

Seasonal Flu Vaccine analysis

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Overview

- An analysis of the National 2009 H1N1 Flu Survey to determine what factors are more likely to lead a person to receive the flu vaccine

Outline

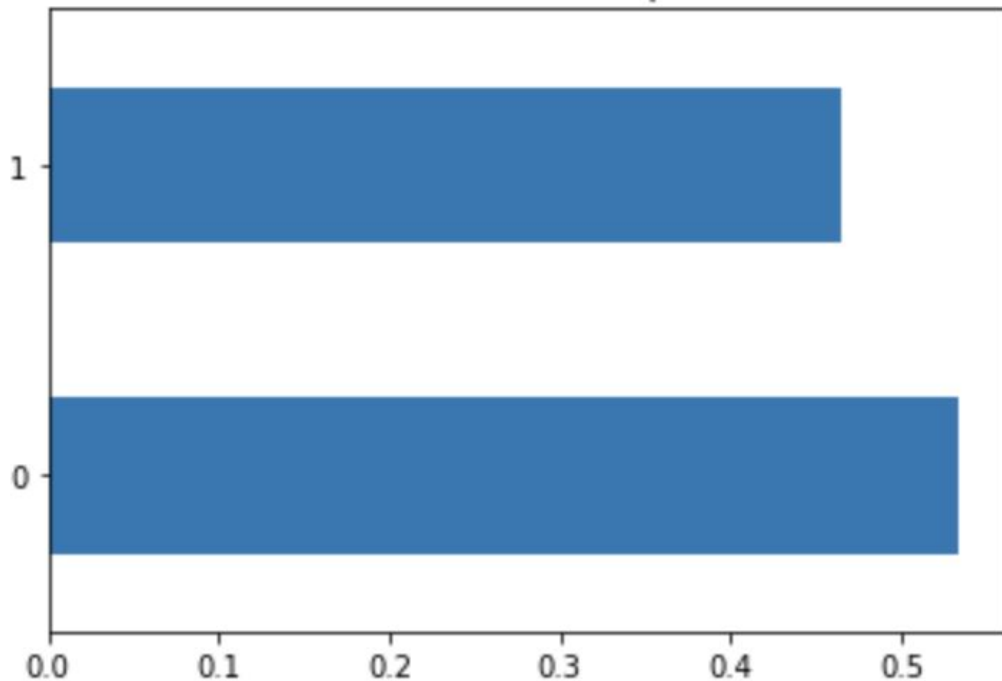
- Business Problem
- Modeling
- Evaluation
- Conclusion

Business Problem

- Pharmaceutical company wants to understand the driving factors for consumers when developing a new flu vaccine
- Find the most important features to use in marketing campaign

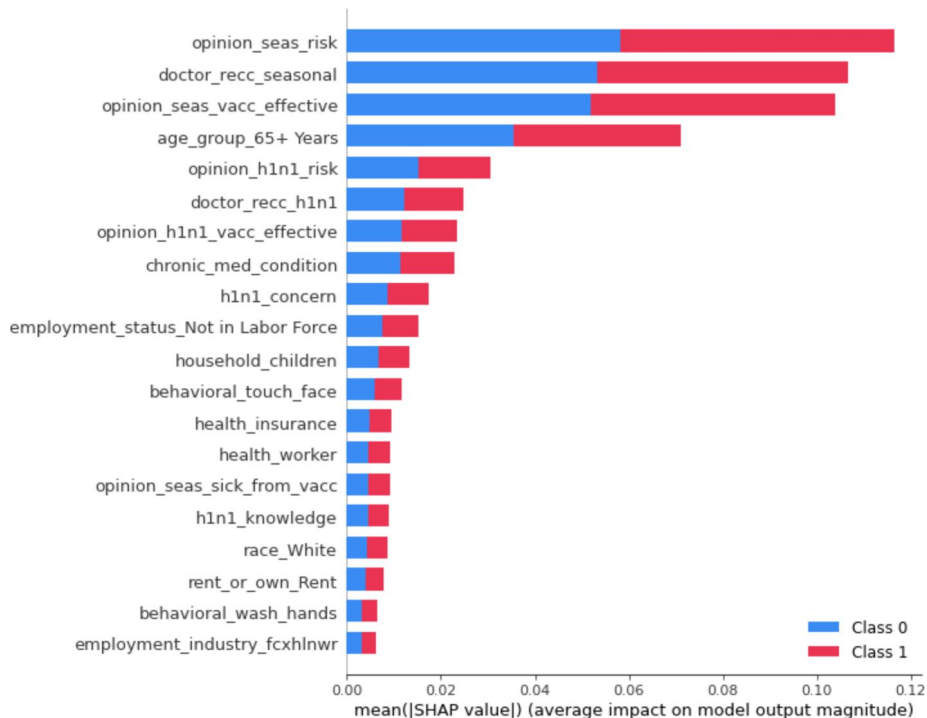
Modeling

Seasonal Vaccine Proportion



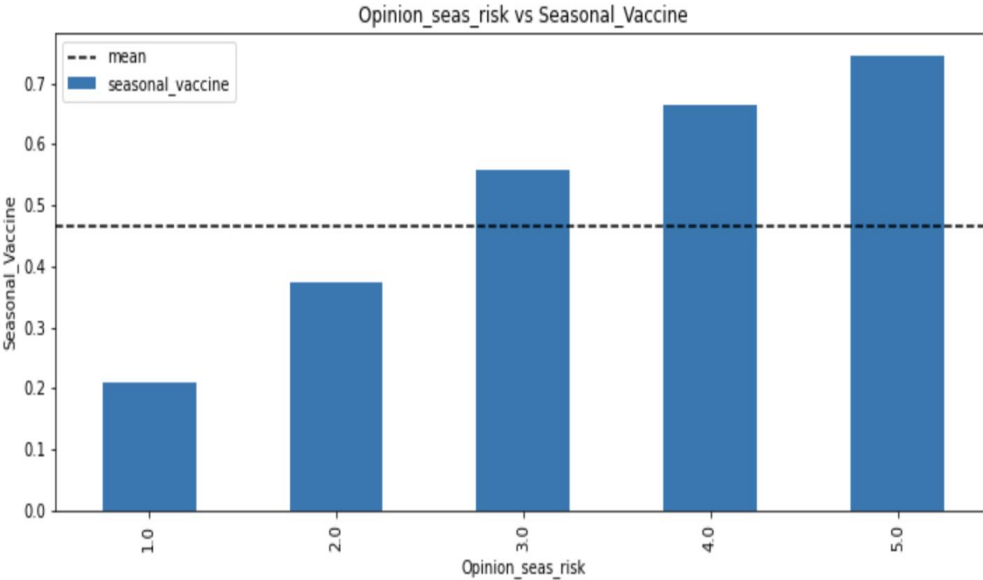
- Utilizing predictive modeling to find key features for receiving seasonal flu vaccine

Evaluation



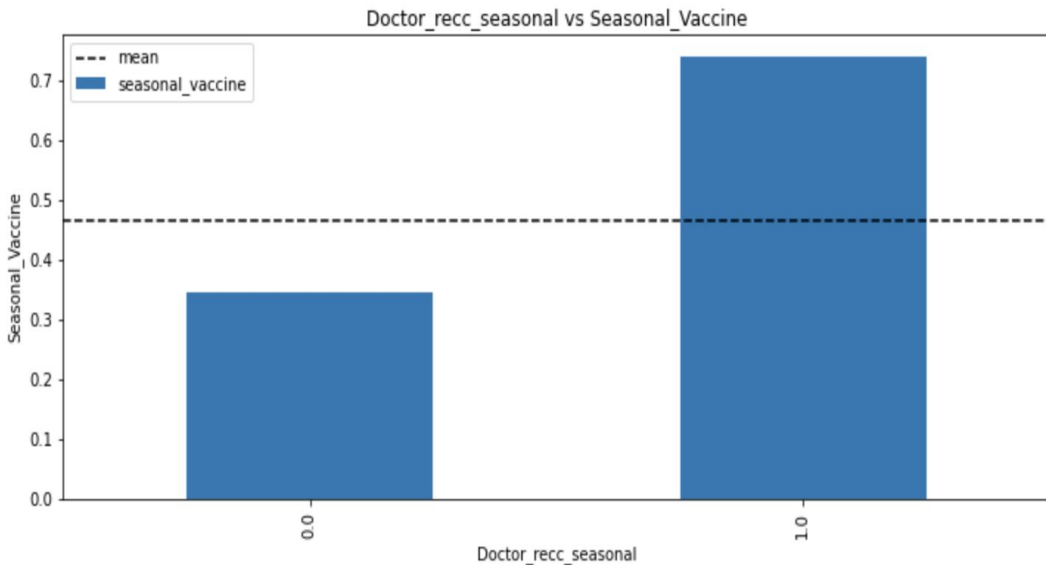
- Precision score of 0.782

Evaluation



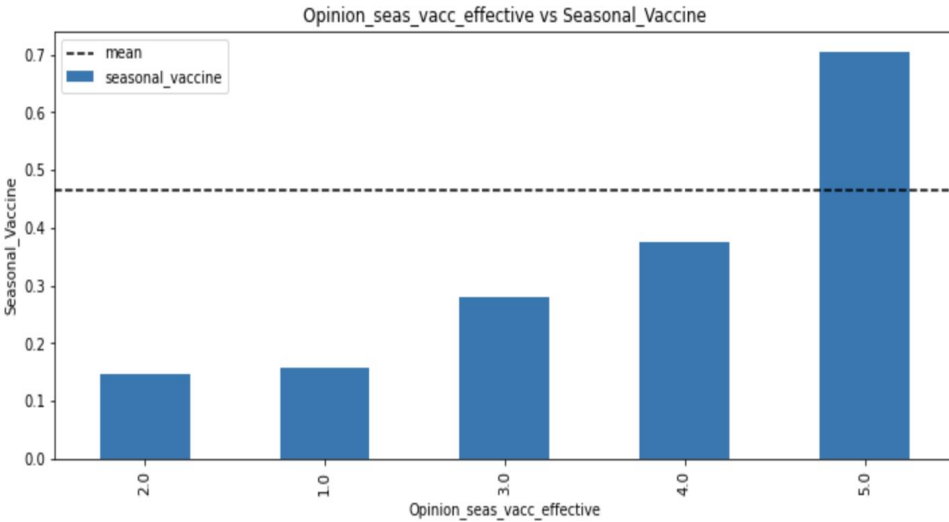
- Consumers who believed they were at a higher risk of contracting the flu received the seasonal flu vaccine more compared to those thinking they were at a lower risk

Evaluation



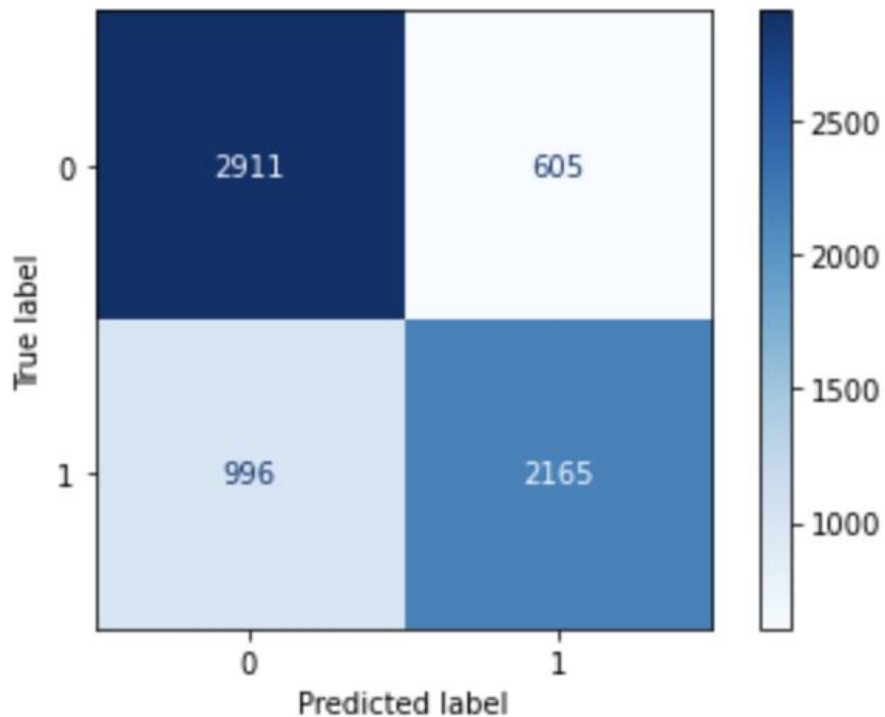
- Consumers who had seasonal flu vaccine recommended to them by their doctor received the vaccine more than those who were not recommended by their doctors.

Evaluation



- Consumers who strongly believed seasonal flu vaccine was effective received the vaccine more than those with less belief in the vaccine's effectiveness

Evaluation



- 2911 True Positives
- 996 False Positives

Recommendations

When marketing the vaccine:

- Discuss the vaccine's effectiveness
- Suggest speaking with Primary Care Physician
- Explain risk of contracting flu without vaccine

Thank you!

Questions?

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