RECEIVING THE FLU VACCINE

MAXIMIZING VACCINE UPTAKE THROUGH CLASSIFICATION

MEET THE TEAM

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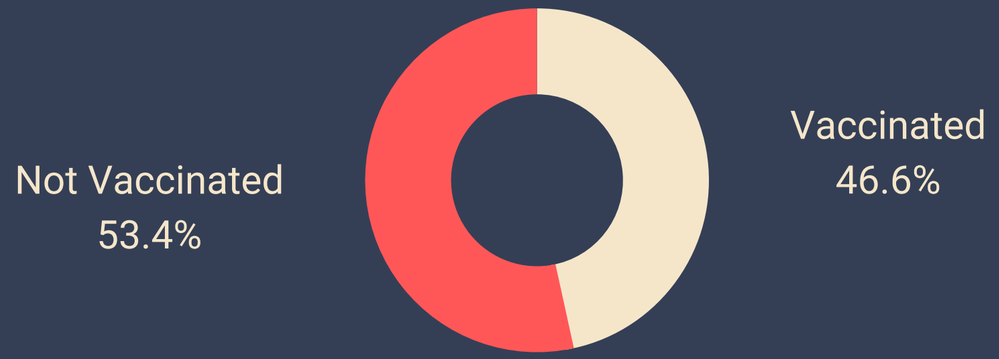
OVERVIEW

1. MODELLING
2. INSIGHTS
3. ENHANCING VACCINE UPTAKE

BUSINESS PROBLEM

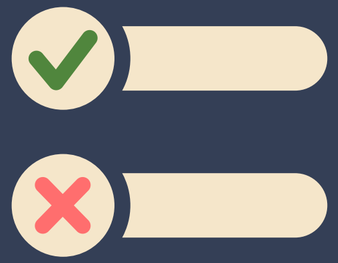


WHAT MEASURES CAN WE TAKE TO ENHANCE AND MAXIMIZE VACCINE UPTAKE?

DATA UNDERSTANDING

National 2009 H1N1 Flu Survey (NHFS) data from the 2009-10 flu season

ABOUT THE DATA
26707 ENTRIES
35 SURVEY QUESTIONS
BEHAVIORAL, OPINION, DEMOGRAPHIC



OUR PREDICTIVE NORTH STAR: RECALL

MINIMIZING FALSE NEGATIVES

Number of individuals the model predicts will not receive the vaccine, but actually did.

- **Identifying those who actually need vaccination.**
- **Targeting the right individuals.**
- **Reduces risk of missing potential vaccine recipients.**

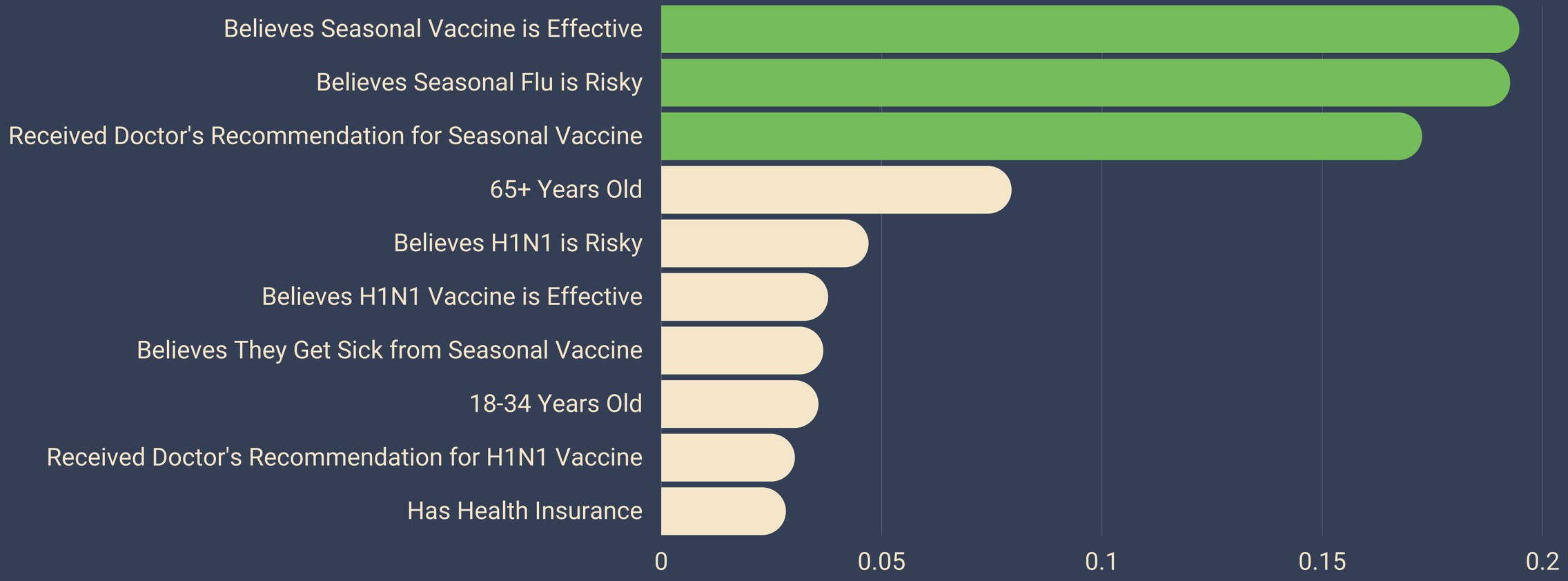
MODEL PERFORMANCE ON UNSEEN DATA

75.52% RECALL

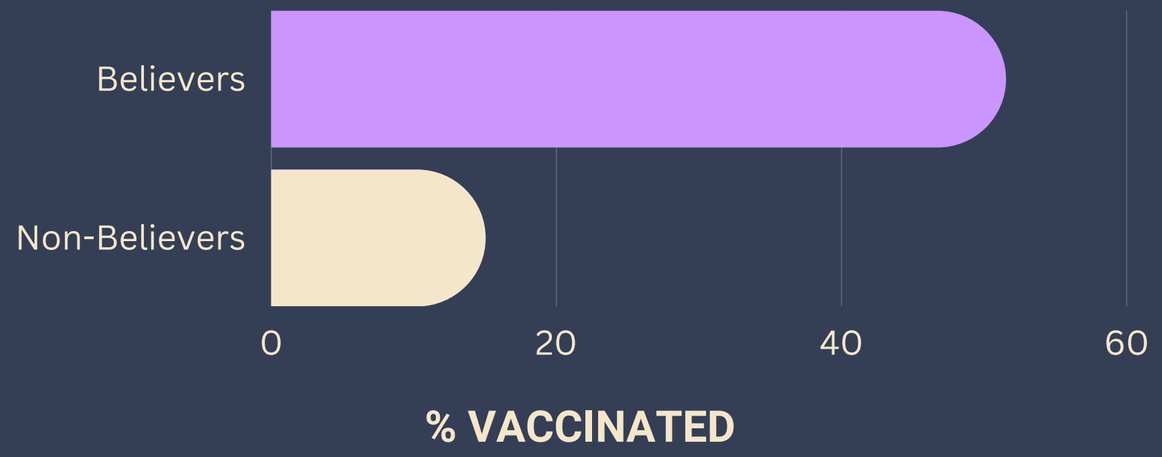
77.84% ACCURACY

MAXIMIZING VACCINE UPTAKE THROUGH CLASSIFICATION

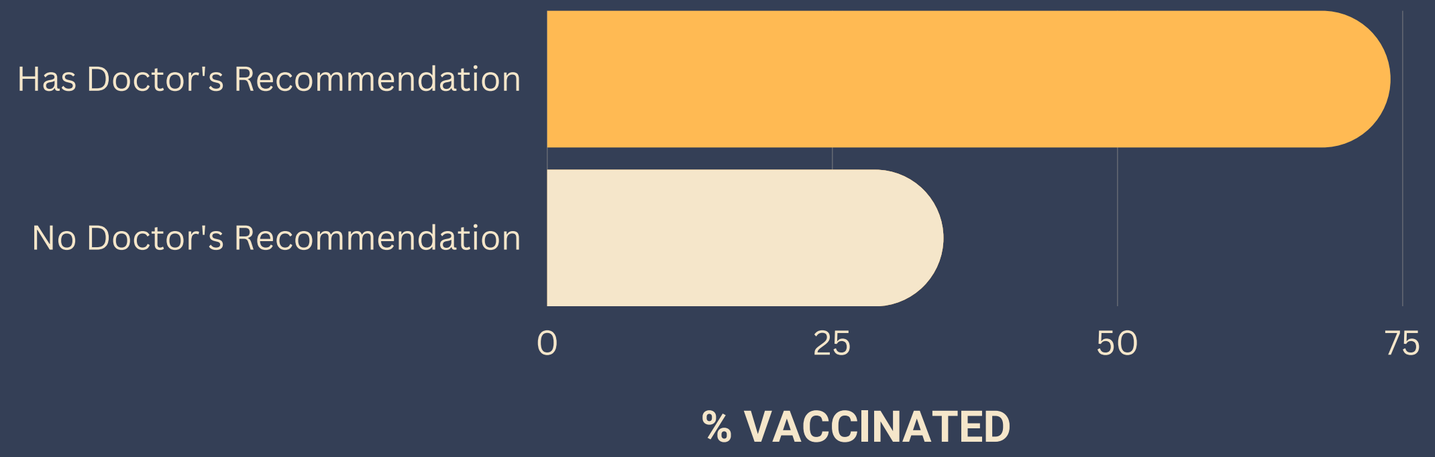
WHAT ARE THE DETERMINANTS?



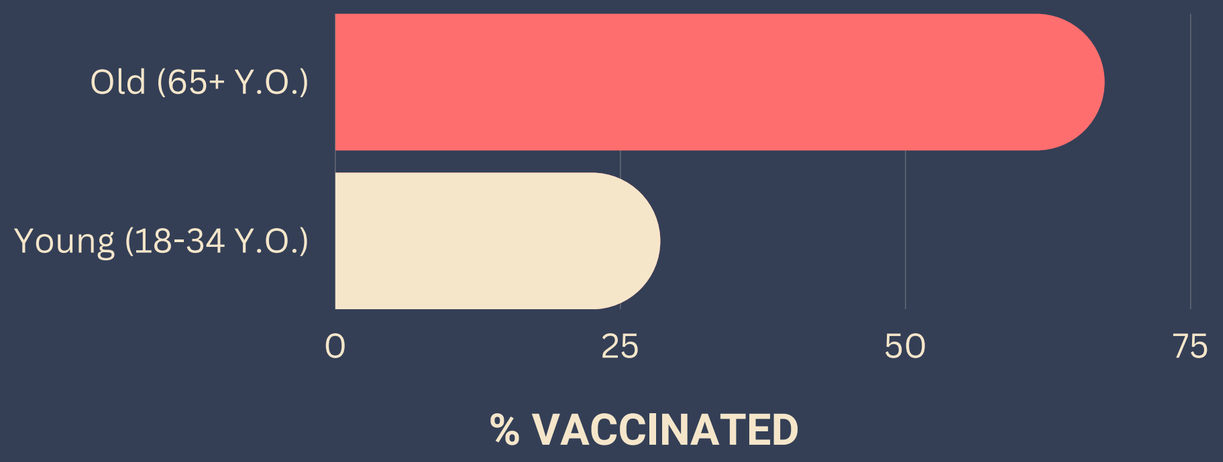
OPINION & EDUCATION



THE PROFESSIONAL WORD



DIFFERENCES IN AGE

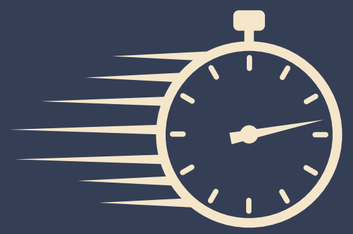


RECOMMENDATIONS

- Implement educational campaigns to elucidate vaccine effectiveness using tangible evidence.
- Provide resources to doctors for integrating seasonal vaccine recommendations in patient consultations.
- Create age-specific, targeted marketing campaigns, addressing health risks and societal benefits.

NEXT STEPS

1 ADAPTIVITY



2 COLLABORATION

3 OPTIMIZATION

THANK YOU.

Check out our repository!