Group Name: Individual Project - Healthcare Persistency
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Problem Description

This project focuses on predicting the persistency of a drug prescribed to patients. The goal is to provide insights for pharmaceutical companies to automate the identification process, improve patient outcomes, and optimize strategies.

Business Understanding

Understanding drug persistency is crucial for pharmaceutical companies. It helps them understand treatment effectiveness, improve patient care, and make better business decisions. Automating this process saves time and ensures more accurate results.

Project Lifecycle

- Week 7: Understand the problem, explore the data, and set up GitHub for tracking progress.
- Week 8: Clean the data and create new details (features) that help with predictions.
- Week 9: Build and test the first version of the prediction model.
- Week 10: Improve the model to make it more accurate and choose the best one.
- Week 11: Evaluate the final model using key metrics like accuracy and recall.
- Week 12: Make the model available online as a web tool or API.
- Week 13: Complete and submit the final report and presentation.

Data Intake Report

- Dataset Overview: This dataset includes patient information such as demographics, clinical factors, and whether they continued their prescribed medication (Persistency Flag).
- Initial Observations:
    - The dataset has 3,424 rows and 69 columns.
    - Some columns may have missing values or inconsistencies.

- The target variable is imbalanced, with more cases of Non-Persistent than Persistent.

GitHub Repository Link

All project deliverables will be stored in the following repository:

https://github.com/KTW04/Data_Glacier_Internship_LISUM38
