**Problem Statement**

ABC INC. is a leading Bio-Pharma company with a strong foothold in Oncology and Immunology therapeutic areas. Oncology especially is a rapidly evolving therapeutic area with humongous untapped potential and continuously evolving patient’s unmet needs.

To better strategize the R&D and commercialization efforts, the client wants to adopt a continuous ‘social media listening’ to keep a track of patient’s needs, expectations and experiences.

ABC INC. wants to help them with -

1. Scrape the data from patient forums and social media sites to pull relevant patient posts related to their cancers (e.g. of a forum: <https://medhelp.org/forums/Leukemia--Lymphoma-/show/139>)
2. Leverage NLP techniques to derive relevant insights (*see sample illustration below*) like Cancer type, disease state, patient’s expectations, treatment status, treatment experience, unmet needs, engagement levels, biomarker details, any demographic details, etc.
3. Further create patient segments to indicate the type of patient profiles that are prevalent for a given cancer type

**Expected Deliverables**

* A detailed solutioning approach to cater to the above needs, including and not limited to web scraping module, NLP engine and patient segmentation approach

**Sample Illustration of insights:**

