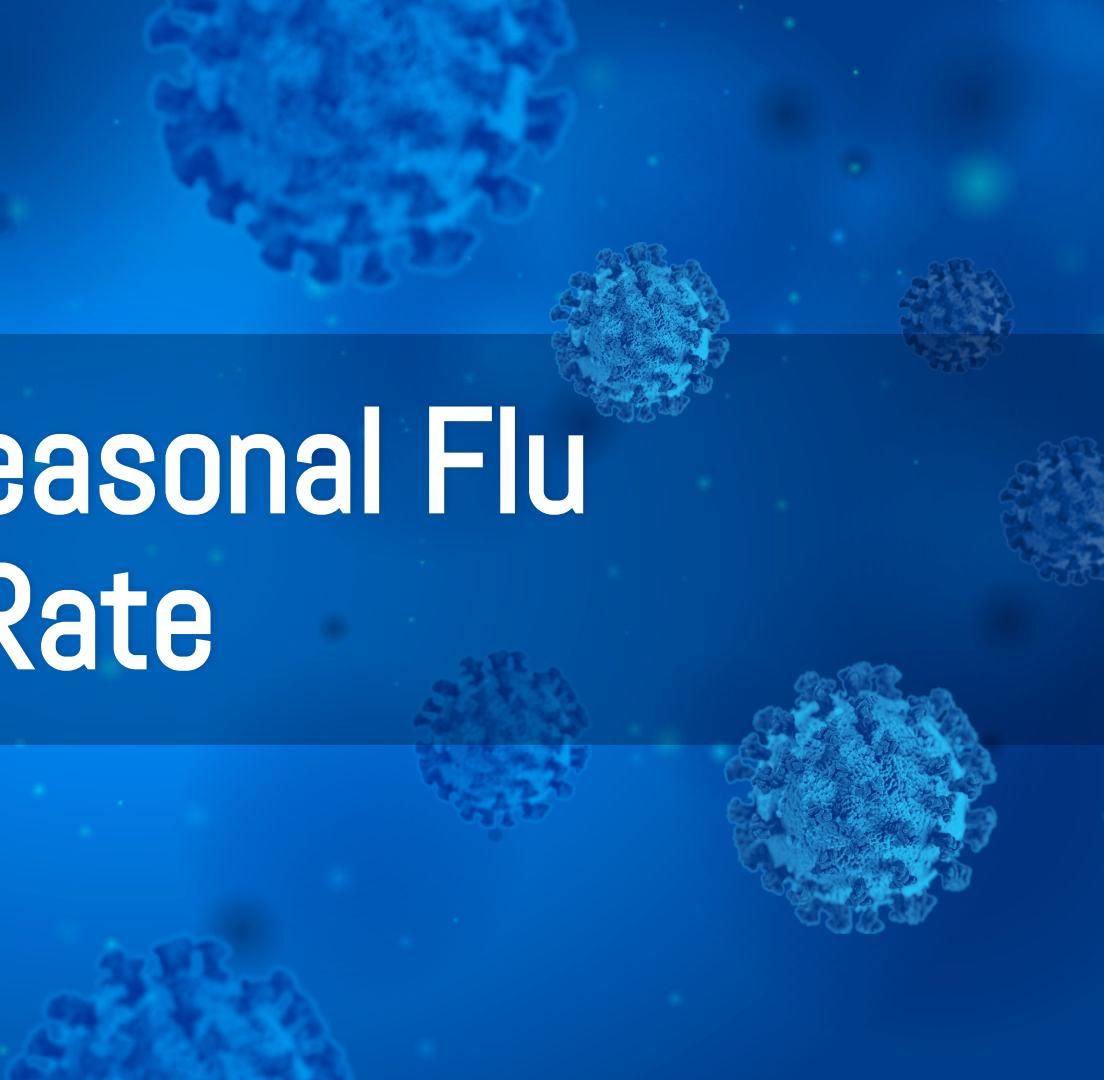


Increasing Seasonal Flu Vaccination Rate





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Agenda

Business
Problem

Data Overview

Recommendations



Main
Takeaway



Data Analysis



Future
Insights



Business Problem

As a pharmaceutical company how can we increase seasonal flu vaccination rates.

What demographics are least likely to get the vaccine?



Age Matters

Vaccination rate varies by 40%



Main takeaways

- Target younger people (18-44)
- Biggest Contributing Factor to getting vaccine is perceived risk from flu
- Target people with lower education

Data Overview

- ▶ Survey data from U.S. National Center for Health Statistics
- ▶ 20,671 respondents
- ▶ Conducted late 2009-early 2010
- ▶ Data limitation : race, age of survey

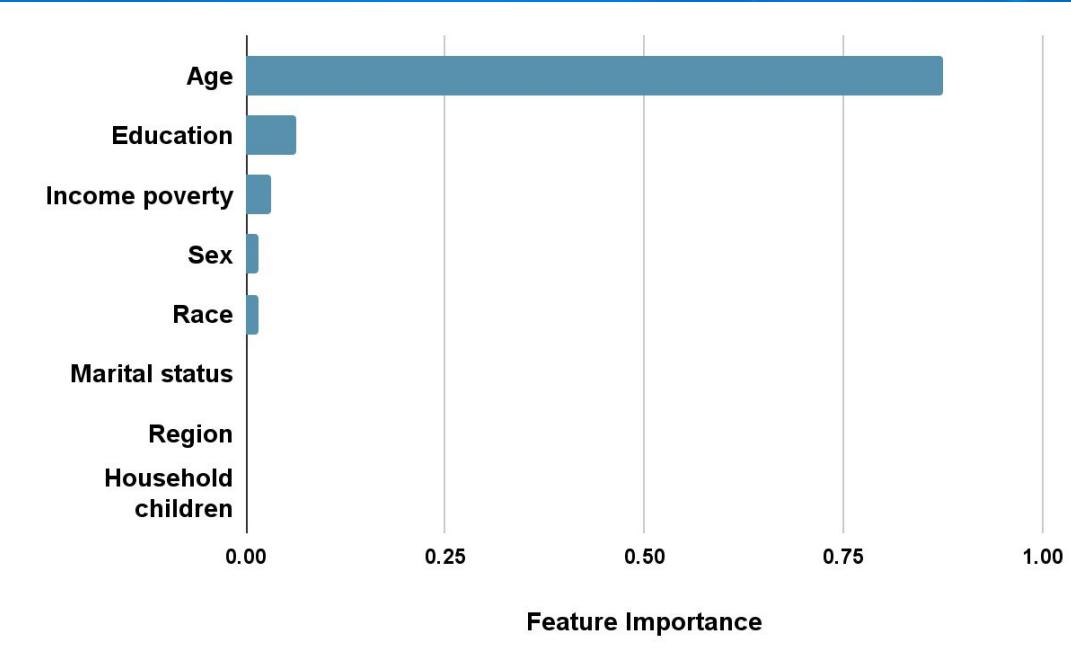
Data Analysis

Data Analysis

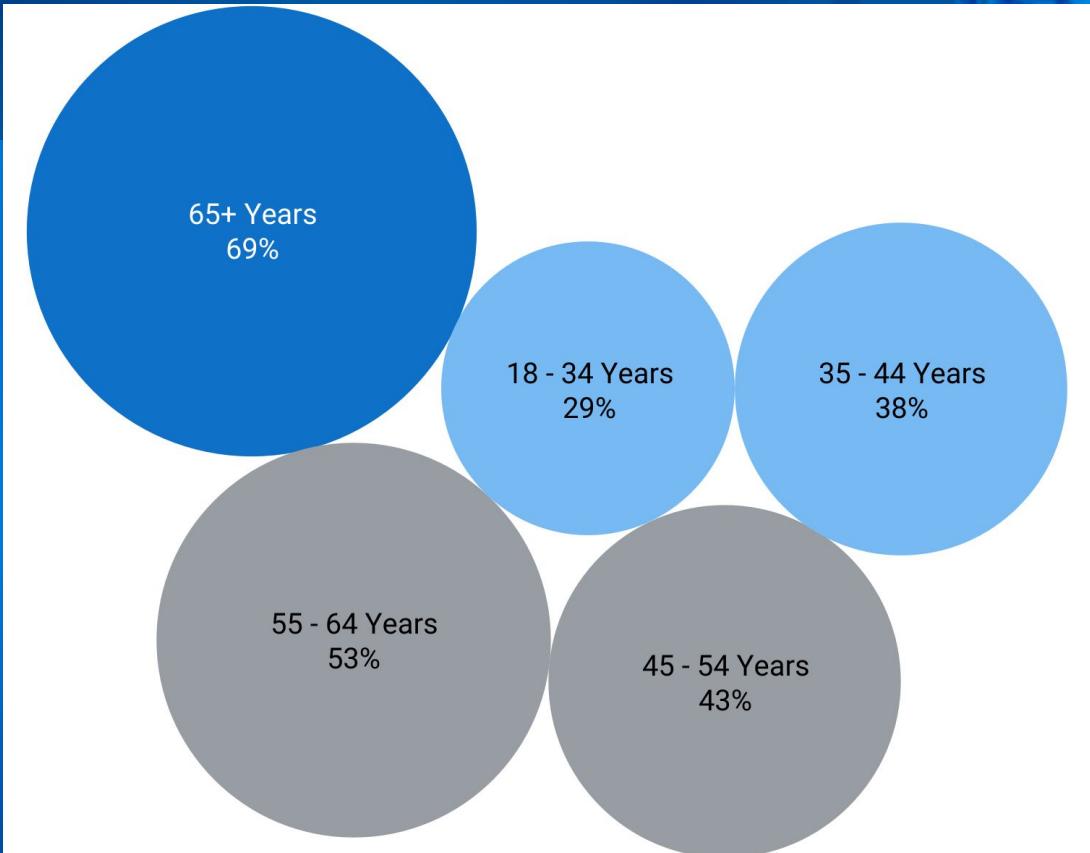
Compared vaccination rates amongst different demographics

Built a model that can predict vaccinations with 63% accuracy.

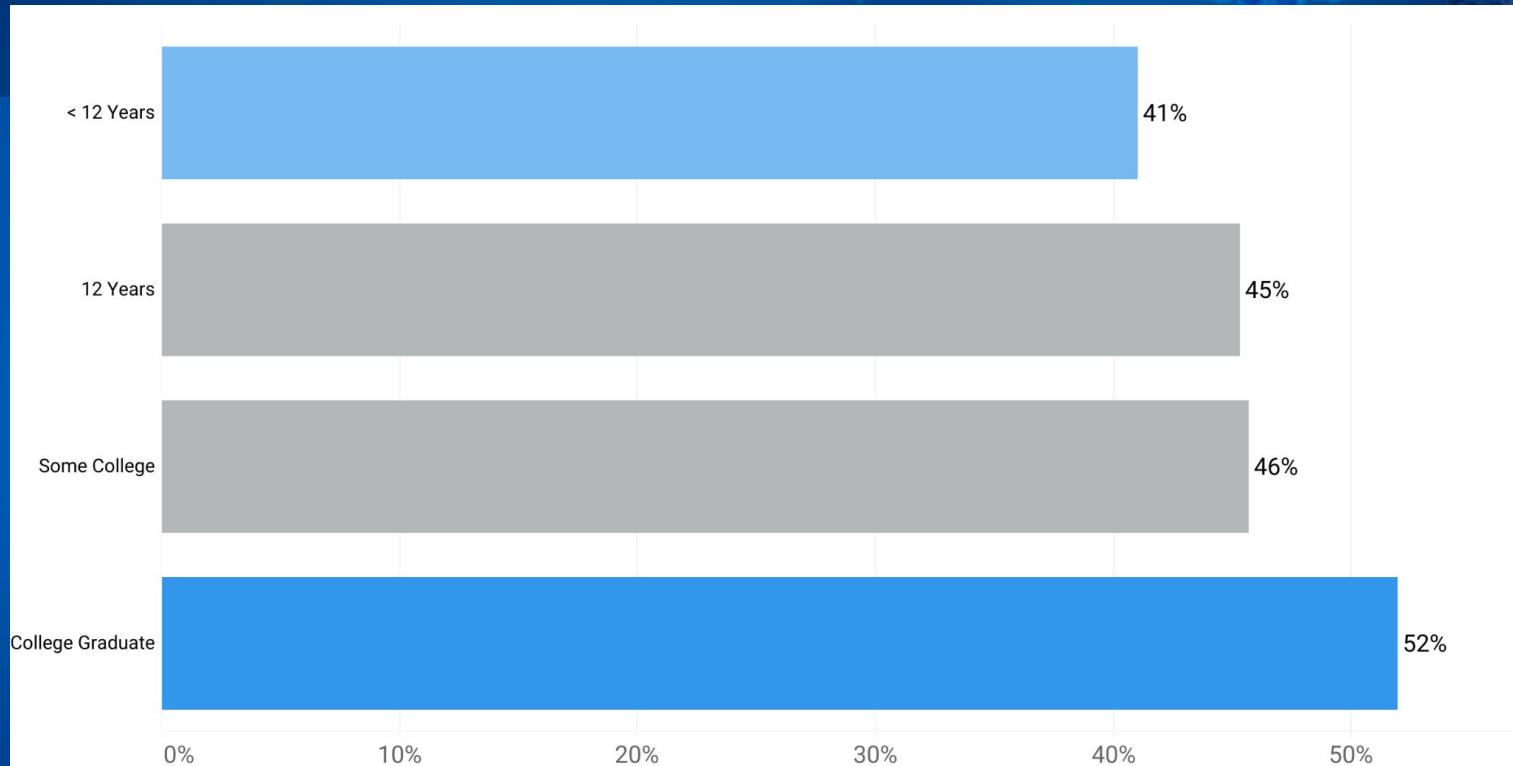
Important factors : Age, Education, Gender



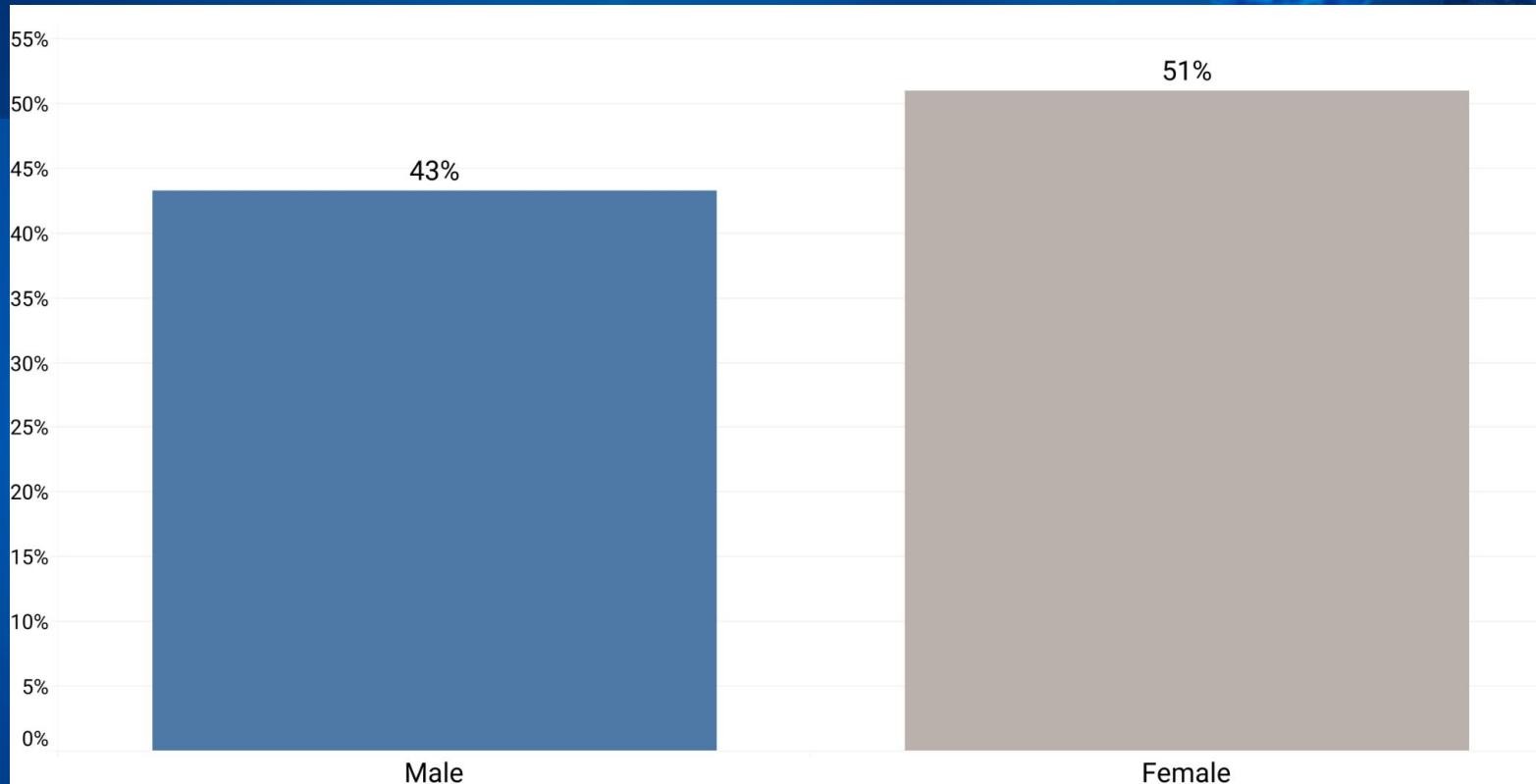
Younger people get vaccinated 40% less



Less educated people get vaccinated 11% less



Men are 8% less likely to receive vaccine.



These factors predict vaccination rate accurately

 Age
 Gender
 Education



 Logistic Classification Model



1 - Receives Vaccine



0 - Does not get vaccine



63% accuracy

Recommendations

Influenza
Vaccine

10 ml

Sherry Young/stock.adobe.com

Recommendations

Target Younger People

Vaccination rate is 40% Lower in
18-44 demographic

10% higher vaccination rate from college

Focus on lower educated groups

Focus on Men

Males get vaccinated 7% less
than females

Perceived risk of seasonal flu is
most important factor towards
vaccination

Educate on risk

Future Insights

- How has COVID changed seasonal flu behavior?
- Why do certain groups get vaccinated less?
- Perform a more comprehensive survey





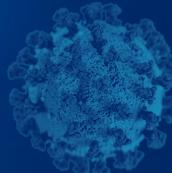
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Thanks!

Any questions?