Business Understanding

Business Problem

The primary business problem is to predict the likelihood that individuals will receive the seasonal flu vaccines in the **United States** based on their backgounds, opinions, and health-related behaviors. By understanding the factors that influence vaccine uptake, we can help the public health organizations and healthcare providers to design more effective vaccination campaigns and help policy makers allocate resources more efficiently. This will ultimately improve vaccination rates thus reducing the spread of these viruses.

Specific Questions to Address

- 1. Which factors most influence the decision to get vaccinated?
 - Identifying key demographic, behavioral, or opinion-based variables that are strong predictors of vaccine uptake.
- 2. Can we accurately predict who is likely to get vaccinated?
 - Building a predictive model to classify individuals as likely or unlikely to get vaccinated.
- 3. How can public health interventions be targeted more effectively?
 - Using the model's insights to inform public health strategies, such as targeted communication or incentives for groups less likely to get vaccinated.

Use Case or Stakeholders to our model

This analysis could be used by:

- Public Health Departments: To identify segments of the population that are less likely to get vaccinated and develop targeted interventions.
- Healthcare Providers: Can use the model to identify patients who are less likely to get vaccinated and engage in targeted outreach.
- Policy Makers: To allocate resources and plan vaccination drives more effectively based on predicted uptake.

Outcome

The expected outcome is a **predictive model** that helps in identifying the likelihood of individuals receiving the vaccine, which can then be used to tailor public health campaigns and interventions, ultimately aiming to increase vaccination rates and reduce the spread of illness.

Potential Impact

• **Improved Vaccination Rates**: By identifying the determinants of vaccine uptake, targeted interventions can be designed to increase vaccination rates, leading to better public health outcomes.

- **Resource Optimization**: Health departments can allocate resources more effectively by focusing efforts on groups identified as less likely to get vaccinated.
- Policy Development: Data-driven policies can be developed to address barriers to vaccination, such as misinformation or access issues.



Loading our dataset to be used in our analysis

```
import pandas as pd
import numpy as np
#Loading the training dataset
train_df = pd.read_csv("training_set_features.csv")
test_df = pd.read_csv("test_set_features.csv")
training_labels = pd.read_csv("training_set_labels.csv")
```

Data Exploration and Understing

- Understanding the data structure
- Understanding the data types
- Handling missing values
- · Checking for outliers
- · Checking for inconsistencies

<class 'pandas.core.frame.DataFrame'> RangeIndex: 26707 entries, 0 to 26706 Data columns (total 36 columns):

# 	Columns (total 36 Columns):	Non-Null		Dtype
0	respondent_id	26707 non		int64
1	h1n1_concern	26615 non	-null	float64
2	h1n1_knowledge	26591 non	-null	float64
3	behavioral_antiviral_meds	26636 non	-null	float64
4	behavioral_avoidance	26499 non	-null	float64
5	behavioral_face_mask	26688 non	-null	float64
6	behavioral_wash_hands	26665 non	-null	float64
7	behavioral_large_gatherings	26620 non	-null	float64
8	behavioral_outside_home	26625 non	-null	float64
9	behavioral_touch_face	26579 non	-null	float64
10	doctor_recc_h1n1	24547 non	-null	float64
11	doctor_recc_seasonal	24547 non	-null	float64
12	chronic_med_condition	25736 non	-null	float64
13	child_under_6_months	25887 non	-null	float64
14	health_worker	25903 non	-null	float64
15	health_insurance	14433 non	-null	float64
16	<pre>opinion_h1n1_vacc_effective</pre>	26316 non	-null	float64
17	opinion_h1n1_risk	26319 non	-null	float64
18	<pre>opinion_h1n1_sick_from_vacc</pre>	26312 non	-null	float64
19	<pre>opinion_seas_vacc_effective</pre>	26245 non	-null	float64
20	opinion_seas_risk	26193 non	-null	float64
21	<pre>opinion_seas_sick_from_vacc</pre>	26170 non	-null	float64
22	age_group	26707 non	-null	object
23	education	25300 non	-null	object
24	race	26707 non	-null	object
25	sex	26707 non	-null	object
26	income_poverty	22284 non	-null	object
27	marital_status	25299 non	-null	object
28	rent_or_own	24665 non	-null	object
29	employment_status	25244 non	-null	object
30	hhs_geo_region	26707 non	-null	object
31	census_msa	26707 non	-null	object
32	household_adults	26458 non	-null	float64
33	household_children	26458 non	-null	float64
34	employment_industry	13377 non	-null	object
35	employment_occupation	13237 non	-null	object
dtype	es: float64(23), int64(1), obj	ject(12)		
memor	rv usage: 7.3+ MB			

memory usage: 7.3+ MB

Out[25]:									
		respondent_id	h1n1_concern	h1n1_knowledge	behavioral_antiviral_meds	behavioral_avoidance	behavioral_face_mask	behavioral_wash_hands	behav
	0	0	1.0	0.0	0.0	0.0	0.0	0.0	
	1	1	3.0	2.0	0.0	1.0	0.0	1.0	
	2	2	1.0	1.0	0.0	1.0	0.0	0.0	
	3	3	1.0	1.0	0.0	1.0	0.0	1.0	
	4	4	2.0	1.0	0.0	1.0	0.0	1.0	
	5 rc	ows × 36 colum	ns						
	4								•

Dropping unwanted columns

Checking for missing values, possible outliers, and any inconsistency in our data

Checking missing values per column and per row and visualizing the same to have a better understanding

```
In [78]: 

# Check for missing values
             missing values = train df.isnull().sum()
             print("Missing values per column:")
             print(missing values)
             # Check for missing values in rows
             missing rows = train df.isnull().any(axis=1)
             print(f"Number of rows with missing values: {missing rows.sum()}")
             Missing values per column:
             behavioral antiviral meds
                                               71
             behavioral avoidance
                                              208
             behavioral face mask
                                               19
             behavioral wash hands
                                               42
                                               87
             behavioral large gatherings
             behavioral outside home
                                               82
             behavioral touch face
                                              128
             doctor_recc_seasonal
                                              2160
             chronic med condition
                                              971
                                              820
             child under 6 months
             health worker
                                              804
             health insurance
                                            12274
             opinion seas vacc effective
                                              462
             opinion seas risk
                                              514
             opinion seas sick from vacc
                                              537
             age_group
                                                0
                                             1407
             education
                                                0
             race
             sex
             income poverty
                                              4423
             marital status
                                              1408
                                             2042
             rent_or_own
             employment status
                                              1463
             hhs geo region
                                                0
             census_msa
                                                0
```

dtype: int64

household adults

household children

employment industry

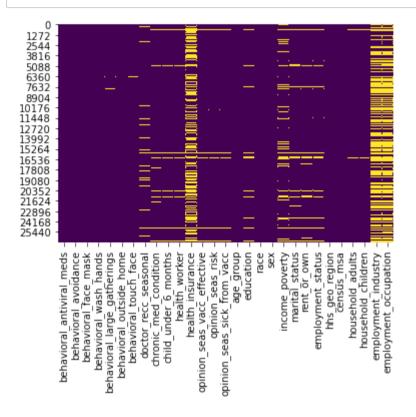
employment occupation

Number of rows with missing values: 20238

249

249

13330



Checking for inconsistencies

```
In [80]: ▶ # Function to check types in a column
             def check column types(column):
                 return column.apply(type).value counts()
             # Apply the function to each column and store the results
             type summary = {}
             for col in train data imputed.columns:
                 type summary[col] = check column types(train data imputed[col])
             # Print out type summaries
             print("\nType summaries for each column:")
             for col, types in type summary.items():
                 print(f"Unexpected types in column '{col}':")
                 print(types)
             # Detect columns with mixed types
             mixed type columns = {col: types for col, types in type summary.items() if len(types) > 1}
             print("\nColumns with mixed types:")
             for col, types in mixed type columns.items():
                 print(f"Column '{col}' has the following types:")
                 print(types)
             NameError
                                                       Traceback (most recent call last)
             <ipython-input-80-17bde6330b0c> in <module>
                   5 # Apply the function to each column and store the results
                   6 type summary = {}
             ----> 7 for col in train data imputed.columns:
```

type summary[col] = check column types(train data imputed[col])

Pre-processing the data before feature selection

NameError: name 'train data imputed' is not defined

· Handling missing values

- Encoding categorical variables
- · Scaling numerical features

Checking and visualizing outliers

```
In []: | import pandas as pd
            from sklearn.impute import SimpleImputer
            from sklearn.preprocessing import StandardScaler, OneHotEncoder
            # Handle missing values
            numerical cols = train df.select dtypes(include=[float, int]).columns
            categorical cols = train df.select dtypes(include=[object, 'category']).columns
            # Impute missing values
            numerical imputer = SimpleImputer(strategy='mean')
            train df[numerical cols] = numerical imputer.fit transform(train df[numerical cols])
            categorical imputer = SimpleImputer(strategy='most frequent')
            train df[categorical cols] = categorical imputer.fit transform(train df[categorical cols])
            # Encode categorical variables
            encoder = OneHotEncoder(drop='first', sparse output=False)
            encoded categorical = encoder.fit transform(train df[categorical cols])
            encoded categorical df = pd.DataFrame(encoded categorical, columns=encoder.get feature names out(categorical cols))
            # Concatenate with original DataFrame
            train df encoded = pd.concat([train df.drop(columns=categorical cols), encoded categorical df], axis=1)
            # Scale numerical features
            scaler = StandardScaler()
            train df encoded[numerical cols] = scaler.fit transform(train df encoded[numerical cols])
            print(train df encoded.head())
```

Identifying outliers using the statistical method - Z-score

```
In []: M from scipy import stats

# Compute Z-scores
z_scores = stats.zscore(train_df_encoded.select_dtypes(include=[float, int]))

# Identify outliers based on Z-score (commonly, |z| > 3)
outliers = (abs(z_scores) > 3).any(axis=1)
print(f"Number of outlier rows: {outliers.sum()}")
```

Visualizing outliers

```
In [ ]: ▶ # Plotting outliers
            import matplotlib.pyplot as plt
            import seaborn as sns
            import math
            # combining features and target
            X = train df encoded
            y = training labels["seasonal vaccine"]
            combined df = pd.concat([X, y], axis=1)
            n features = len(X.columns)
            n cols = 4 # Number of columns in the grid
            n rows = math.ceil(n features / n cols) # Number of rows in the grid
            plt.figure(figsize=(20, n rows * 5)) # Adjust height based on number of rows
            for i, column in enumerate(X.columns, 1):
                plt.subplot(n rows, n cols, i)
                sns.boxplot(x=y, y=combined df[column])
                plt.title(f"Boxplot of {column} by Target")
            plt.tight_layout()
            plt.show()
```

Using Log Transformation to handle variance (skewness) identified above in our features

This will stabilize the variance and make patterns in the data more interpretable, making the features more beneicial to our model

```
In [81]: # Apply log1p transformation to all columns
X_log_transformed = train_df_encoded.apply(np.log1p)
```

Building Our Model Now

Splitting the data after preprocessing

Feature selection after we have pre-processed our data

Model Training

- Using Logistic Regression Model
- Using Random Forest Classifier

Using Wrapper method - Recursive Feature Selection

Using Embeded method - Random Forest Classifier

Model Evaluation

- Using metrics such as:
- Accuracy
- Precision
- Recall
- F1-score

Model Interpretation

• To understand the importance of features

Model Deployment

Using Logistic Regression Model

• Later evaluating the model using various metrics

```
In [83]: ▶ from sklearn.feature selection import SelectKBest, f classif, RFE
             from sklearn.linear model import LogisticRegression
             from sklearn.ensemble import RandomForestClassifier
             # Scaling the features to avoid biasness
             scaler = StandardScaler()
             X train scaled = scaler.fit transform(X train)
             X test scaled = scaler.transform(X test)
             # Initializing and training the Logistic Regression model
             lr model = LogisticRegression(max iter=1000) # max iter is needed for our model to perform
             lr model.fit(X train scaled, y train)
             # Geting feature coefficients
             coefficients = lr model.coef [0] # For binary classification, use [0]
             # Geting indices of features sorted by the absolute value of coefficients
             lr indices = np.argsort(np.abs(coefficients))[::-1]
             feature names = X.columns # for getting feature names
             # Select the top N features
             lr top n = 10
             lr top indices = lr indices[:lr top n]
             print("Top 10 features based on Logistic Regression coefficients:")
             for i in range(lr top n):
                 lr feature name = feature names[lr top indices[i]]
                 print(f"{i + 1}. Feature {lr top indices[i]}, : '{lr feature name}' (coefficient: {coefficients[lr top indices[i]]:.4f}
             # Transform training and test data to only include top features
             X train lr selected = X train scaled[:, lr top indices]
             X test lr selected = X test scaled[:, lr top indices]
             # Retraining and evaluating our model using only the selected features
             from sklearn.metrics import classification report, confusion matrix
             # Train a Random Forest model using the selected features
             rf model = RandomForestClassifier()
             rf model.fit(X train lr selected, y train)
             # Predict on test data
             y_pred_1 = rf_model.predict(X_test_lr_selected)
```

```
# Print classification report and confusion matrix
print("Classification Report:")
print(classification report(y test, y pred 1))
print("Confusion Matrix:")
print(confusion matrix(v test, v pred 1))
Top 10 features based on Logistic Regression coefficients:
1. Feature 14, : 'opinion seas risk' (coefficient: 0.7436)
2. Feature 21, : 'age group 65+ Years' (coefficient: 0.6598)
3. Feature 13, : 'opinion seas vacc effective' (coefficient: 0.6230)
4. Feature 8, : 'doctor recc seasonal' (coefficient: 0.5757)
5. Feature 20, : 'age group 55 - 64 Years' (coefficient: 0.3044)
6. Feature 15, : 'opinion seas sick from vacc' (coefficient: -0.2958)
7. Feature 11, : 'health worker' (coefficient: 0.1952)
8. Feature 19, : 'age group 45 - 54 Years' (coefficient: 0.1806)
9. Feature 12, : 'health insurance' (coefficient: 0.1562)
10. Feature 27, : 'race_White' (coefficient: 0.1505)
Classification Report:
                           recall f1-score support
              precision
                             0.77
                                       0.78
           0
                   0.78
                                                 2891
                   0.74
                             0.75
                                       0.74
           1
                                                 2451
                                       0.76
    accuracy
                                                 5342
                                                 5342
  macro avg
                   0.76
                             0.76
                                       0.76
weighted avg
                                       0.76
                   0.76
                             0.76
                                                 5342
Confusion Matrix:
```

[[2234 657] [612 1839]]

```
In [84]: # Get feature importances
    rf_importances = rf_model.feature_importances_
    feature_names = X.columns
    feature_importance_dict = dict(zip(feature_names, rf_importances))

# Sort features by importance
    rf_sorted_features = sorted(feature_importance_dict.items(), key=lambda x: x[1], reverse=True)

# Get the top 10 features
    rf_top_10_features = rf_sorted_features[:10]

# Creating a DataFrame with only the top 10 feature names
    rf_top_10_feature_names = [feature for feature, importance in rf_top_10_features]
    rf_top_10_df = pd.DataFrame(rf_top_10_feature_names, columns=['Feature Based On Random Classifier'])
    rf_top_10_df
```

Out[84]:

Feature Based On Random Classifier

0	behavioral_avoidance
1	respondent_id
2	behavioral_face_mask
3	behavioral_large_gatherings
4	behavioral_antiviral_meds
5	doctor_recc_seasonal
6	behavioral_outside_home
7	chronic_med_condition
8	behavioral_wash_hands
9	behavioral_touch_face

Bar Chart of Feature Importances Based on Logistic Regression

```
import seaborn as sns
import matplotlib.pyplot as plt

lr_top_n = 10
lr_top_indices = lr_indices[:lr_top_n]
lr_top_importances = coefficients[lr_top_indices]

# Plot the top 10 features
plt.figure(figsize=(12, 8))
plt.title("Top 10 Features Based On Logistic Regression Model")
plt.bar(range(lr_top_n), lr_top_importances, align="center")
plt.xticks(range(lr_top_n), X_train.columns[lr_top_indices], rotation=90)
plt.xlim([-1, lr_top_n])
plt.show()
```

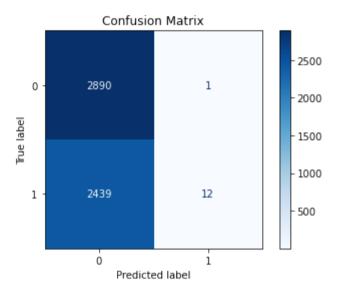
Top 10 Features Based On Logistic Regression Model 0.6 0.4 0.2 0.0 -0.2 age group 65+ Years opinion_seas_vacc_effective health_worker age_group_45 - 54 Years health_insurance race_White

Using Confusion Matrix Visualization

To display the performance of the classification model in terms of true positives, true negatives, false positives, and false negatives.

• Objective To give us a clear view of how well the model is performing on the test data, particularly in identifying the correct and incorrect predictions.

C:\Users\admin\anaconda3\envs\learn-env\lib\site-packages\sklearn\base.py:458: UserWarning: X has feature names, but Logis
ticRegression was fitted without feature names
 warnings.warn(



Findings Based on Logistic Regression

• The model is having a very high Fals positive rate and a very True positive rate

Using a Decision Tree Model

• Later evaluating the model using various metrics

```
In [87]: ▶ from sklearn.tree import DecisionTreeClassifier
             from sklearn.metrics import classification report, confusion matrix
             # Scaling the features first
             # Initializing and training the Decision Tree model
             dt model = DecisionTreeClassifier()
             dt model.fit(X train scaled, y train)
             # Get feature importances
             dt importances = dt model.feature importances
             # Geting feature indices sorted by importance
             dt indices = np.argsort(dt importances)[::-1]
             # Selecting the top 10 features
             dt top n = 10
             dt top indices = dt indices[:dt top n]
             feature names = X.columns # for getting feature names
             # Print out the top features
             print("Top 10 features based on Decision Tree importance:")
             for i in range(dt top n):
                 dt feature name = feature names[dt top indices[i]]
                 print(f"{i + 1}. Feature {dt top indices[i]} : '{dt feature name}' (importance: {dt importances[dt top indices[i]]:.4f}
             # Transforming the training and test data to only include top features
             X train dt selected = X train scaled[:, dt top indices]
             X test dt selected = X test scaled[:, dt top indices]
             # Training again the model using the selected features
             from sklearn.ensemble import RandomForestClassifier
             rf model = RandomForestClassifier()
             rf model.fit(X train dt selected, y train)
             # Predicting using our model on the test data
             y pred 2 = rf model.predict(X test dt selected)
             # Outputing the classification report and confusion matrix
             print("Classification Report:")
             print(classification report(y test, y pred 2))
             print("Confusion Matrix:")
```

support	f1-score	recall	precision	
2891	0.74	0.75	0.74	0
2451	0.69	0.69	0.70	1
5342	0.72			accuracy
5342	0.72	0.72	0.72	macro avg
5342	0.72	0.72	0.72	weighted avg

Confusion Matrix:

[[2157 734]

[769 1682]]

Out[88]:

Features BasedOn Decision Tree Model

0	opinion_seas_vacc_effective
1	respondent_id
2	doctor_recc_seasonal
3	opinion_seas_risk
4	age_group_65+ Years
5	opinion_seas_sick_from_vacc
6	household_adults
7	health_insurance
8	household_children
9	chronic_med_condition

Bar Chart of Feature Importances

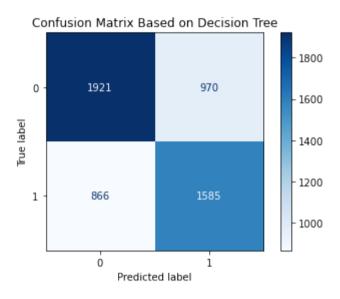
Top 10 Features Based On Decision Tree Model 0.16 0.14 0.12 0.10 0.08 0.06 0.04 0.02 0.00 age_group_65+ Years opinion_seas_vacc_effective respondent id opinion seas risk household adults health_insurance household children chronic med condition

Using Confusion Matrix Visualization

To display the performance of the classification model in terms of true positives, true negatives, false positives, and false negatives.

• Objective To give us a clear view of how well the model is performing on the test data, particularly in identifying the correct and incorrect predictions.

C:\Users\admin\anaconda3\envs\learn-env\lib\site-packages\sklearn\base.py:458: UserWarning: X has feature names, but Decis
ionTreeClassifier was fitted without feature names
 warnings.warn(



Findings Based on Decision Trees

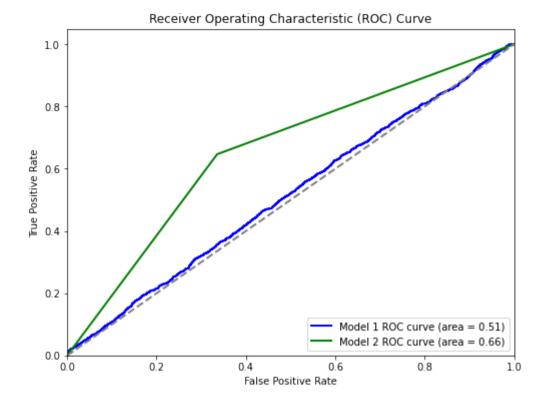
- The model is having a very high True Negatives and a very high True positives predictions
- This tells that our model is not biased.

ROC Curve To Help in Visualizing The Performance of the Classification Model

• This will show us the trade-off between true positive rate and false positive rate

```
In [91]: | from sklearn.metrics import roc curve, auc
             y pred 1 = lr model.predict proba(X test)[:, 1]
             fpr1, tpr1, thresholds1 = roc curve(y test, y pred 1)
             roc auc1 = auc(fpr1, tpr1)
             # For Model 2
             v pred 2 = dt model.predict proba(X test)[:, 1]
             fpr2, tpr2, thresholds2 = roc_curve(y_test, y_pred_2)
             roc auc2 = auc(fpr2, tpr2)
             # Ploting both ROC curves on the same plot
             plt.figure(figsize=(8, 6))
             plt.plot(fpr1, tpr1, color='blue', lw=2, label='Model 1 ROC curve (area = %0.2f)' % roc auc1)
             plt.plot(fpr2, tpr2, color='green', lw=2, label='Model 2 ROC curve (area = %0.2f)' % roc auc2)
             plt.plot([0, 1], [0, 1], color='gray', lw=2, linestyle='--')
             plt.xlim([0.0, 1.0])
             plt.ylim([0.0, 1.05])
             plt.xlabel('False Positive Rate')
             plt.ylabel('True Positive Rate')
             plt.title('Receiver Operating Characteristic (ROC) Curve')
             plt.legend(loc="lower right")
             plt.show()
```

```
C:\Users\admin\anaconda3\envs\learn-env\lib\site-packages\sklearn\base.py:458: UserWarning: X has feature names, but Logis
ticRegression was fitted without feature names
  warnings.warn(
C:\Users\admin\anaconda3\envs\learn-env\lib\site-packages\sklearn\base.py:458: UserWarning: X has feature names, but Decis
ionTreeClassifier was fitted without feature names
  warnings.warn(
```



Findings Based on ROC Curve

- Model 2 which is the Decision Tree model is performing much better and thus is which we should use
- This is because it stretches towards the top corner meaning it is closer to 1
- This tells us it has a high rate off true positives given true predictions

Conclussion based on features in our model

In [92]: print(f"The following were the top 10 most influential features based on Logistic Regression Model: {lr_top_indices} We are

The following were the top 10 most influential features based on Logistic Regression Model: [14 21 13 8 20 15 11 19 12 2 7] We are therefore 77% confident that our model will effectively predict the vaccination outcome given the features

In [93]: print(f"The following were the top 10 most influential features based on Decision Tree Model: {dt_top_indices} We are there

The following were the top 10 most influential features based on Decision Tree Model: [13 0 8 14 21 15 16 12 17 9] We a re therefore 73% confident that our model will effectively predict the vaccination outcome given the features

Conclusion

By leveraging Logistic Regression for feature selection and using Random Forest for the final predictive modeling, I have developed a streamlined and focused model that is based on the most relevant features. The evaluation of the Random Forest model indicates how effectively these features contribute to accurate predictions. This approach balances both feature selection with model evaluation, ensuring that the final model is both efficient and effective.

Recommendations

To All Our Stakeholders

-- Using the features provided by our models, new policies can be made, resources allocated, and plans made to drive vaccination sbased on them. -- Stakeholders are now able to use the features to ome up with incentives on the groups that are less likely to be vaccinated thus curbing the spread of the virus. -- Public health departments can now use this features to their advantage in developing target interventions in specific populations whereby the feature depicts that they are lesss likely to get the vaccine