



clarity in AI

Simplify Complexity, Amplify **Intelligence**

Introduction

A digital health platform in South Asia, designed to facilitate connections between patients and certified doctors for accessible, cost-effective, and convenient medical care. The platform simplifies the process of finding, consulting, and booking appointments, while assisting doctors in modernizing their medical practices through digital means.

Challenges

- Process was labor-intensive, requiring manual input for daily and monthly reports
- Only rudimentary, standalone reports, presenting data in simple tabular formats with limited filtering
- Lack of granular data analysis capability to dissect order distribution by city and user demographics

Solutions

1 AUTOMATED DAILY REPORTS

2 DEMAND-SUPPLY TRACKING

3 REPORT-TO-DASHBOARD CONVERSION

1 AUTOMATED DAILY REPORTS

- Centralized and automated inputs for Daily Reports
- A swift overview of key metrics to get a quick and reliable evaluation of performance

Growth Spend - WEB

Growth Spend - WEB Google

Total Google Spend Rs 40.22M ↑40%	Last 7 Days Google Spend Rs 500.25K ↑8.7%	Today's Google Spend Rs 18.67K ↓-43%
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Growth Spend - WEB Facebook

Total FB Spend \$120.65K ↑120%	Last 7 Days FB Spend \$860.50 ↑12%	Today's FB Spend \$60.75 ↓-65%
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Date	Cost
1. Aug 3, 2022	Rs 20,000
2. Aug 2, 2022	Rs 65,800
3. Aug 1, 2022	Rs 75,355
4. Jul 31, 2022	Rs 45,789
5. Jul 30, 2022	Rs 38,667
6. Jul 29, 2022	Rs 65,800

Day	Amount Spent
1. Aug 3, 2022	\$45.08
2. Aug 2, 2022	\$120.90
3. Aug 1, 2022	\$169.55
4. Jul 31, 2022	\$89.20
5. Jul 30, 2022	\$176.89
6. Jul 29, 2022	\$210.07

Growth Spend Summary

Total Showedups

401,456

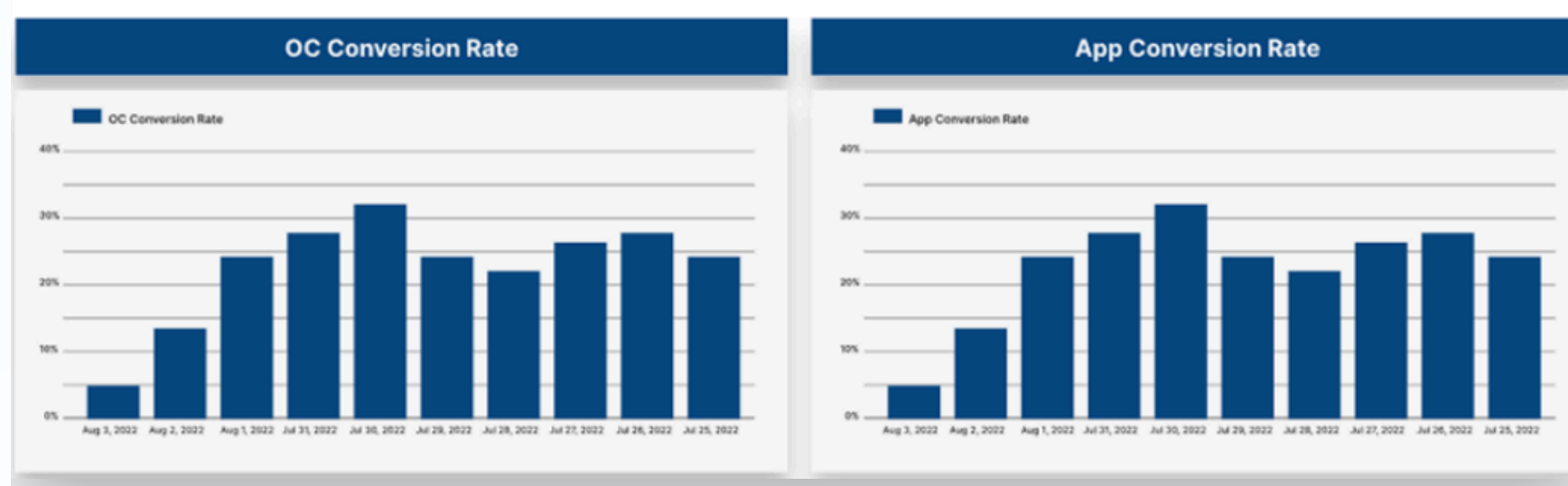
Total Revenue

32,189,453

Revenue per Showedup

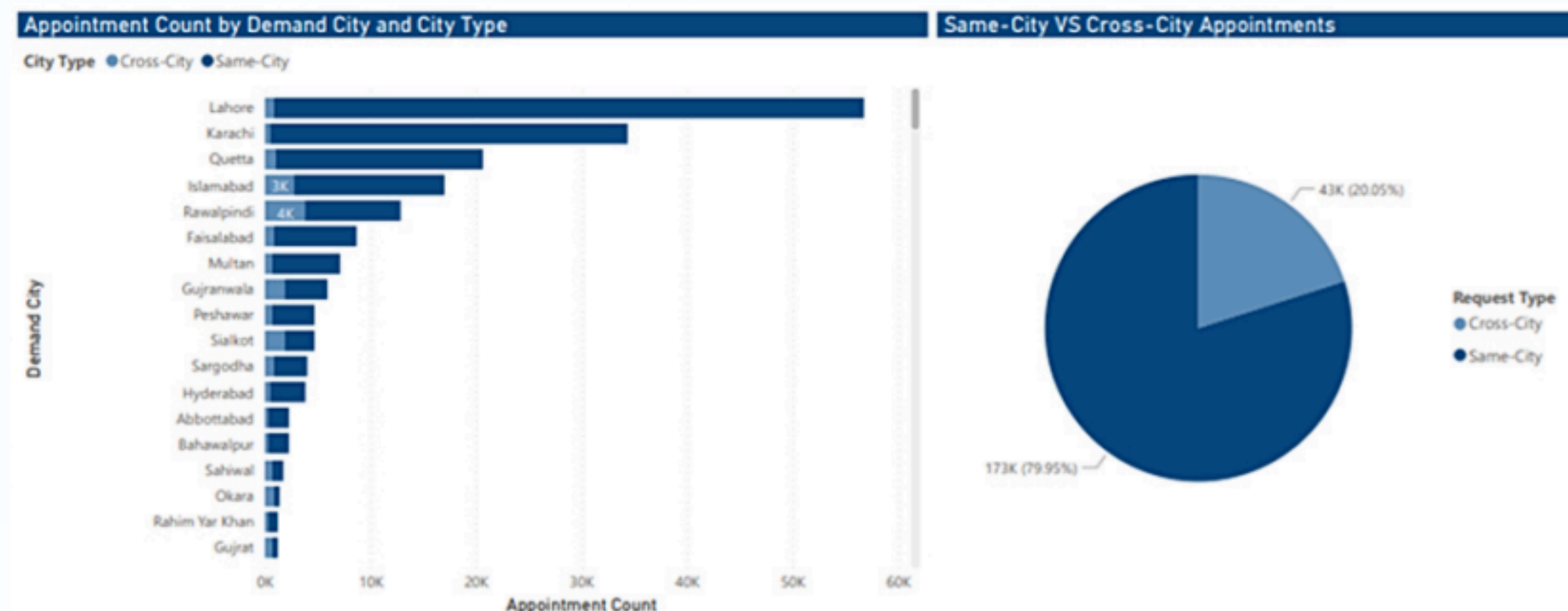
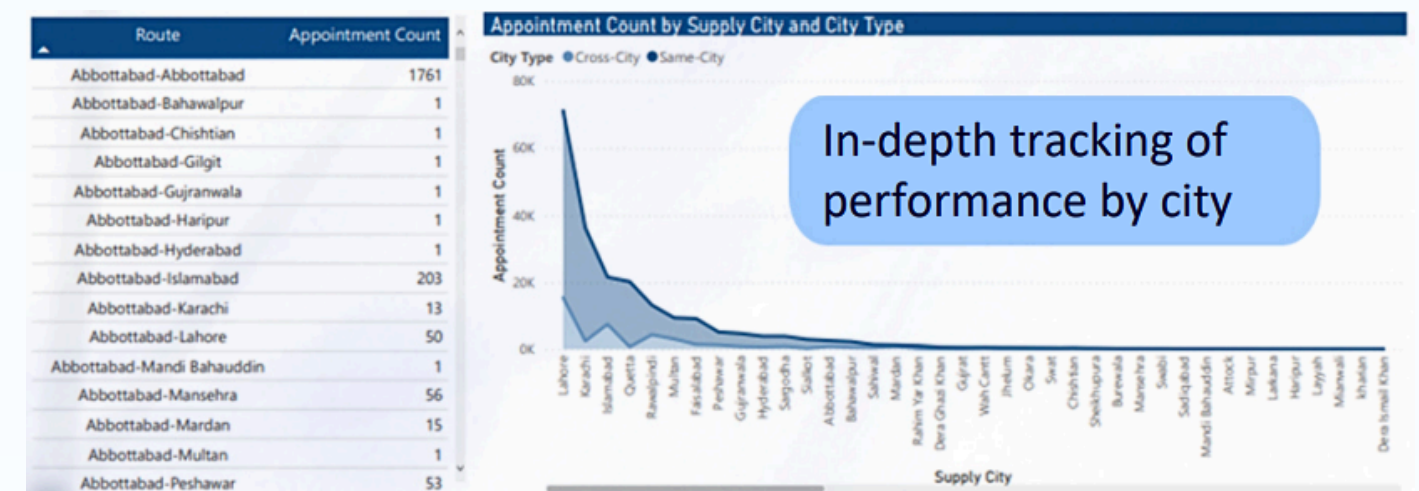
2,320.181

Date	Appts	OC	Meds	Labs
Aug 3, 2022	286	112	19	29
Aug 2, 2022	435	190	37	45
Aug 1, 2022	320	139	12	50
Jul 31, 2022	199	112	18	76
Jul 30, 2022	411	156	24	32
Jul 29, 2022	380	202	5	12
Jul 29, 2022	256	174	32	69



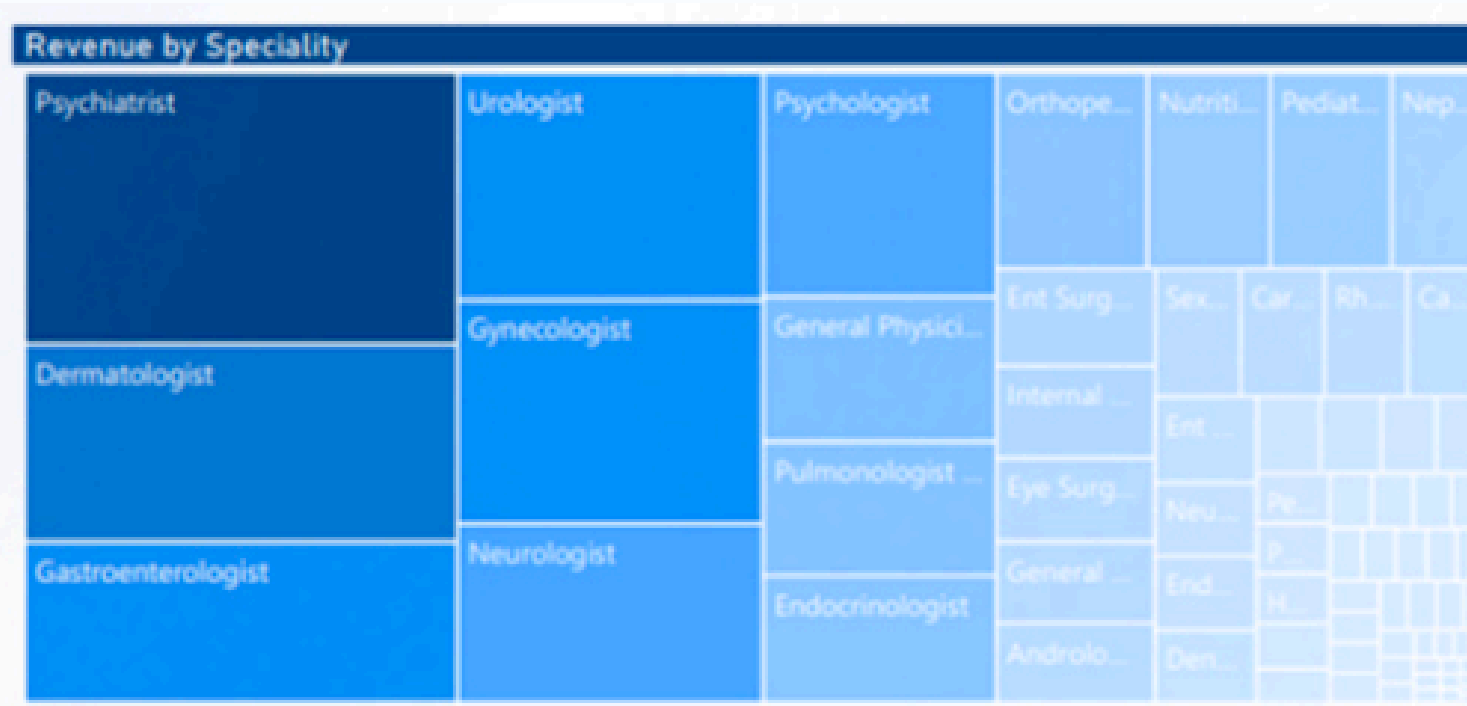
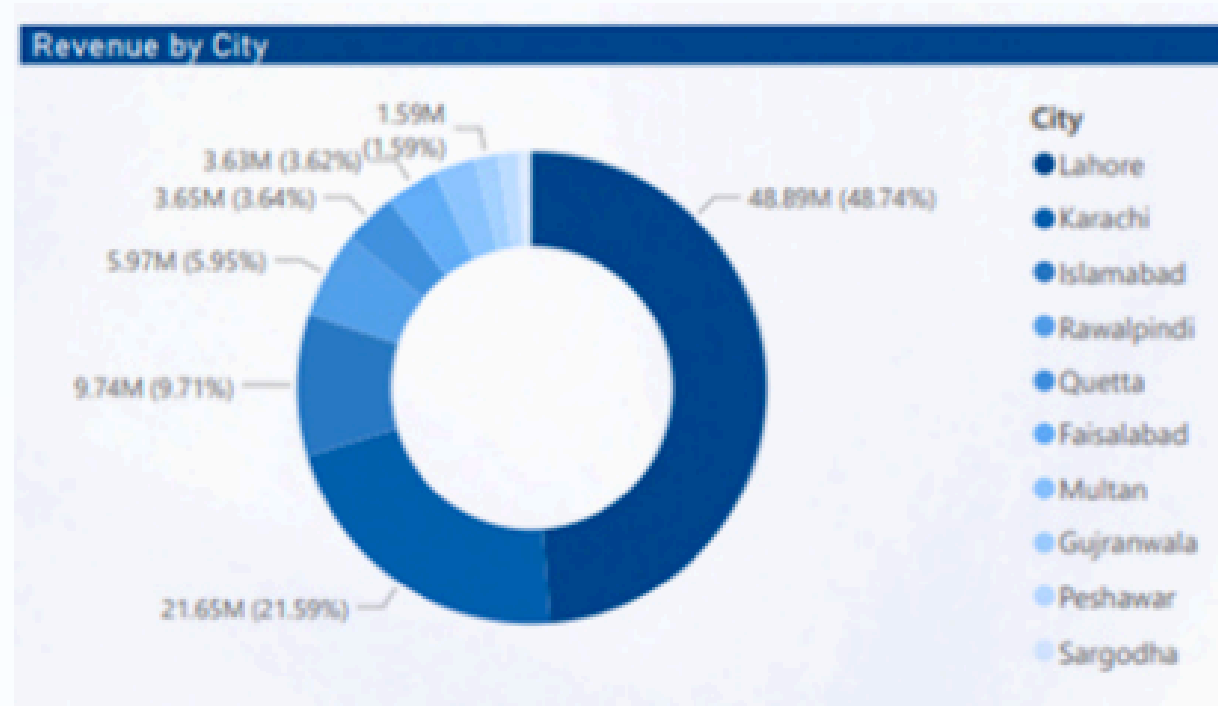
2 DEMAND-SUPPLY TRACKING

- Geo-spatial analysis comparing demand and supply cities
- In-depth tracking of performance by city
- Nationwide dashboard designed to track demand and supply, offering insights into marketplace trends for each city



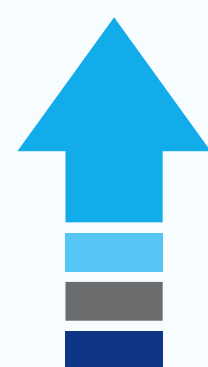
3 REPORT-TO-DASHBOARD CONVERSION

- Consolidated all shared reports and removed redundancies
- Unique and out of the box metrics that provide better visibility and assessment on a user-friendly dashboard



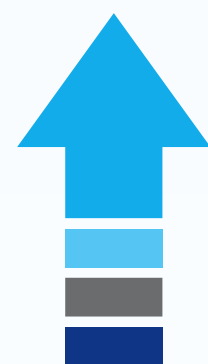
RESULTS & IMPACTS

- Streamlined the client's process by automating daily data entry into Google Sheets, consolidating monthly reports, and enhancing the efficiency of data retrieval
- Key stakeholders were given the insights needed to effectively analyze product, user, and marketplace data for strategic growth
- Executive management was equipped with extensive monitoring tools through a unified dashboard to oversee nationwide distribution



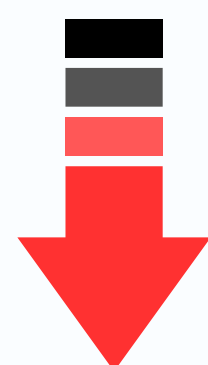
17%

MoM RECURRING REVENUE



10%

NEW USER SIGN-UPS



30%

TIME SAVED IN PERFORMANCE ANALYSIS



clarity in AI

PLAN YOUR NEXT STEPS WITH AN EXPERT IN YOUR INDUSTRY TODAY