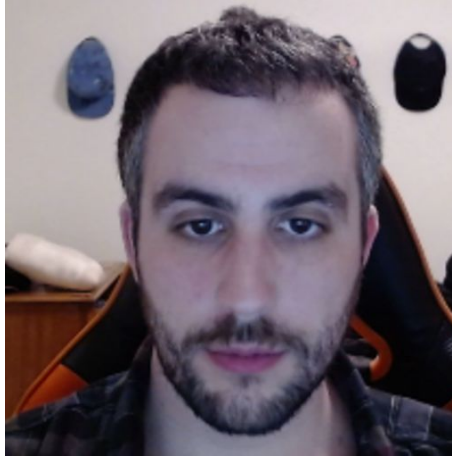H1N1 & Seasonal Flu Vaccine Analytics

Nick Kennedy
Data Scientist

Tim Cleary
Data Scientist

Elijah Jarocki
Data Scientist

Overview

- Business & Data Understanding

- Modeling

- Evaluation

- Recommendations & Moving Forward

Overview

1   2   3   4   5

Data Understanding

- DrivenData H1N1 & Flu Dataset

- ~**27k** Respondents

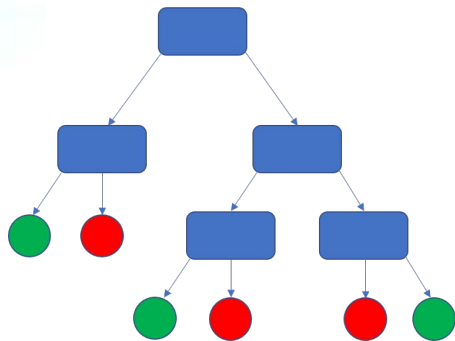- Behavioral, Medical, and Demographic Data

Modeling

- Virus Impact

- Precision!

- Model predicts with
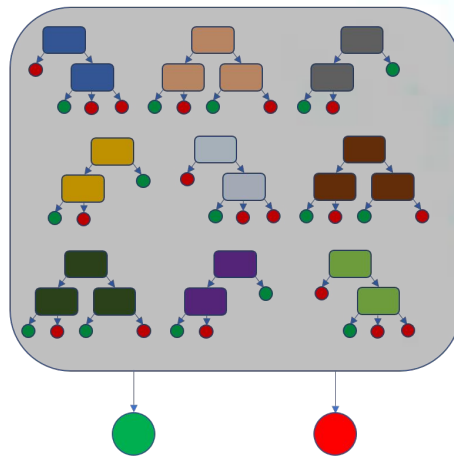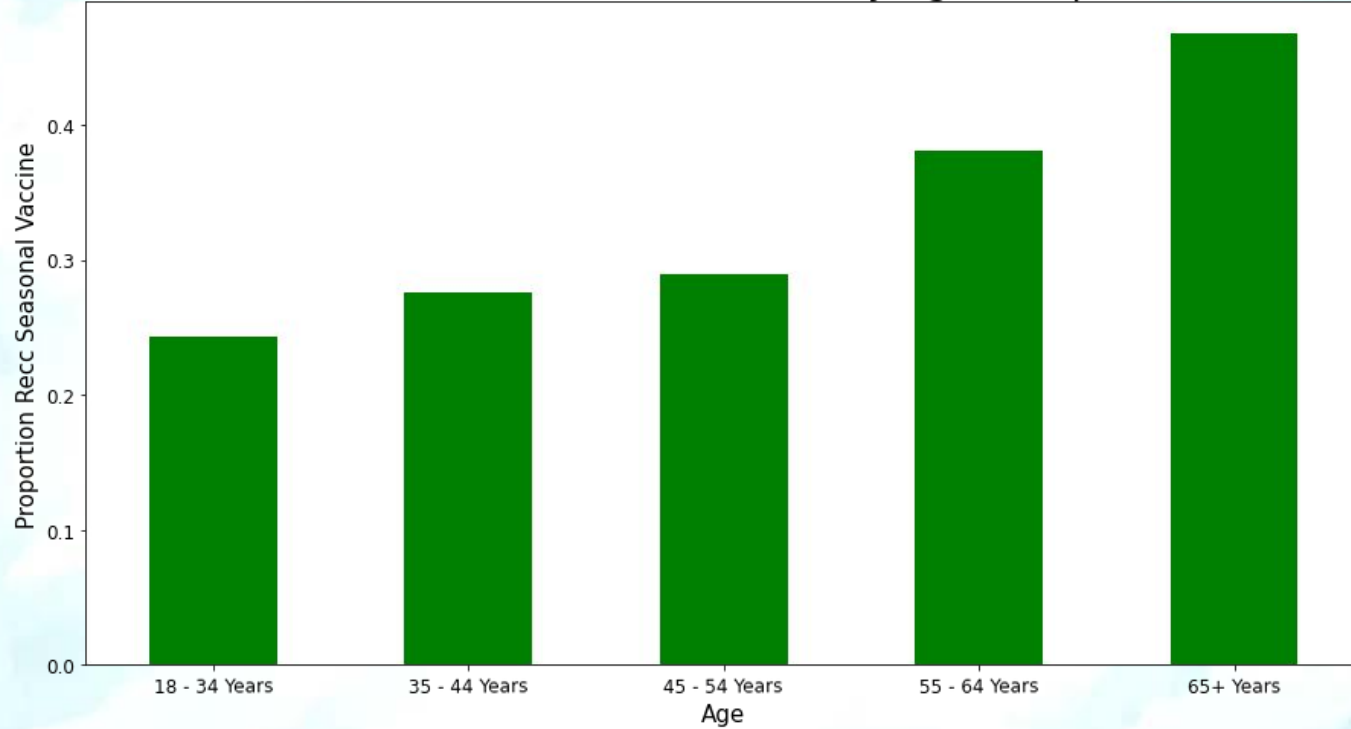 **85% precision** on new data

Modeling

- Inferential

- Predictive

Decision Tree

Random Forest

1   2   ③   4   5

Recommendation: *Focus on Younger Demo*

Evaluation

- Doctor Recommendation = **2-4x as likely**

- Seasonal Vaccine = **5X as likely**

- Health Worker Status = **2-3X as likely**

Recommendations

- Published materials in Dr. Offices

- Advertising to ask Dr. about vaccines

- Push seasonal vaccines > More H1N1 Vaccines

- Look for survey data that includes previous Flu status

We will now be taking questions.

Nick Kennedy
https://github.com/nikennedy

Tim Cleary
https://github.com/cleatw/

Elijah Jarocki
https://github.com/ejarocki/