

Costco Pharmacy

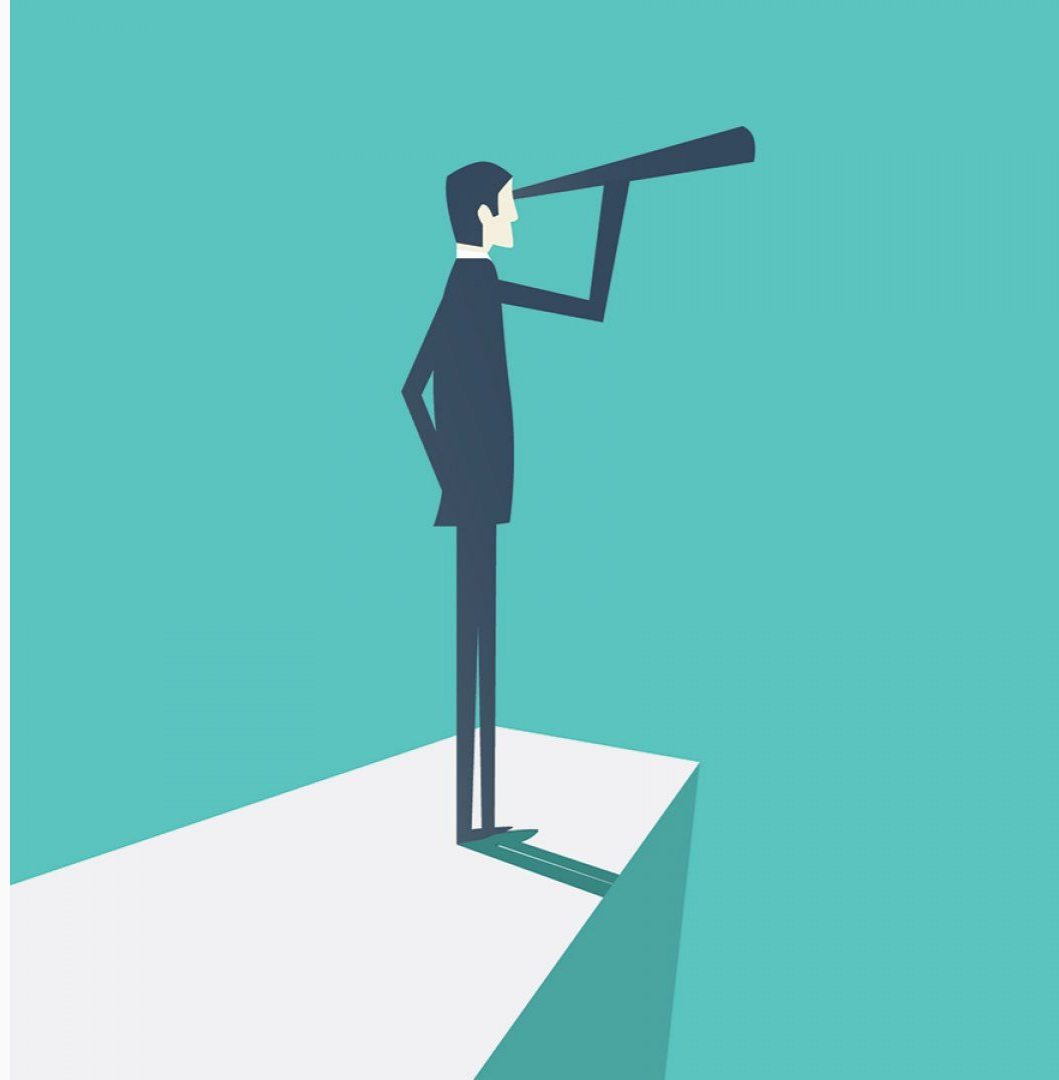
Predicting the Seasonal Flu

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?

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Github Repository:

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