# **Problem Statement: Change of Primary Care Physician**

An insurance provider offers health insurance to customers. The provider assigns a PCP (primary care physician) to each customer. The PCP addresses most health concerns of the customers assigned to them. For various reasons, customers want change of PCP. It involves significant effort for the provider whenever the customer makes a change of PCP.

You will find a subset of the insurance provider data along with PCP changes. The provider likes to understand why are members likely to leave the recommended provider. Further, they like to recommend a provider to them that they are less likely to leave.

The dataset **“DataSet\_PCP\_Change.csv”** consists of following fields:



# **Purpose of Project**

* Building a Predictive Model (Which features decide attrition?)
* Evaluate the model.
* Refine the model, as appropriate

# **What needs to be done in this project**

1. Select a method for performing the analytic task
2. Preprocess the data to enhance quality
3. Carry out descriptive summarization of data and make observations
4. Identify relevant, irrelevant attributes for building model.
5. Perform appropriate data transformations with justifications
6. Generate new features if needed
7. Carry out the chosen analytic task. Show results including intermediate results, as needed
8. Evaluate the solutions
9. Look for refinement opportunities