PROJECT: Healthcare - Persistence of a drug

PROBLEM DESCRIPTION:

One of the challenges for all Pharmaceutical companies is understanding the persistence of drugs as per the physician's prescription.

To solve this problem ABC Pharma approached an analytics company to automate this process of identification.

ML Problem:

With an objective to gather insights on the factors that are impacting the persistence, build a classification model for the given dataset.

Target Variable: Persistency_Flag

BUSINESS UNDERSTANDING:

This project will generate insights that answer the following business questions:

1. What factors impact drug persistence?
2. How can ABC Pharma predict if a patient will stop adhering to their prescription?

Benefits:

1. Predicting demand more accurately based on prescription adherence patterns
2. Identifying which factors require intervention to improve persistence.
3. Improving patient outcomes by enabling timely interventions to support adherence.

PROJECT LIFECYCLE

TASKS	**DEADLINE**
Business Understanding	19th October
Data exploration and understanding	26th October
Data cleaning and transformation	2nd November
Exploratory data analysis	9th November
EDA Presentation and proposed modeling technique	16th November
Model building and selection	23rd November
Final project report	30th November

Data Intake Report

Name: Drug Persistency Project

Report date: 16th October 2024

Internship Batch: LISUM37

Version:1.0

Data intake by: Yusuf Aishat

Data intake reviewer:

Data storage location:
https://github.com/aishatyusuf/drug_persistence_abc_pharma

Healthcare_dataset

Tabular data details:

Total number of rows	3,424
Total number of files	1
Total number of columns	69
Base format of the file	.xlsx
Size of the data	898 KB