

Case Study: Early Data

Early Data is a biomedical product-based data visualization website where users can see the share price and its movement and rank of the product details and brand details of a particular product. Digital Aptech designed and built an interactive website for users to access real-time data of specific share prices and daily movements.

Avg. reading time: 2 min

EARLY DATA

Project Overview

- Our web development team connected with the client to carefully go through the specific requirements, the target audience, competitor details and more
- We chose Angular and Node.JS as our preferred frameworks to build a suitable website that would align with the client's unique business goals

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Client Background

- Users can choose a particular medicine or drug, select a period or quarter, and easily find the shared details.
- The platform approached us to create a simple, easy-to-use and interactive website for its users



Challenges

- There were no existing online platforms that showed share price details of biomedical brands
- Inclusion of a tool where users can change the YTD, month, quarter, MAT and more
- Integration of a drop-down box for users to search and find the biomedical product that they are looking to find the price of
- Inclusion of a table of the top 20 brands with the current share price, rank, and YoY (Year-over-year) price movement
- Real-time update of share price movement

Technology Stack used



Angular JS



Node JS

The Solution Provided

Solution #1

We developed a fast, secure and interactive website to find shared prices and details of different biomedical products



Solution #2

We included multiple functionalities and features like selecting the period, quarter, YTD (year to date), MAT, brand name, etc.



Solution #3

Our team also focused on making the navigation smooth, simple and interactive



Key Features and Benefits

- Simple navigation tool
- Advanced search option
- Smooth UI
- Real-time updates and display of biomedical company shares
- Display of current top 20 performing shares on the homepage



The results

- An interactive website with details of share prices, rank, YoY, YTD, etc
- A table displays the top 20 biomedical brands with current share price, price movement, loss or price gain over the year and current rank
- Seamless data integration with the client-server
- Real-time user data access from the website which is deposited to the client's internal database

Conclusion

- With superior flexibility, zero lag, useful features, easy navigability and more, users have been highly satisfied with the platform.
- A satisfied customer base helped the platform to expand itself and add new users
- The newly launched website helped the platform's revenue and growth increase
- User footfall and dwell time on the site improved due to better website experience
- The platform witnessed improved efficiency and scalability of its operations



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