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Problem Description

ABC Pharma is facing challenges identifying whether patients remain persistent in taking prescribed drugs. The goal is to analyze patient and treatment data to uncover patterns affecting drug persistence and develop a classification model predicting the Persistency_Flag.

EDA Summary

- Checked for null values and performed imputation where necessary

- Identified skewed features and applied log/sqrt transformations

- Converted categorical variables using one-hot encoding

- Visualized target distribution, correlation heatmap, age distribution, and risk segment trends

- Highlighted top variables influencing persistency

Recommendations for the Data

- Use metrics like ROC-AUC, Precision, Recall, and F1-score to evaluate performance

- Pay special attention to Recall on the Non-Persistent class, as identifying these patients is most valuable for intervention