

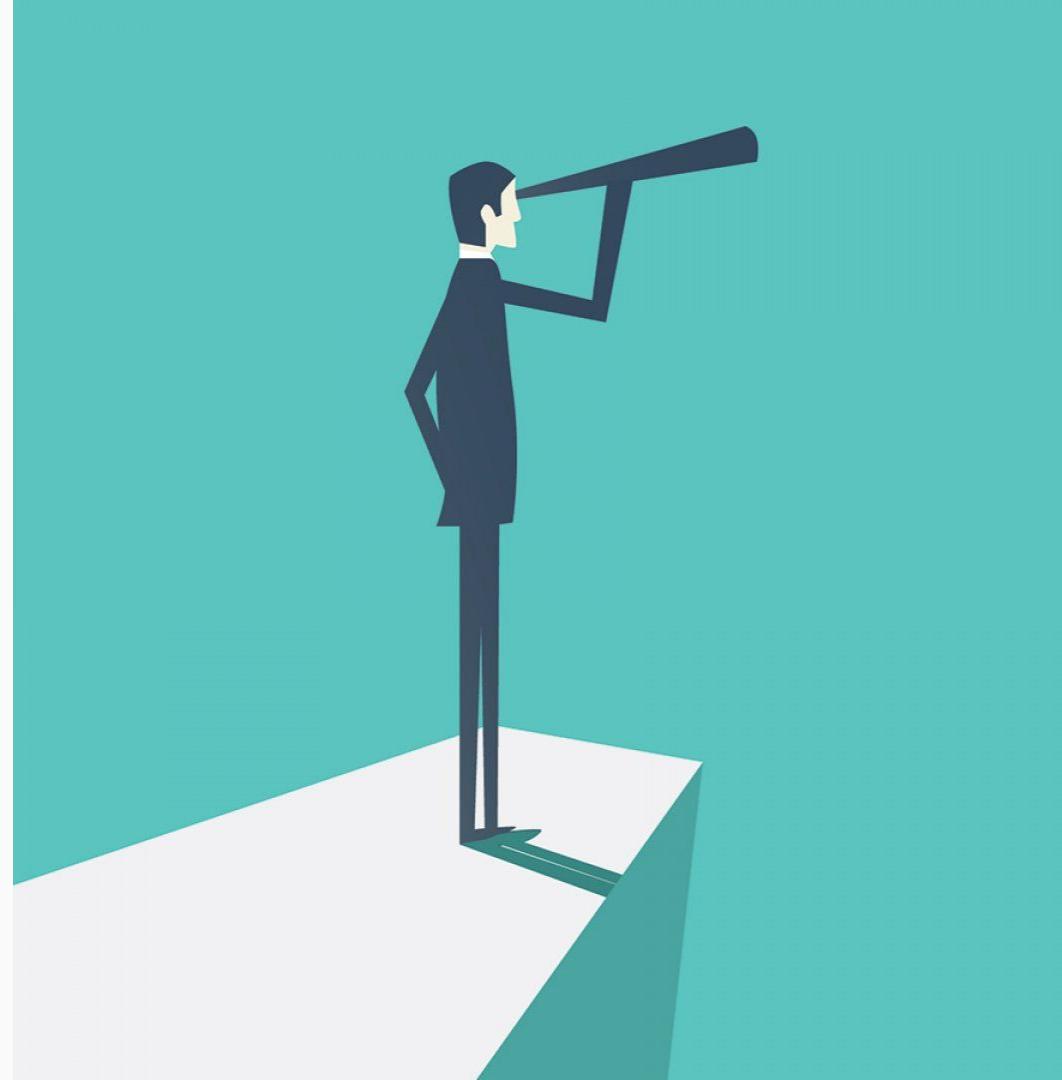
Costco Pharmacy

# Predicting the Seasonal Flu

By Aiden Bull

# Overview

- Project Objective
- Understanding the Data
- The Process
- Recommendations
- Caveats
- Future Projects



# Objective: Get People Vaccinated



# Understanding the Data

- Phone Survey
- Seasonal Flu
- 26,000+ Respondents
- 29 Questions
- October 2009



# The Process

- Exploratory Data Analysis (EDA)
- Preprocessing
- Iterative Modeling
- Model Selection



# My Findings

- Promote visiting the doctor
- Focus on
  - 55-64 year olds
  - Those with Chronic Med Conditions
- Campaign between September-October

# Evaluation

- Accuracy: 79%
- Recall: 82%
- Caveats
  - Data from 2009
  - Requires a survey

# Future Projects

- Model from internal data sources
- Model for Covid-19

# Any Questions?

***Email:***

[aidenmabull@gmail.com](mailto:aidenmabull@gmail.com)

***Linkedin:***

<https://www.linkedin.com/in/aiden-bull-202341177>

***Github Repository:***

[DivisiBULL/predicting-seasonal-flu: Predicting seasonal flu using multi-iterative classification models \(github.com\)](https://github.com/DivisiBULL/predicting-seasonal-flu)