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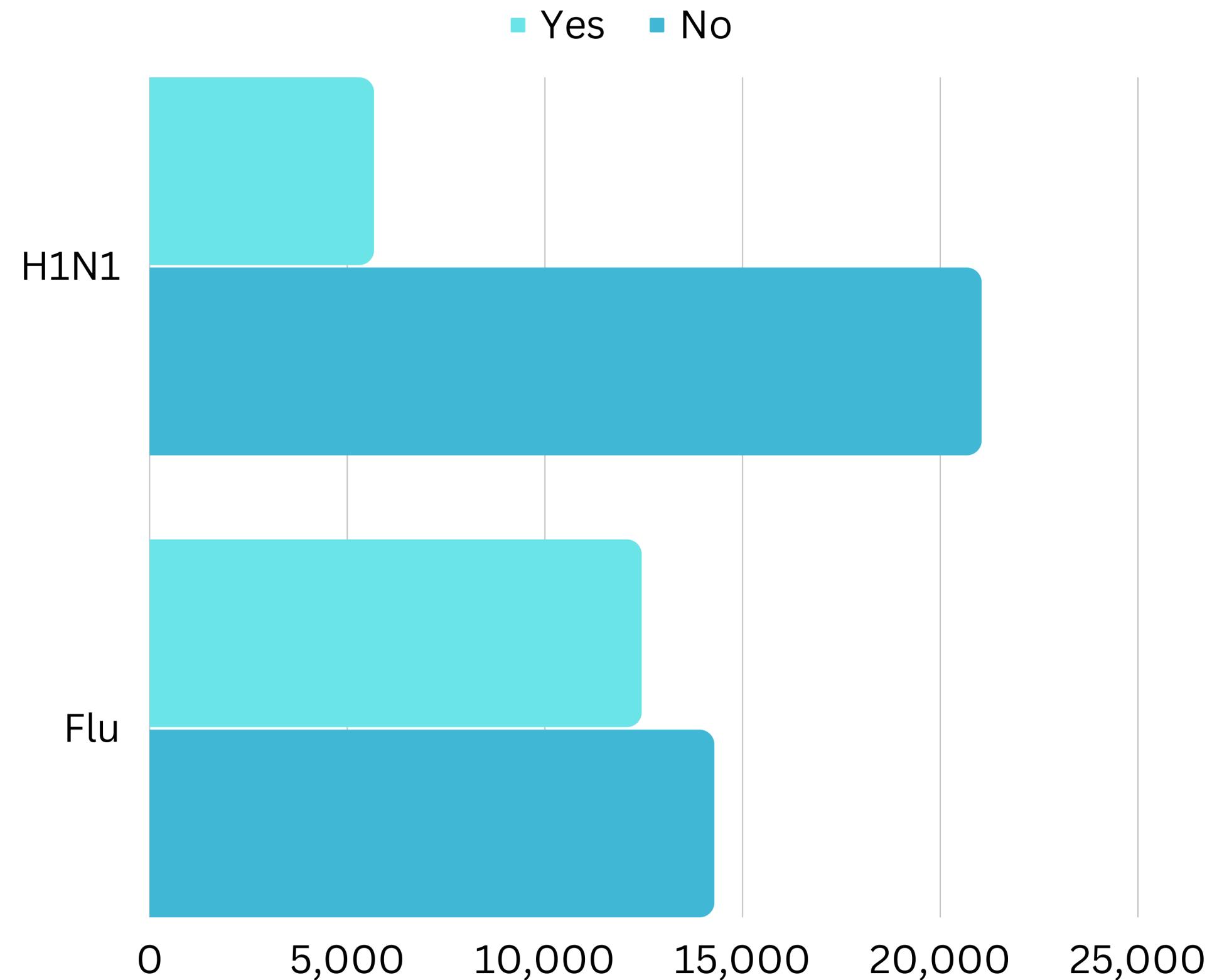
Flu Vaccine Distribution



Brittney Nitta-Lee
Founder

Background

- National survey in 2009 – 2010
- Telephone Survey
- H1N1 and Seasonal Influenza vaccine



The Data

Number of respondents:

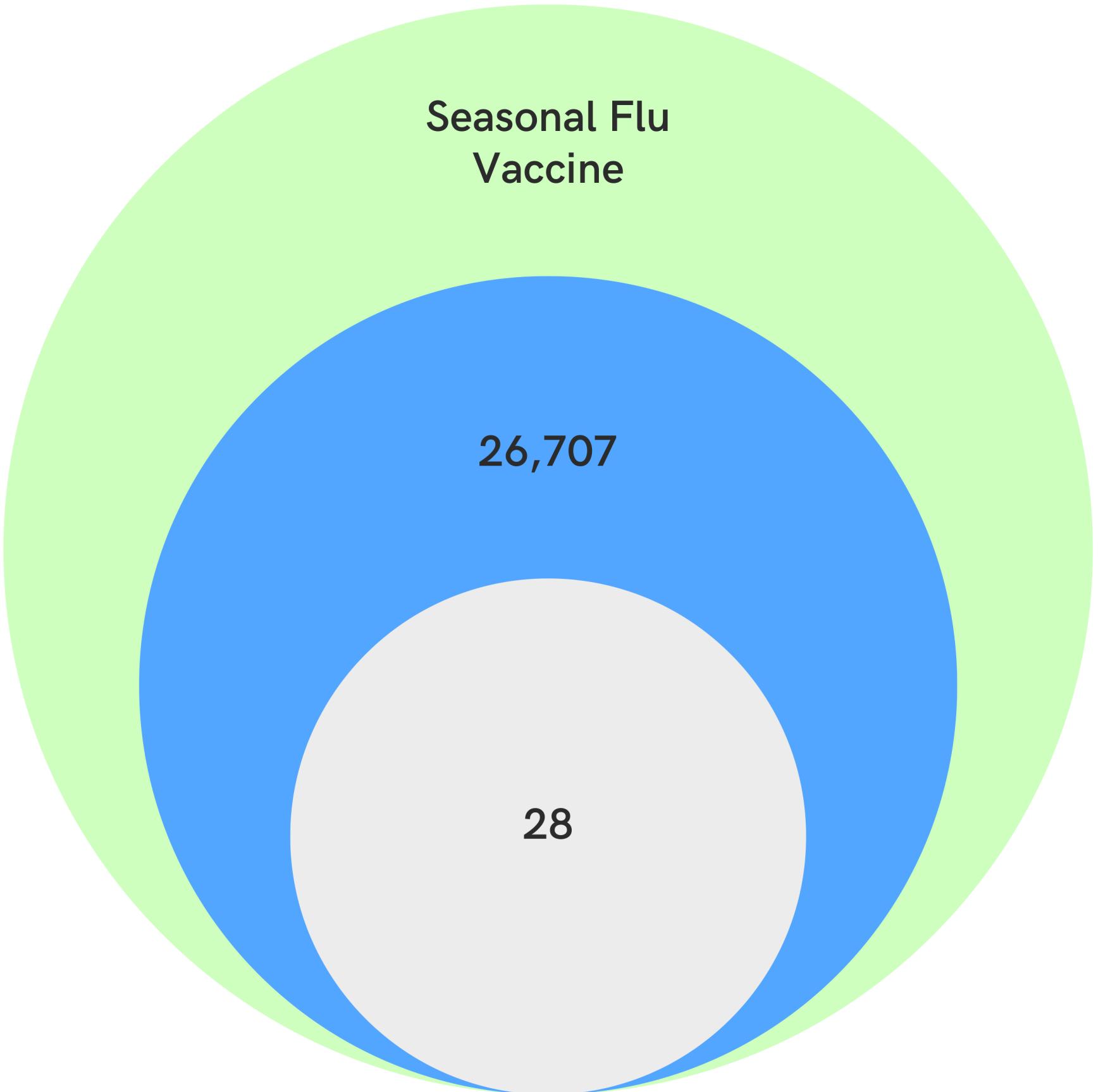
26,707

Number of survey questions:

28

Target variable:

Seasonal flu vaccine



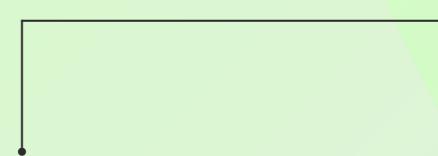


Bandit Media

Business
Goal →

Demographic	Recommendations on whom to target
Behaviors	Behaviors of individuals who don't receive the vaccine
Opinion	Opinions about the flu vaccine

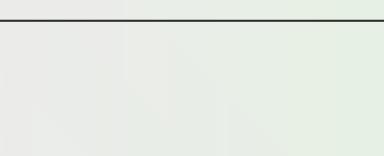
Methodology →



Data cleaning



Data Analysis



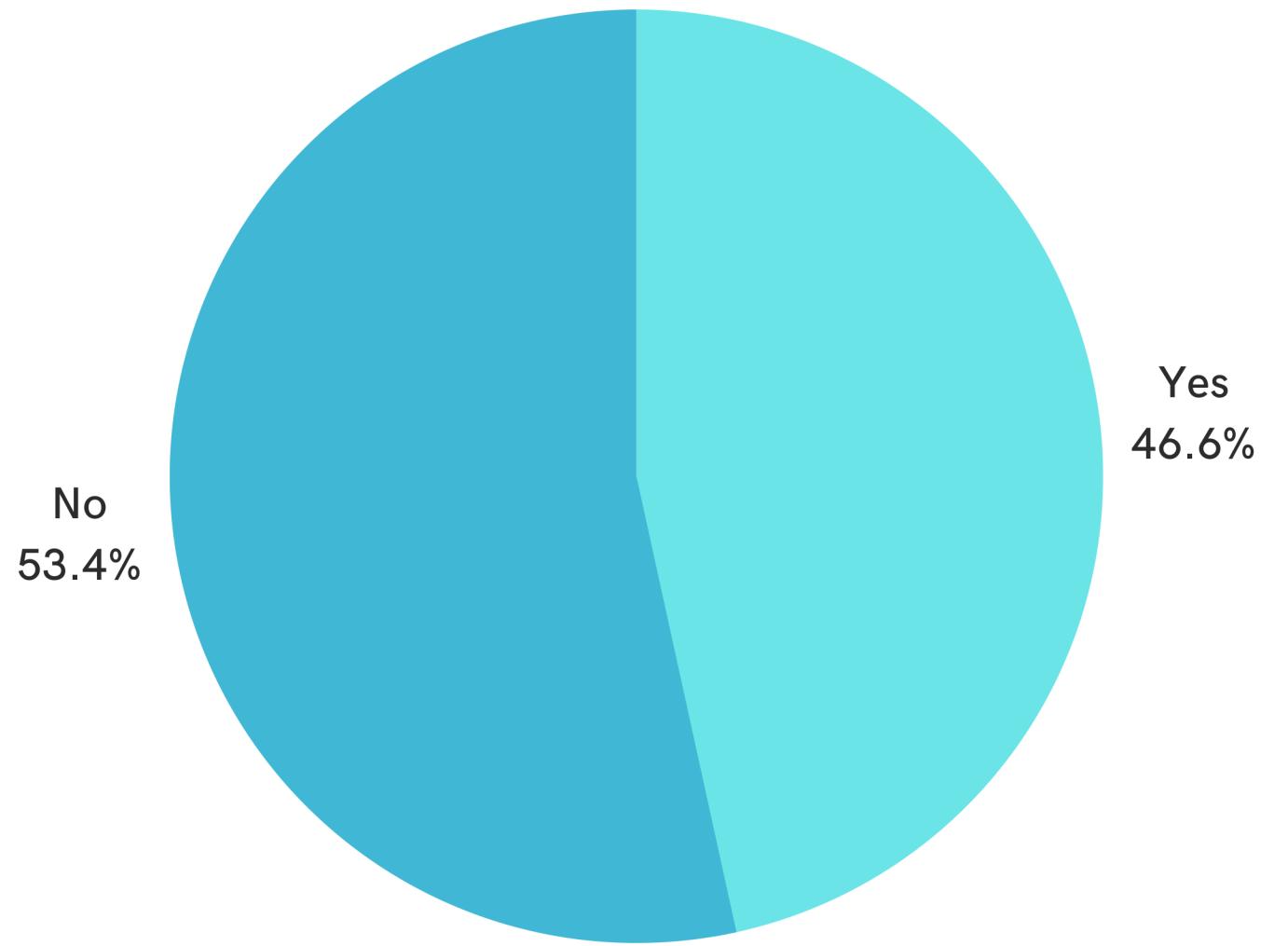
Machine Learning



Evaluation

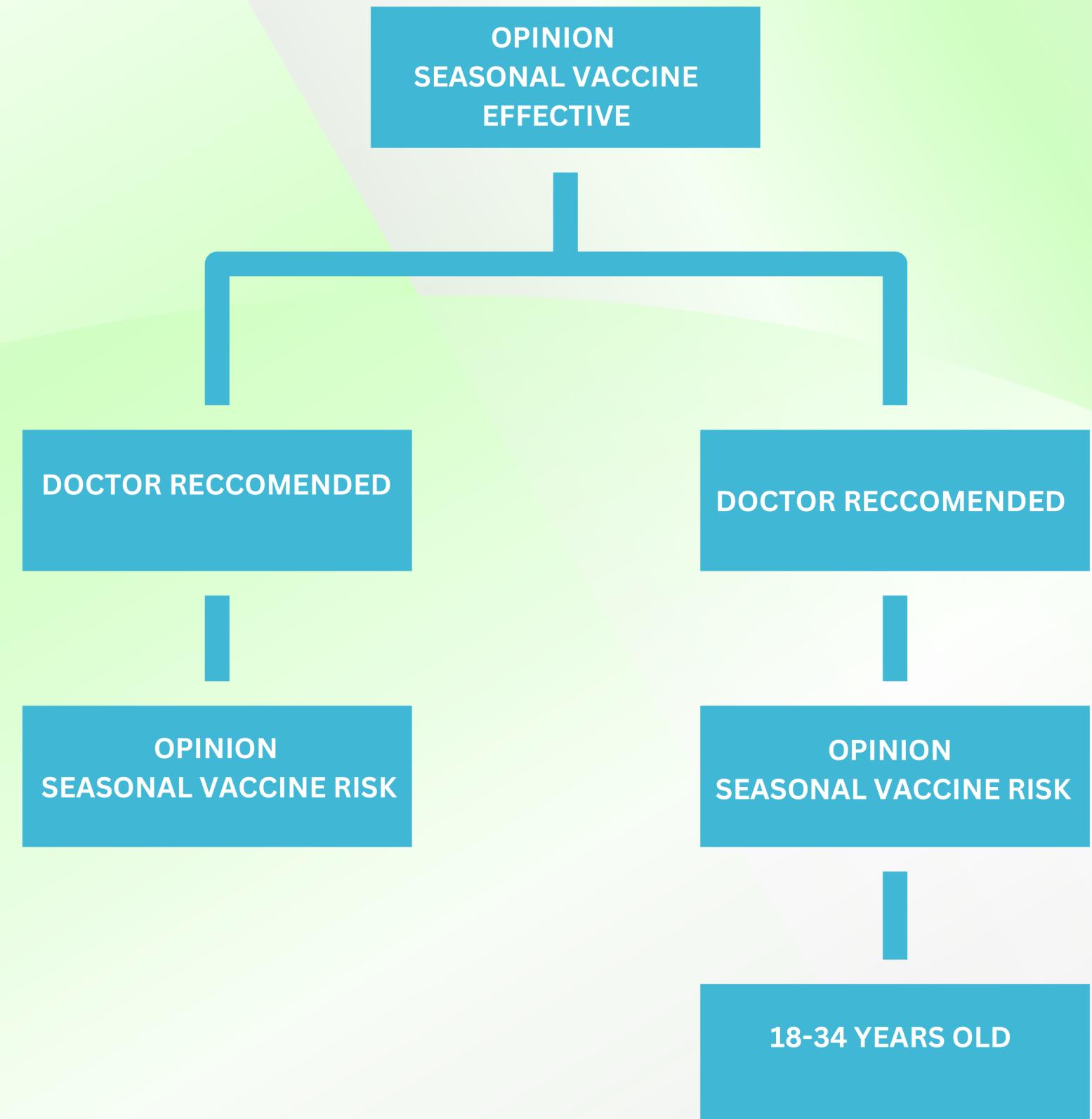
Baseline →

- Accuracy score – 53.4%
 - 70% to 80%
 - Likelihood of flu vaccine
-



Decision Tree →

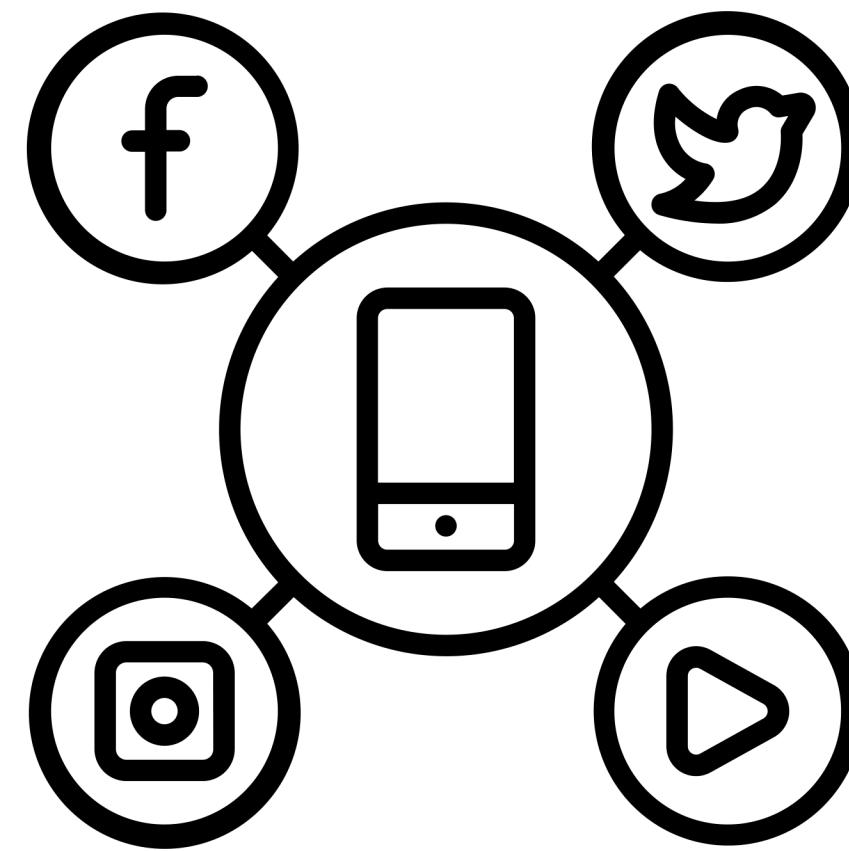
Tip: A Decision Tree is a machine learning model used to make predictions. It breaks down a problem into smaller parts, like a flow chart. The model uses the data to answer questions and splits the data into two or more groups.



Features →

FEATURE 1	OPINION	Respondent's opinion of seasonal vaccine effectiveness.
FEATURE 2	RECOMMENDATION	Seasonal flu vaccine was recommended by doctor.
FEATURE 3	OPINION	Respondent's worry of getting sick from taking seasonal flu vaccine.
FEATURE 4	AGE GROUP	Age group of the respondent.

Recommendations



Public health campaigns



Education initiatives



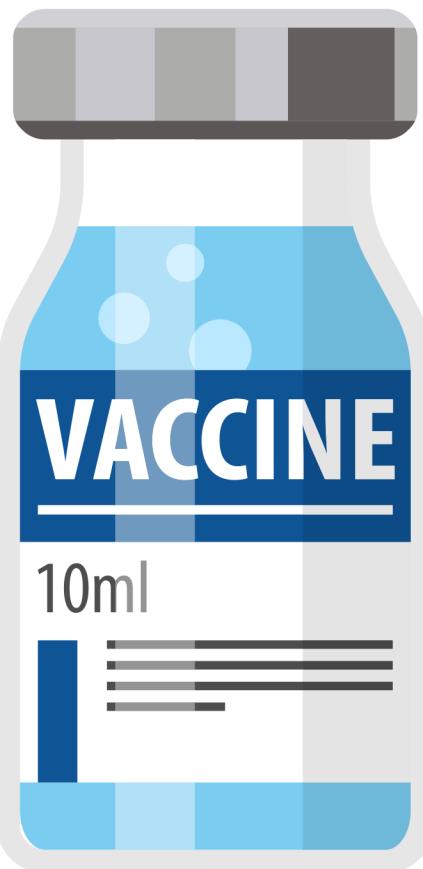
Targeted outreach

Next Steps

Data collection in King County

Online Surveys

Flu vaccine popup clinics



The Team →



Brittney Nitta-Lee
Founder

Thank you for your time!



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