# Problem Statement:

**Back ground**

Lisa, who is a Life sciences marketer conducts Marketing initiatives to engage Health Care Professionals (HCPs) mainly Doctors, to influence them for writing Rx (prescription) of her Pharma Products (MyProd1 and MyProd2). Lisa has received the attached file (data.csv) as her Target List (TL). She has only limited marketing budget, to help her maximise her returns she has approached you to help her find the high value doctors. It would greatly help her if she is able to segment the TL into 4 segments – Super High, High, Medium and Low value, on the basis of their liklihood of prescribing MyProd1 or MyProd2 in future.

Your Job is to Segment the TL into the 4 segments , please describe your approach and share the R Code for the same.

**Data Set:**

data set (data.csv) has records for various HCP’s. The file has demographic data (age, gender, US state etc) and historical data of past Rx (Prescription that the doctor has written for MyProd1 , MyProd2 or competetitor products), ignore any variable with header ‘ignore’.