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**By**

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**Title: Individual Project Proposal: 1st Draft**

**ALY 6080 – Integrated Experiential Learning**

**Prof. Atherley, Valerie**

**Introduction:**

Asthma is one of the most common chronic diseases in the world, and it is marked by rapid worsening. The most frequent type of asthma is allergic asthma. Approximately 90% of children with asthma have allergies, compared to roughly 50% of adults with asthma. Allergies that produce sneezing fits and watery eyes in some people can also trigger an asthma attack in others. Keva Health Inc is a digital platform that provides all individuals with personalized health care. This corporation partnered with Northeastern University to sponsor the Experiential Network (XN) Project. The major purpose is to enable patients who are looking for new and innovative ways to deliver and access care management for a variety of respiratory illnesses. Surgeons can also use this tool to follow and manage patients with respiratory diseases.

Keva Health took it a step further by forming strategic alliances with governments, educators, clinical trials, institutions, and organizations in order to discover and build useful solutions for people and make their lives easier, safer, and better. These services assist company analysts in developing and deciding on health plans by evaluating medical utilization and making appropriate recommendations.

**Problem:**

Companies who want to leverage big data must rethink their entire data collection strategy from a logistical aspect. When working with big volumes of data, the most important problem to address is privacy. Memory and bandwidth are squandered. It's not typed. We don't have complete power because, for example, is read-only. For real-time analysis, continuous data collection is required rather than periodic data collection, which needs considerable changes in corporate strategy as well as considerable financials. Statistics, too, can be interpreted in a number of ways. This is constantly demonstrated, for example, through economic indices. Different groups try to make meaning of different monthly statistics, and the same data is usually interpreted differently by different organizations. This is especially true of survey results, but it also holds true for a variety of other statistics.

**Goals:**

Based on the reference taken and listed below, I'm writing this Annotated Bibliography. Keva Health Inc, as we all know, is a health-care firm that focuses on its real-time monitoring technology, which creates individualized health care for everyone. Despite the development of new medicines, people with chronic respiratory problems continue to have poor results. Create analytics based on publicly available datasets (airnow, ER visits in the United States) to provide a visual depiction and the ability to study air quality and its impact on ER visits connected to Asthma. Also, provide recommendations based on the models developed.

**Analysis:**

In any industry, data is critical to the success of the company. I used this assignment as a research topic and read the article cited. I believe that data is a strategic asset, and that some businesses are valuing their consumer data as a strategy to leverage their assets. Customer data is extremely important, especially in healthcare, since it is more personal. Keva Health, for example, should be committed to its clients and establish stringent security regulations to avoid being harmed by security breaches. This information is particularly valuable in terms of the product/service they are providing to people who want to be diagnosed using their real-time monitoring platform. Keva Health, for example, works on a variety of platforms, and as the number of connected devices in the healthcare business grows, so does the demand for individuals to share information between devices and with third-party suppliers. In health care and medicine, understanding how data may be utilized to monitor and maximize the value of treatment delivered to patients is becoming increasingly important.

Data analytics in healthcare will inform a personalized approach to patient treatment, as the demand for value-based care has established the future of big data in healthcare. I intend to investigate emerging big data analytics tools and how they influence decision-making in healthcare organizations such as Keva Health. Healthcare firms are increasingly turning to analytics to gain fresh insights from their data. Companies can use predictive analytics in healthcare to discover better future prospects, develop better healthcare solutions, detect fraud, and anticipate patient behavior. Decision-making has long been defined by the intuition and skill of the decision-maker, but incorporating data into the process can help to make better-informed conclusions. From little data to large processes, analytics may aid in the exploration of new paths for growth and performance, the development and preparation of policies and programs, the strengthening of service quality and operations, the enhancement of sustainability, and the reduction of risk. It will be simple for Keva Health to measure and assess vital organizational data. It has the ability to make healthcare better.

The intervention included doctor-patient contact, health and prescription enforcement monitoring, the exchange of motivational and instructive materials, and medication reminders. The Keva Health mobile application allowed participants to access personal health information, receive information customized to identified knowledge gaps, and track and receive feedback on current self-management practices. Keva Health, a digital health business, is known for pioneering virtual care programs and paving the door for remote treatment that goes beyond telehealth.

**Conclusion:**

This is how we'll do exploratory data analysis. Exploratory Data Analysis (EDA) allows you to see past the numbers. We obtain additional insights when we explore further into the specifics. We'll be utilizing EDA to evaluate data and solve various business challenges for almost 80% of our time. I also want to use ML algorithms to predict the outcomes of asthma issues. Going forward, I'll use the Visualization Dashboard to analyze and present the data. Find the airnow dataset and download it and Look for datasets on emergency room visits that are open to the public (eg:data.gov, HCUP, NCHS etc). Perform analysis and make a graphic representation of the influence of air quality on asthma patients and analyze it. Recommendations for this data to assist asthma patients

**References:**

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