## Objective:

1. Build a model to find out who are the customers to target to increase the Brand\_TRx
2. Also build a model to determine optimum expected Brand\_TRx from the customer if targeted based on “Channels\_Interacted”

Please find the following details on the same:

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| --- | --- | --- |
| Channel | Max Interaction Possible | Per Unit Interaction Cost in Rs. |
| Call | 4 | 100 |
| Email | 7 | 1 |
| Web | 5 | 5 |

Per unit TRx Return: Rs. 15

## Data Description:

|  |  |
| --- | --- |
| ID | HCP (Health Care Provider or Doctor) Identifier |
| Region | HCP Region |
| Channels\_Interacted | Channel sequence used to interact with customer |
| Experience | HCP Experience |
| Feedback | Feedback given by customer |
| Brand\_TRx | Number of TRx (Prescription) written for Brand by the HCP |
| Market\_TRx | Total number of TRx written by the HCP |
| Speciality | HCP speciality |
| Coverage % | Formulary Coverage |
| Population | Population |

|  |  |  |  |  |  |  |  |  |
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| Instructions: |  |  |  |  |  |  |  |  |
| Use any tool for Exploratory data analysis | | | |  |  |  |  |  |
| Please use Python programming language for developing models | | | | | | |  |  |
| Please share the code and the results of your analysis along with brief explanation of your approach | | | | | | | | |
| Based on your analysis, please provide brief insights and recommendations for the Company | | | | | | | |  |