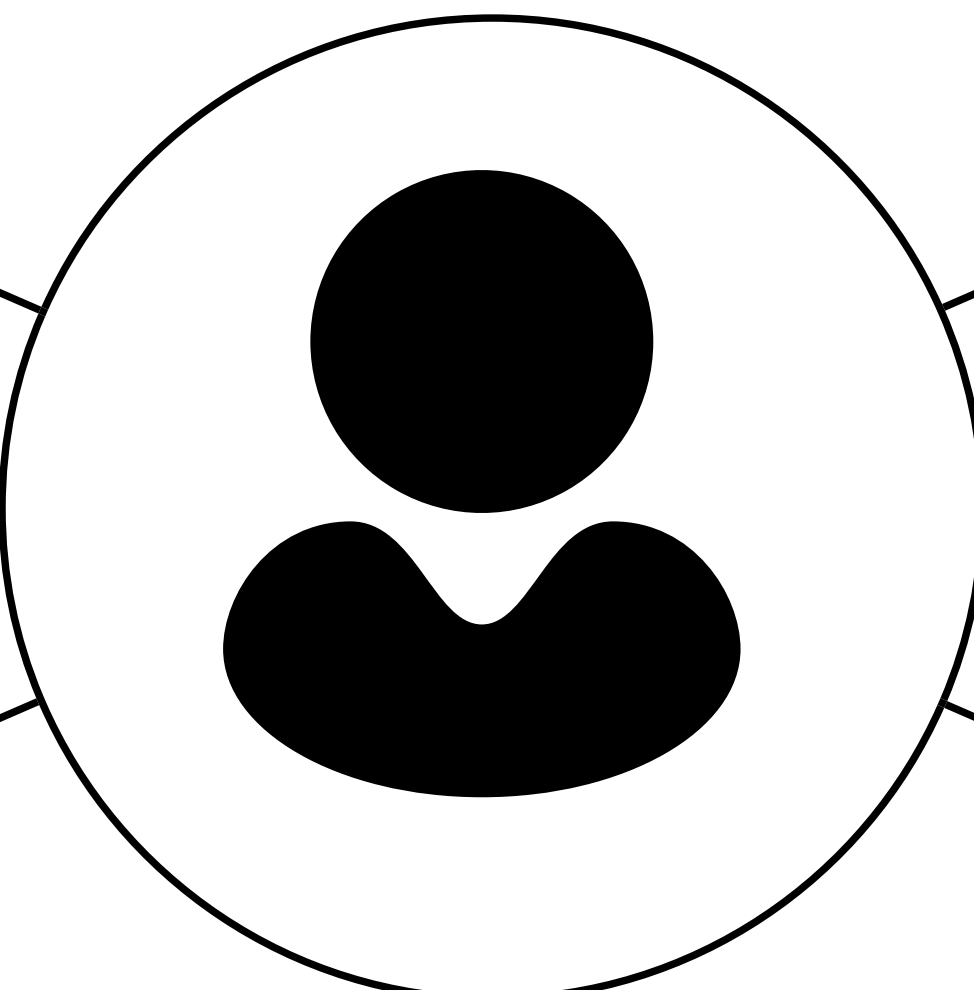


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



Predictive analytics for healthcare using machine learning is a challenged task to help doctors decide the exact treatments for saving lives.

chronic kidney diseases, with the majority of their work on pure statistical models, generating numerous gaps in the development of machine-learning models.

Chronic kidney disease (CKD) is a global prevalent ailment that causes lives in a predominant number.

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

They will motivate us

They will guide us

They will expect for more improvement

*What do they*  
**SEE?**

environment  
friends  
what the market offers

They see it as a great idea

They encourage us

They will welcome our project in large scale

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

They will praise us

Smart looking

Well behaved

**PAIN**

fears  
frustrations  
obstacles

*Chronic kidney disease represents a heavy burden on the healthcare system because of the increasing number of patients.*

High risk of progression to end stage renal disease

Poor prognosis of morbidity and morality

**GAIN**

"wants" / needs  
measures of success  
obstacles

To develop machine learning model that predict the onset of CKD within next 6 to 12 months

Wide range of applications

before showing the symptom itself detection can be done