Abstract

Exploration of patients medical record have necessitated the need for tracking customers with adverse drug reactions so as to deliver an analysis on risk involved and which cause of action proved effective. This paper acquires customer insights on adverse reactions experienced by taking anti-malaria drugs without medical diagnosis in north eastern part of Nigeria. The data collected were computed using k-means clustering algorithm implemented on Excel Visual Basic for Applications (VBA) Macro. Cluster values generated from the program was plotted. The graph predicts age of customers who are at risk of buying drugs without proper diagnosis and medical examination. Result obtained shows that about 38.47% of working population are at risk of direct-drug prescription. The result implies that, there is tendency of low productivity and inefficiency among 38.47% of the working force.

References


Index Terms

Computer Science

Information Sciences
Keywords
Direct-to-customer drug  prediction  risk  customer insight  adverse reactions  direct drug prescription.