Air Purifier Market Fit Analysis using AQI Data

Severity Mapping

Health Impact

Demand Triggers

The purpose of this analysis is to support the launch of a new purifier product by examining AQI (Air Quality Index) data across Indian cities. The goal is to identify the most polluted regions, assess the health impact of pollution, and analyze consumer behavior to determine demand trends for air purifiers

Severity Mapping using AQI data

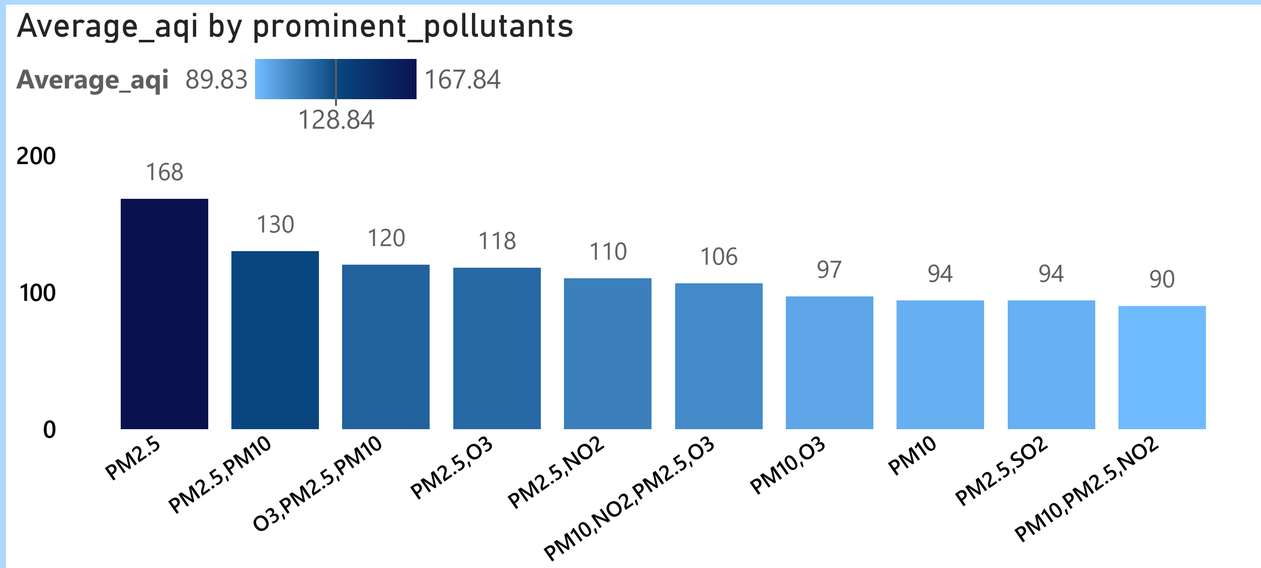
state: All

prominent_pollutants: All

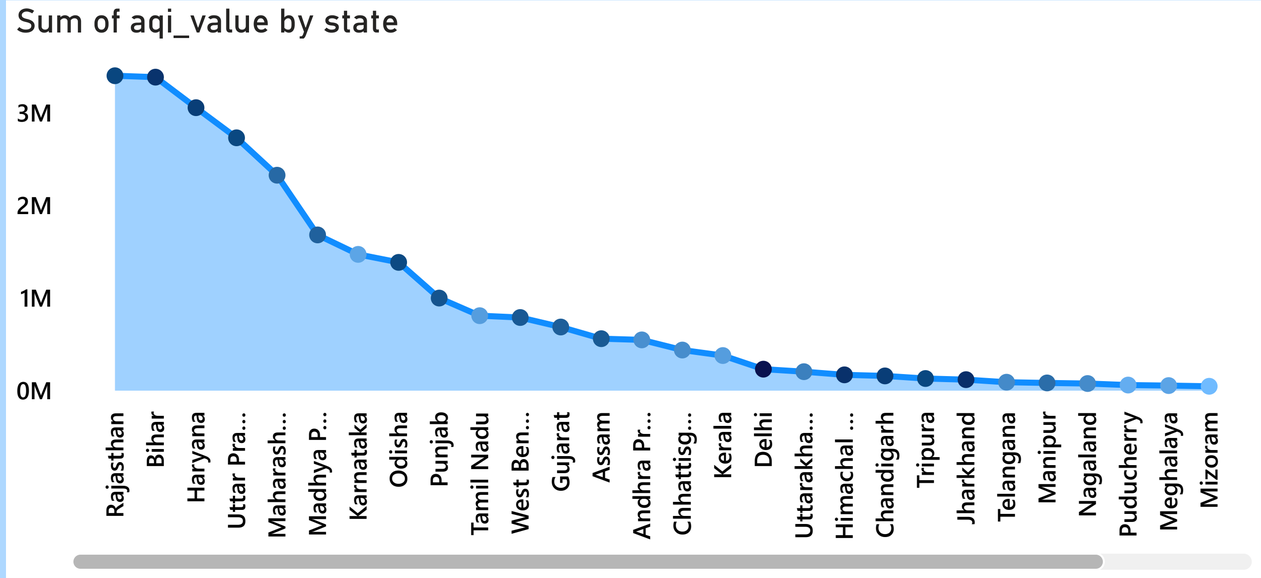
date: All

500	SO3,CO,O3	111.13
Max of aqi_value	most_pollutant	Average_aqi

Map and filled map visuals aren't enabled for your org. Contact your tenant admin to fix this. See details



state	CO	NO2	O3	PM10	PM10,CO	PM10,O3	PM2.5
Andaman and Nicobar Islands							
Andhra Pradesh							
Arunachal Pradesh							
Assam							
Bihar							
Chandigarh							
Chhattisgarh							
Delhi							
Gujarat							
Haryana							
Himachal Pradesh							
Jammu and Kashmir							



Health Impact using AQI data

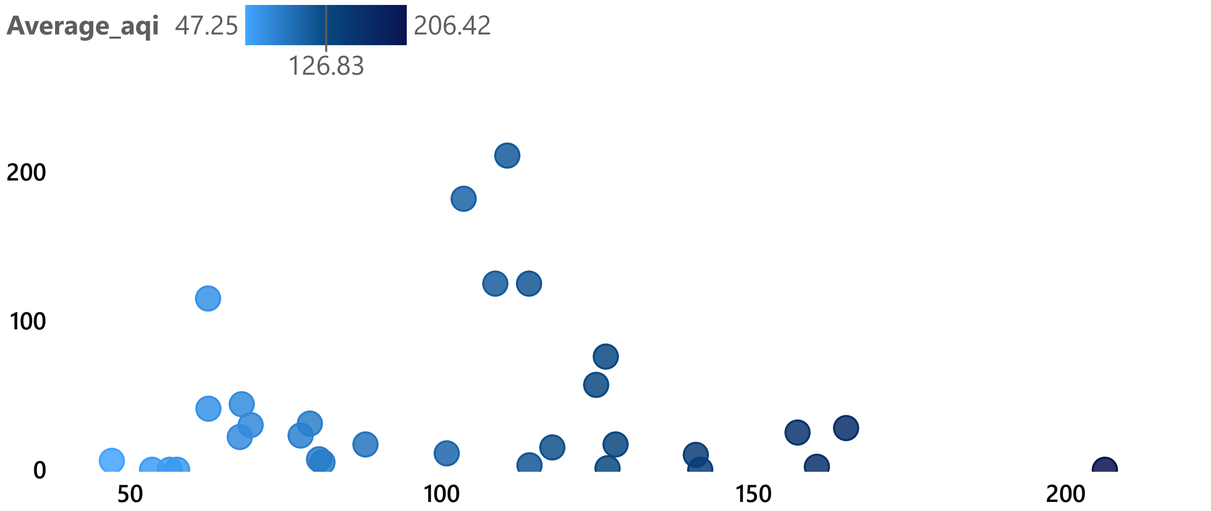
state: All

disease_illness_name: All

year: All

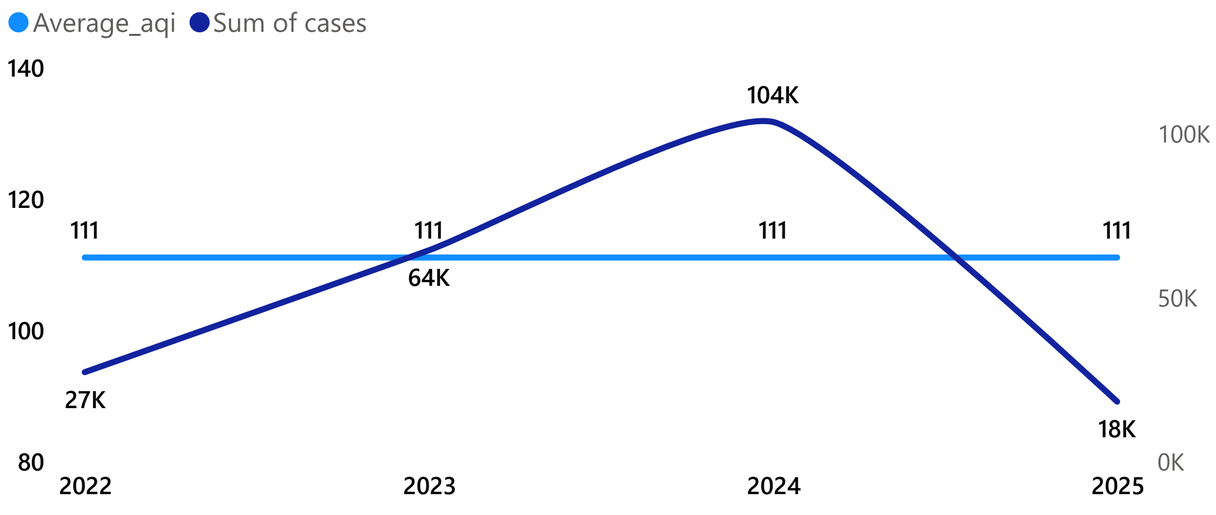
Max of aqi_value	Sum of cases by status	Average_aqi by state
500	41872	114.19

Average_aqi and Sum of deaths by state

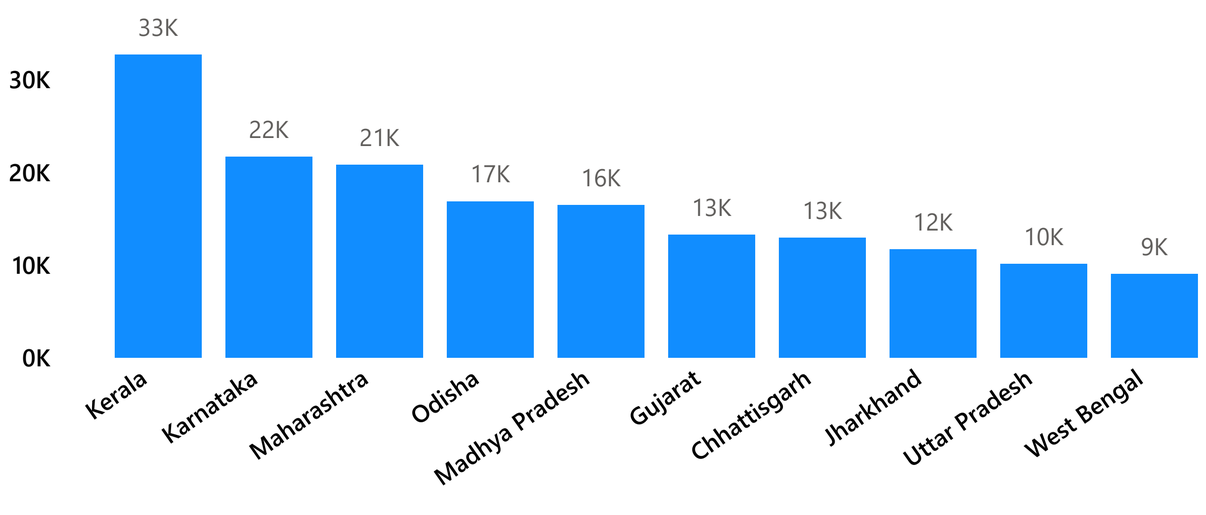


state	1	2	3	4	5	6	7	8	9	10	11	12
Andaman and Nicobar Islands												
Andhra Pradesh												
Arunachal Pradesh Pradesh												
Assam												
Bihar												
Chandigarh												
Chhattisgarh												
Dadra and Nagar Haveli and Daman and Diu												
Delhi												
Goa												

Average_aqi and Sum of cases by year



Sum of cases by state

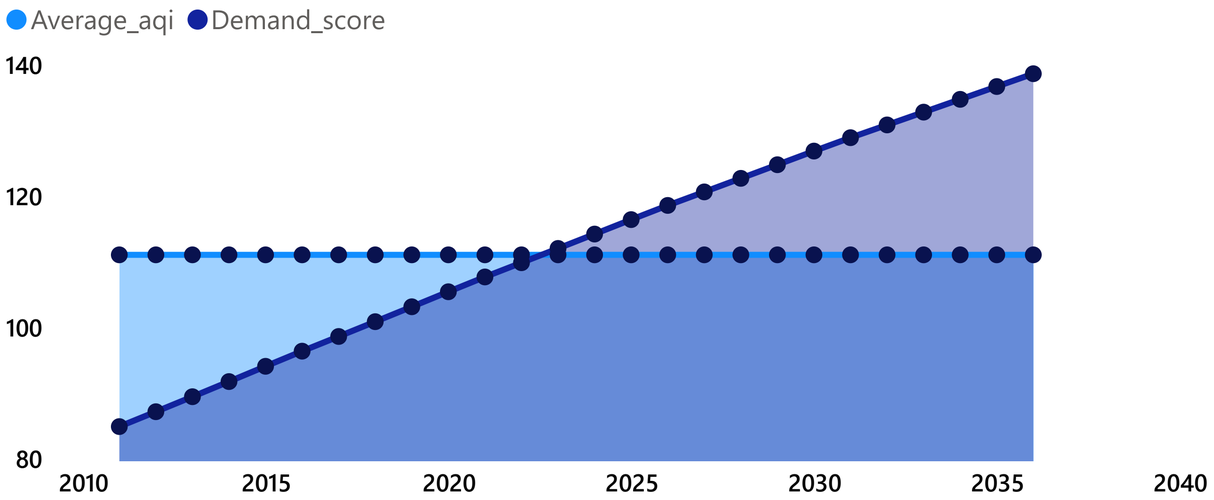


Demand Triggers using AQI data

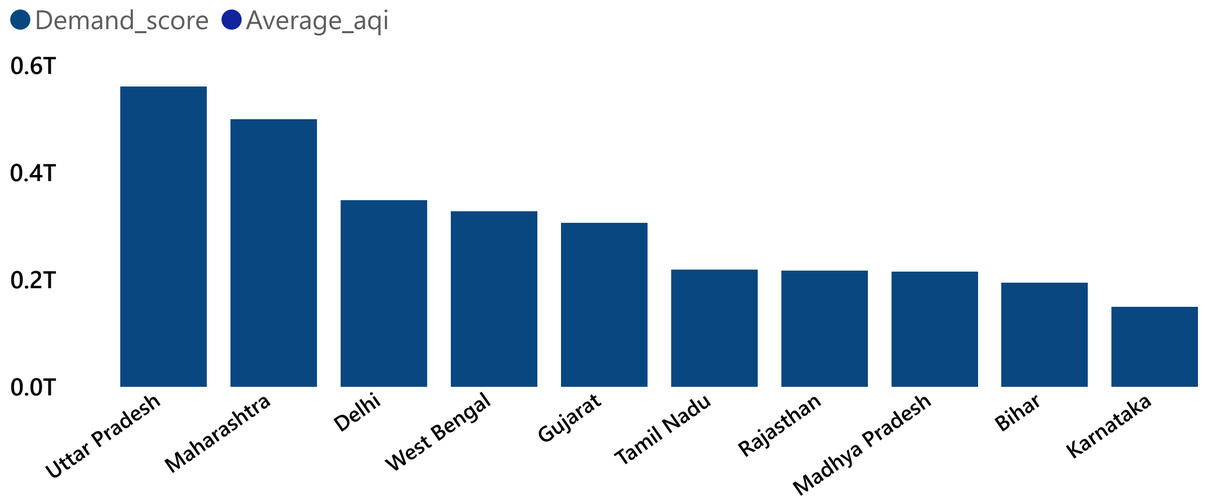
state: All | gender: All | year: All

Max AQI_value by state	Demand_score by state	Average_AQI by year
394	327.75bn	111.13

Average_aqi and Demand_score by year



Demand_score and Average_aqi by state



state	July	March	October
Andaman and Nicobar Islands			
Andhra Pradesh			
Arunachal Pradesh			
Assam			
Bihar			
Chandigarh			
Chhattisgarh			
Delhi			
Gujarat			
Haryana			
Himachal Pradesh			
Jammu and Kashmir			
Jharkhand			

Average_aqi and Demand_score by state