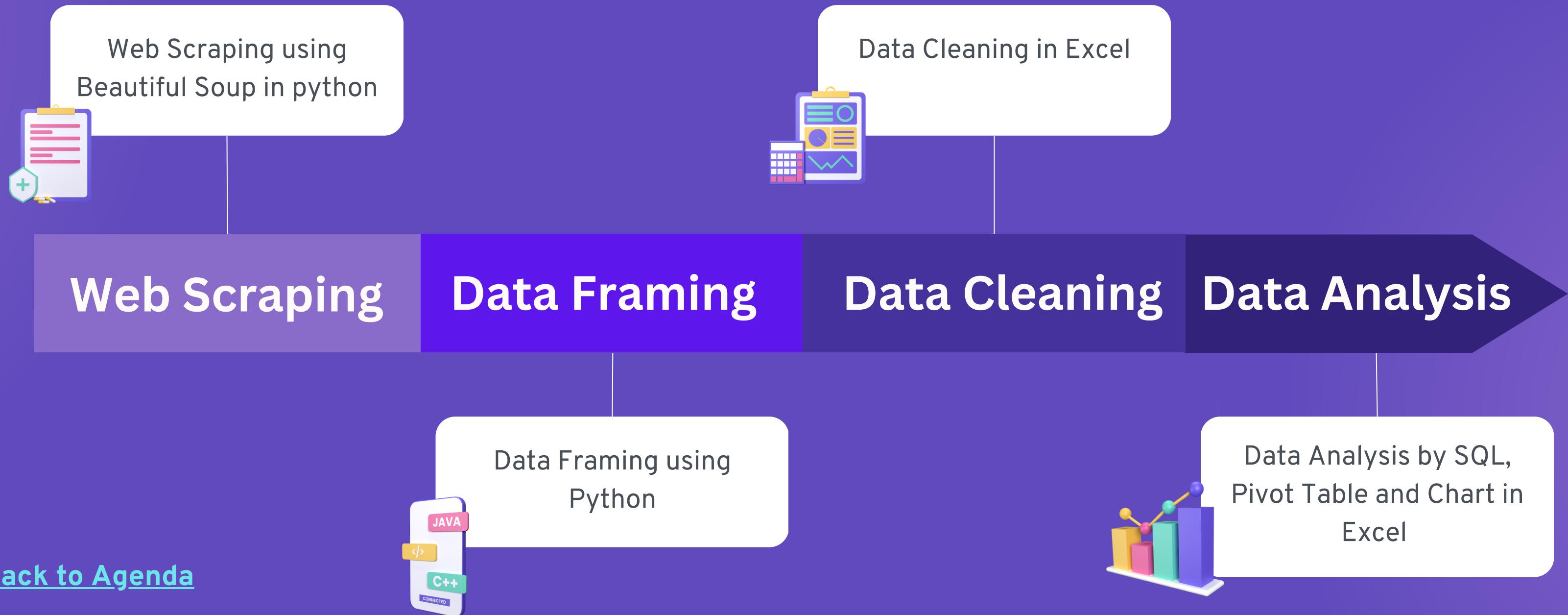


Objectives

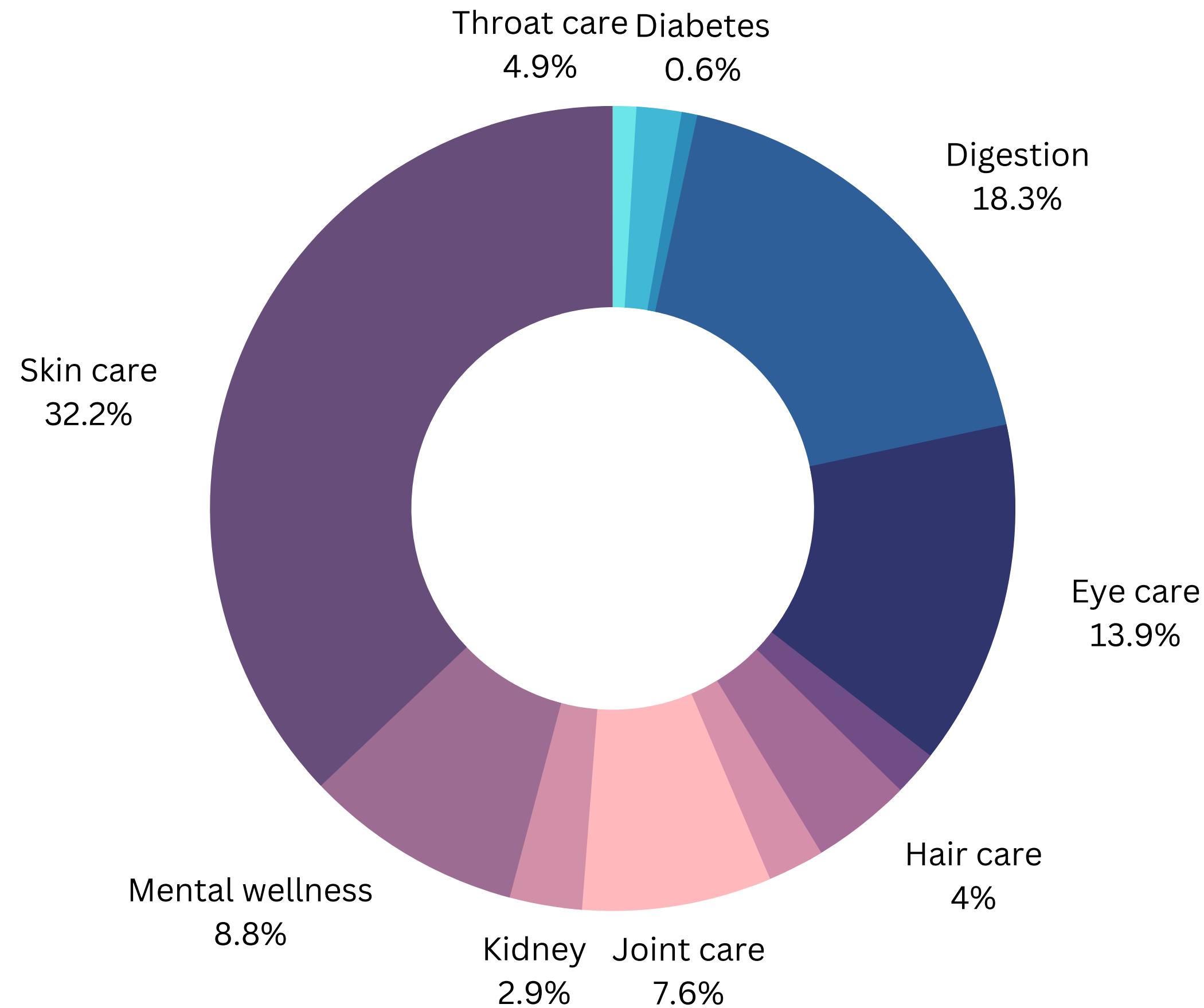
- Conducting a comprehensive analysis of homeopathic medicine data for consultation purposes.
- Estimating the total cost to open a new homeopathic medicine store according to their key benefits area.



Project Workflow

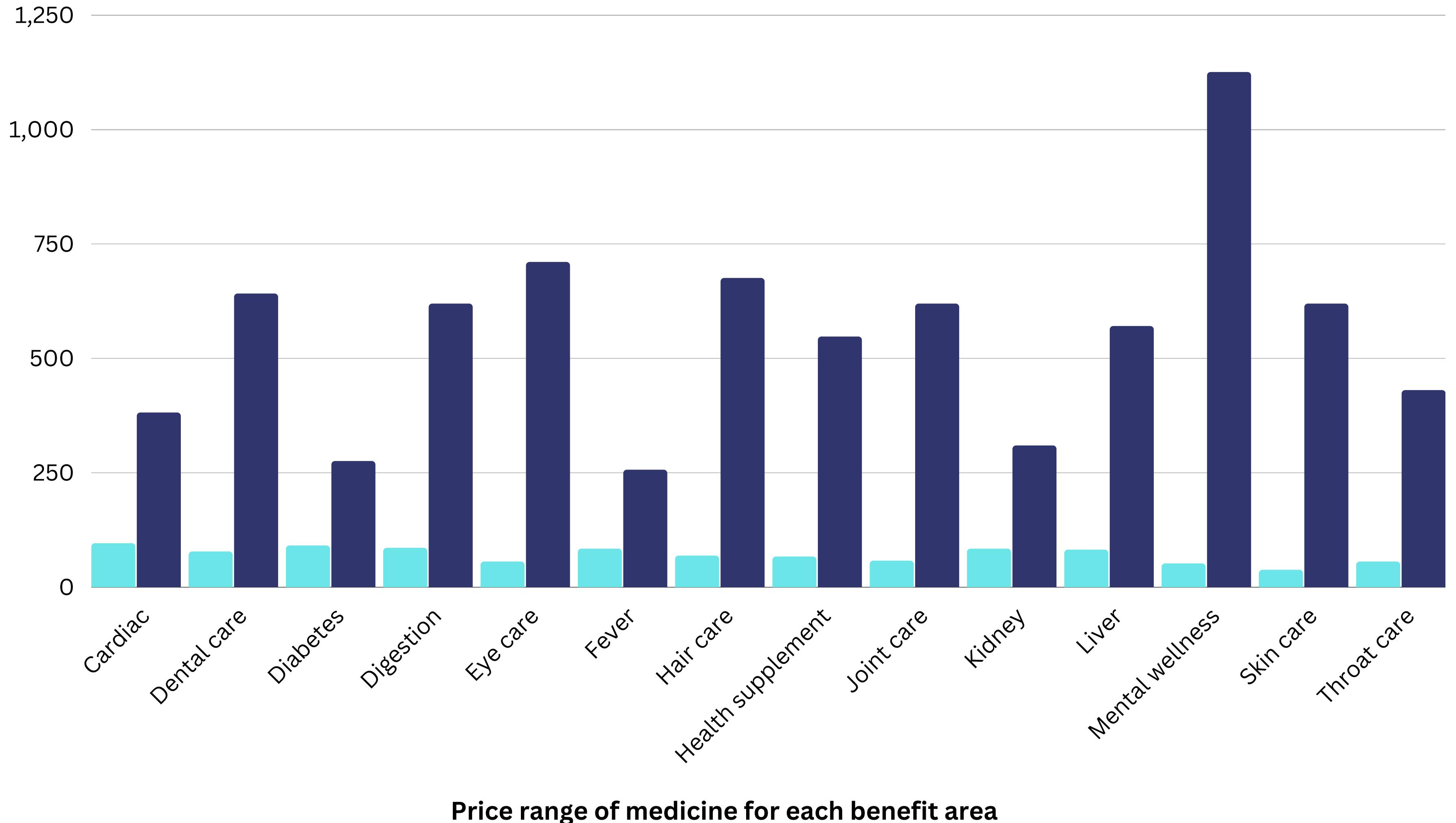


Medicine Availability Analysis

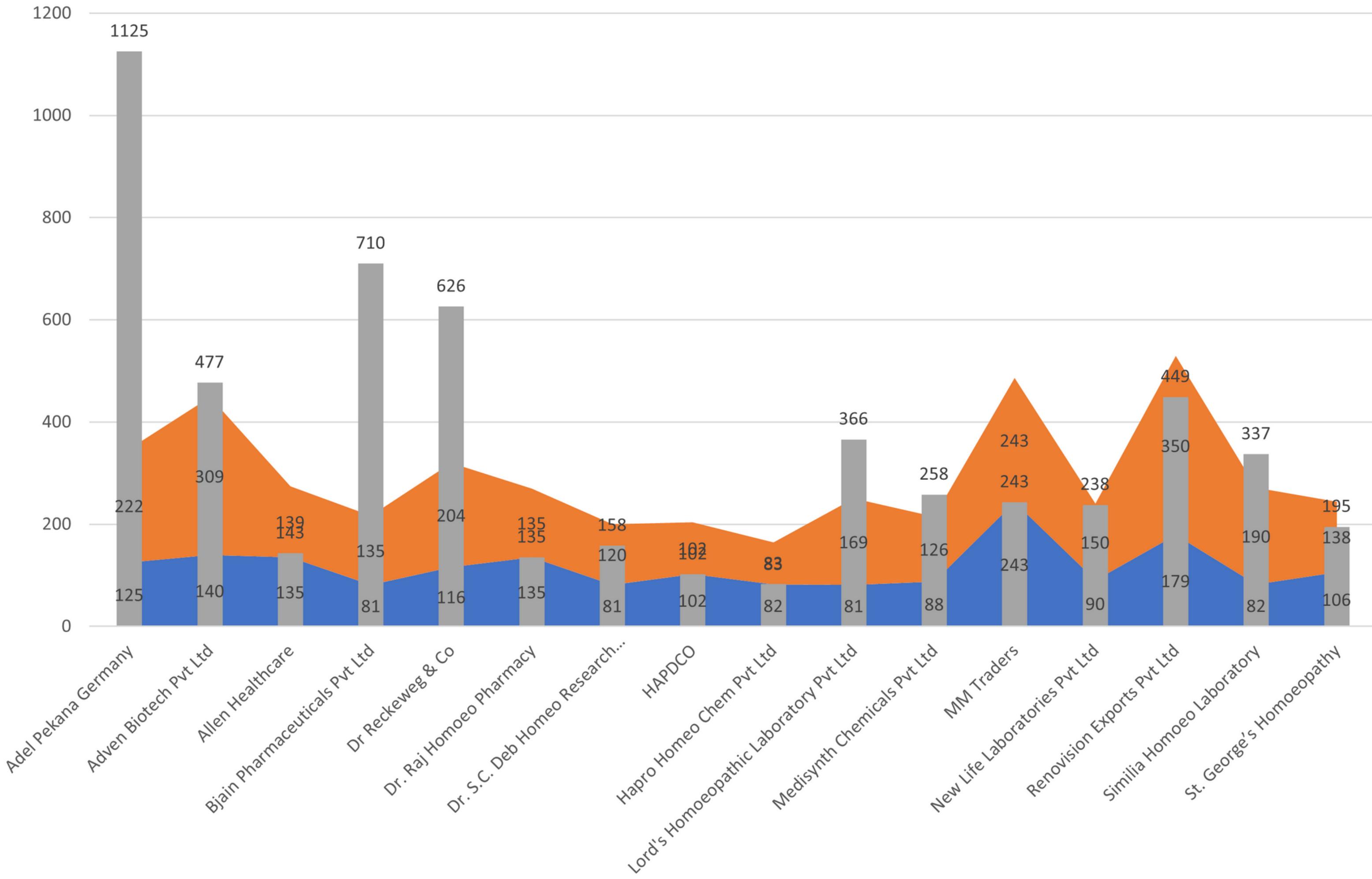


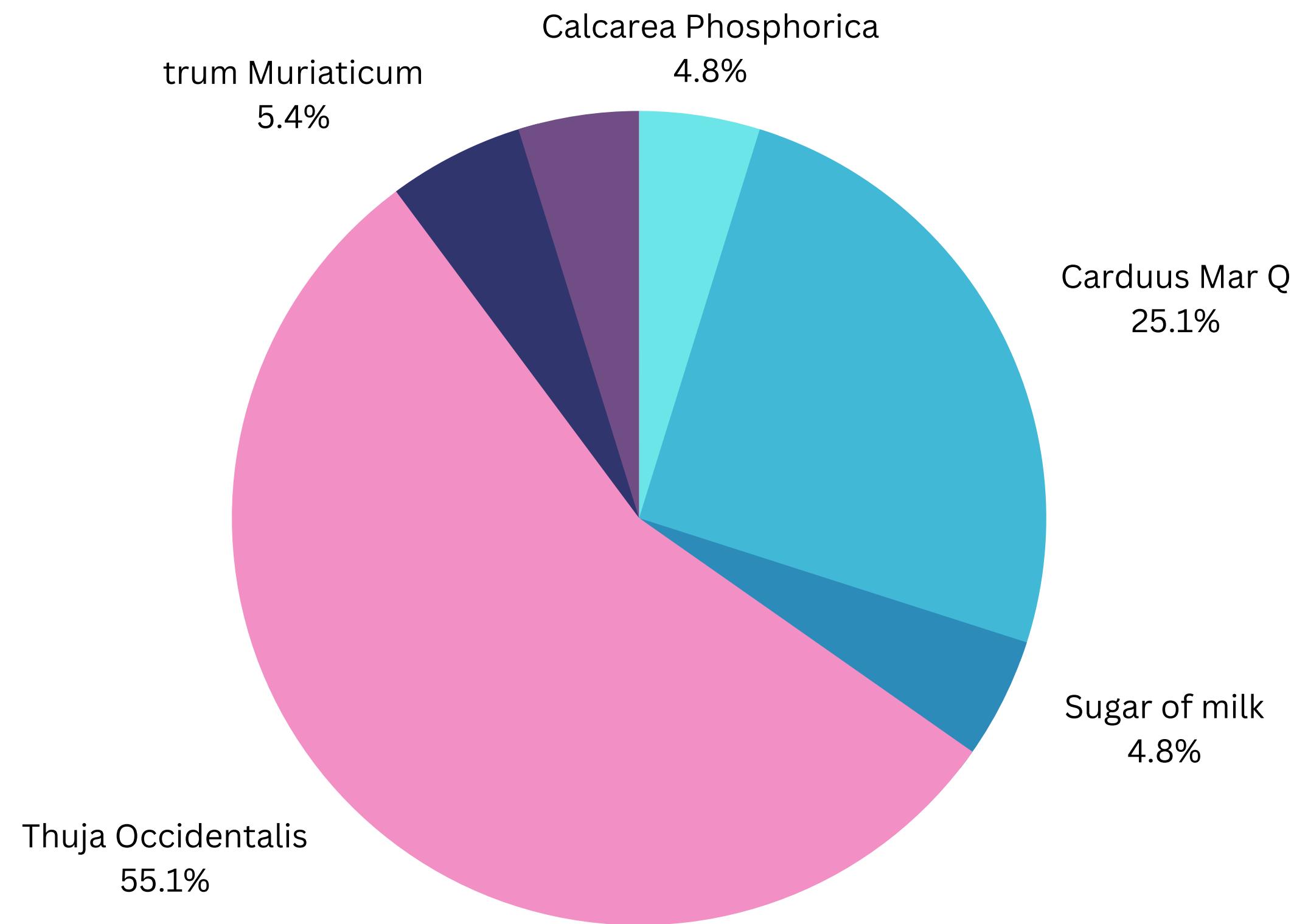
Percentage of medicines available for different benefit area

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



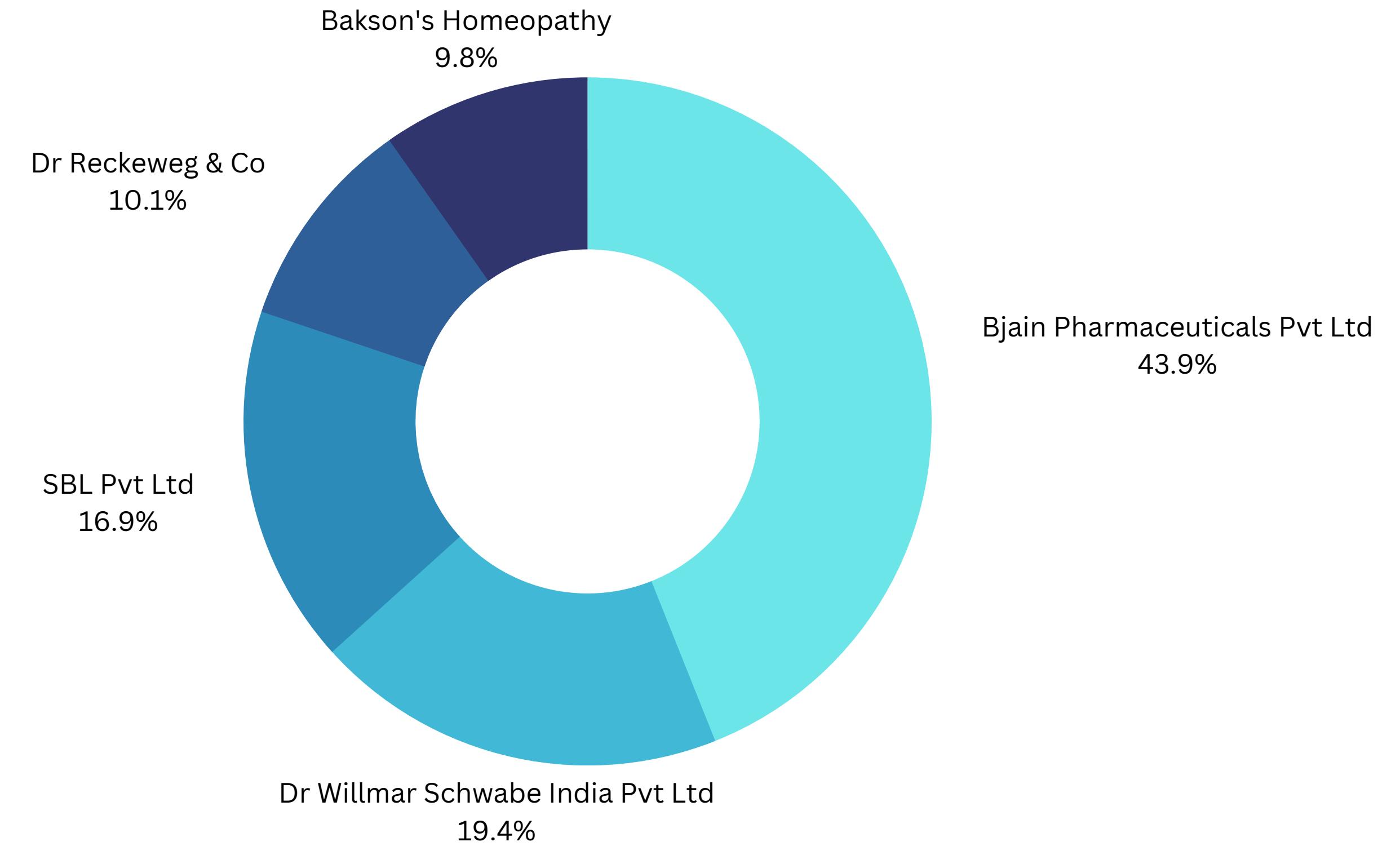
Average, min, and max price for each brand





Most used ingredient

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



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

Business Projections(KPIs)

#1 Market potential by benefit area:

Digestion, eye care, joint care, mental wellness, and skin care are the most popular areas for Homeopathic medicines.

2 Pricing strategy:

The prices in the digestion and joint care areas are higher than in other areas, we can consider offering discounts or promotions to make their prices more competitive.

3 Popular brands:

Bjain Pharmaceuticals, Dr. Reckeweg & Co, and Dr. Willmar Schwabe India Pvt Ltd are some of the most popular brands.

#4 Top-rated medicines:

Bjain Pharmaceuticals, Dr. Reckeweg & Co, and SBL Pvt Ltd have the most highly rated medicines.

5 Popular ingredients:

The most used ingredient in Homeopathic medicines is Thuja Occidentalis.



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 employees :	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 the process of web scraping more lengthy and time-consuming.
- The 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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