

Week7 deliverables

Group Name: Group Better

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Country: United States

College/Company: University of Wisconsin - Madison

Specialization: Data Science

1. Problem description

Problem Statement:

One of the challenges for all pharmaceutical companies is to understand the persistency of drug as per the physician prescription. To solve this problem ABC pharma company approached an analytics company to automate this process of identification.

ML Problem:

With an objective to gather insights on the factors that are impacting the persistency, build a classification for the given dataset.

2. Business understanding

The pharmaceutical company must be able to determine how often the physician prescribes the drug and for how long the prescription lasts. In order to maintain market share and grow revenues, it is essential that a company understands how long a patient will continue to take a particular drug. This information can be used to make decisions about marketing, product development, and pricing.

3. Project lifecycle along with deadline

Week7: Business and Data Understanding

Week8: Data Cleaning and Processing

Week9: EDA

Week10: EDA

Week11: Model Building

Week12: EDA Summary and Presentation

Week13: Project Presentation

4. Data Intake report

Name: Healthcare - Persistency of A Drug

Report date: 06/16/2022

Internship Batch: LISUM09

Version: 1.0

Data intake by: Yuyang Xie

Data intake reviewer:

Data storage location: <https://github.com/YuyangXie1998/Healthcare-Persistency-of-Drug>

Tabular data details:

Total number of observations	3424
Total number of files	2
Total number of features	69
Base format of the file	.csv
Size of the data	913 KB

5. Github Repo link

<https://github.com/YuyangXie1998/Healthcare-Persistency-of-Drug>