

## Group Detail

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Specialization: Data Science

### Business Description:

ABC Pharma, like many other pharmaceutical companies, faces challenges in comprehending the extent to which their drugs are being used in accordance with physician prescriptions. To tackle this issue, pharmaceutical companies are exploring the potential insights that data analysis can provide.

### Problem Description:

ABC Pharma has partnered with Data Glacier to conduct an analysis aimed at gaining a deeper understanding of the factors affecting drug persistence. The objective is to determine if patients will adhere to physician prescriptions and continue taking the drug for the full treatment duration. The company has provided us with a dataset containing patient information.

### Business Understanding:

Our client is a pharmaceutical company seeking to develop a model that predicts whether or not a patient will follow their physician's prescribed drug regimen. As we are looking to classify patients based on their information, we will develop a classification model as a solution. Our ultimate goal is to create a web application that ABC Pharma can utilize to predict patient adherence to drug taking schedules.