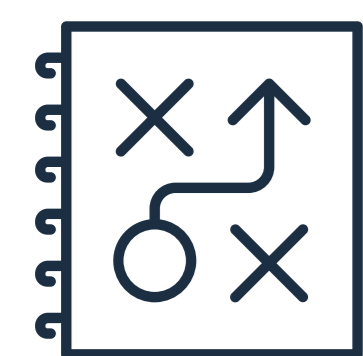
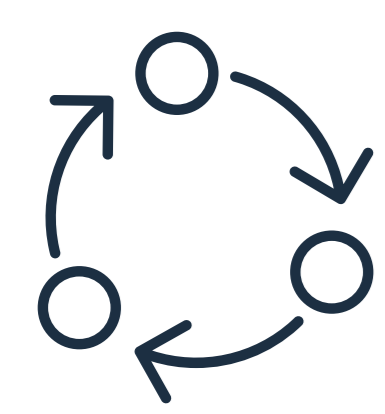


Case Study | Anxiety Prediction



Objective

An FMCG retailer in the UK wanted to investigate the potential of using health product purchases to detect anxiety distributions across geo-spatial regions in England, in order to adjust their sales. They were also interested in the relationship between anxiety and deprivation levels, as well as personality traits, across districts in England.



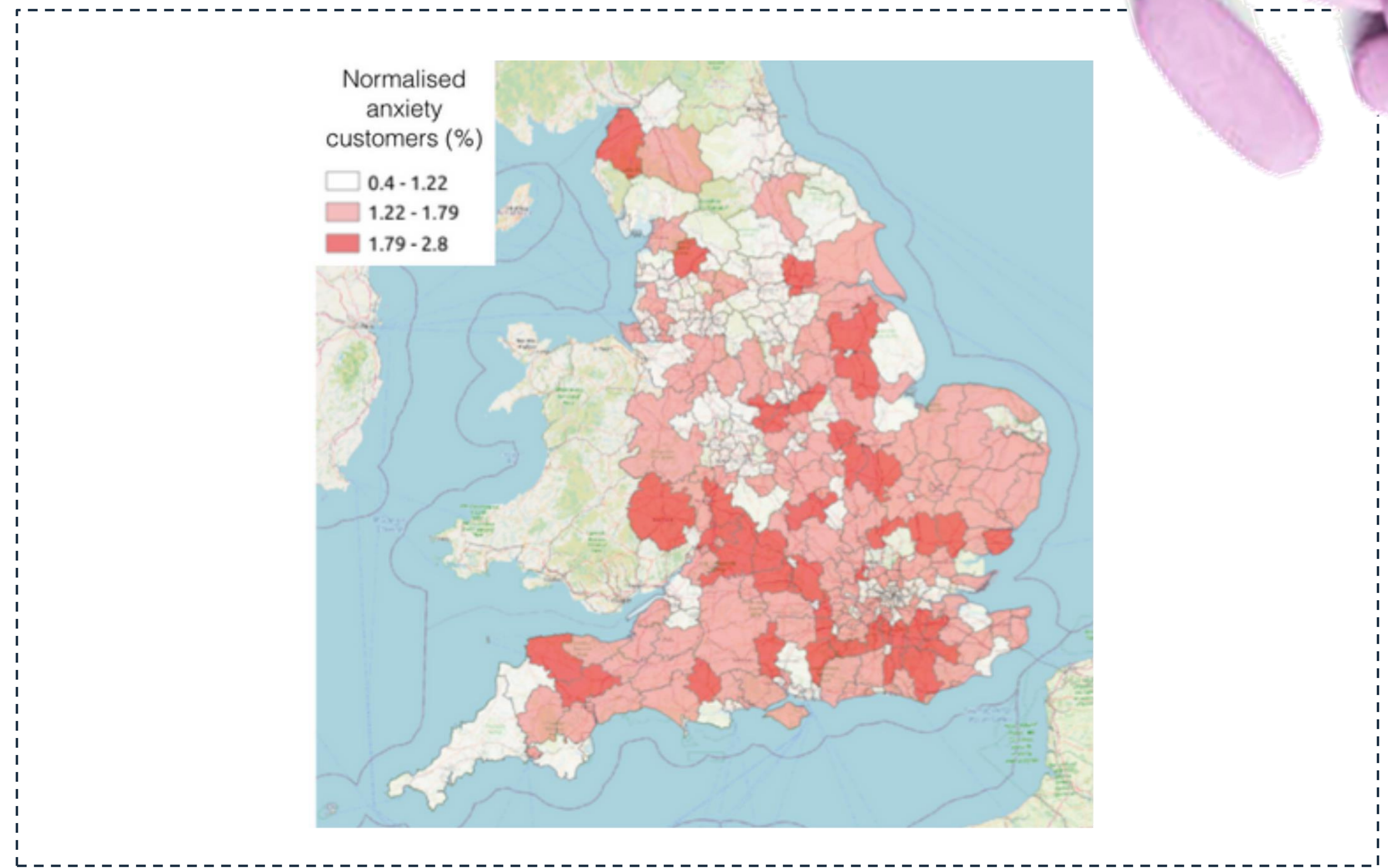
Process

Eight million geo-located health purchase logs were used to examine the distribution of self-medication patterns for anxiety; the data were augmented with a psychometric instrument.



Result

Results indicated a negative correlation between anxiety and deprivation, and a positive correlation with conscientiousness. In other words, those most vulnerable to anxiety are statistically less likely to be self-medicating. The client therefore inferred that the price of anxiety medication should be lower in the more deprived areas of England.



Interesting Insight

Conscientious (i.e., organised, hard-working) people buy more anxiety relief medication.