Insights gained from EDA

# Insights

* The patterns in amount of medicine being ordered is almost the same every year
* People around the age of 70 order the most medicine
* People
* See the medicine consumption on every province
* Number of medicines bought overtime (pattern/anomaly)
* The type of medicine being consumed for every region
* The trend in amount of medicine order increase with the age group.
* The pattern of buying medicine is similar in every region.
* Checked what drug usage is increasing or decreasing in Belgium over the time (A02BA02)
* People born around the 2000 year pay the most for medicine
* People of female gender are more likely to order medicine
* Number of units per package doesn’t increase when the price the customer has paid is higher.

# Things that gave no insights

* Looked at the number of deaths per province and if it effects the orders (price, contribution, units)
* Looked at the number of deaths per day and if it effects the orders (price, contribution, units)
* Check if medicine types are used differently per province (by using the ATC code to classify different types)
* Look at the use of antidepressants over the years
* Looked at number of deaths per province
* Looked at the holiday calendar if on holiday people tend to buy more medicine than usual (units)
* Used the ATC-code to try to determine when more expensive medicine is provided when cheaper medicine could also be used. This could lower the total expenses
* Tried to see differences between pharmacies. Maybe we could see similar pharmacies have a lot of differences in upsell.
* Using cauterization by category on age, gender, postcode, season for targeted ads campaign. By knowing age, gender, region and season can tell which drugs category is more likely to be ordered.