

# CCT College Dublin

## Assessment Cover Page

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<b>Module Title:</b>	Strategic Business Information Technology Problem Solving for Industry (Capstone Project)
<b>Assessment Title:</b>	Group Project Strategic Analysis
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### Declaration

By submitting this assessment, I confirm that I have read the CCT policy on Academic Misconduct and understand the implications of submitting work that is not my own or does not appropriately reference material taken from a third party or other source. I declare it to be my own work and that all material from third parties has been appropriately referenced. I further confirm that this work has not previously been submitted for assessment by myself or someone else in CCT College Dublin or any other higher education institution.

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## Introduction

(You are required to analyse your Capstone Project concept (Ref “Problem Solving for Industry”) in terms of its potential use for business/commercial purposes.

The output of this analysis could potentially be used as the ‘Chapter 1’ for your Project Report document. [Equally, you can amend your Rationale when submitting your final Project report]

The purpose of this analysis is to provide a coherent business case for your project and for the technologies that you intend to use.

The “business case” should be strategic in nature (i.e. high-level and with a long-term view) and focus on the commercial reasons for your project. To complete this, you must use a ‘business analysis tool’ (see Guidance Section for possible alternatives). Remember to focus on BUSINESS issues, not technical ones! For example: Who would use your system? Why? What

## Report

### Overview

Thinking about food habits and how we could incentivize healthy habits while making money from it using AI, we came up with an idea, create a software and feed it with data from food calories all over Europe and train it to identify potential risks within the zones and make a customised budget based on where that person lives. The presence of AI in the Insurance sector has been growing a lot, being used to support chatbots in the websites and. The AI developed by our company, Insurance Ai , aims to be a more accurate, precise, modern and fair way to help insurance companies to create personalised pricing for each customer. By analysing the food habits and dietary patterns within each zone, our software will see and analyse possible risk factors and define the insurance price accordingly, becoming less likely to human errors. To incentivize healthy food habits, we plan to give benefits or discounts to the zones where they show healthiest dietary habits.

### **Foods Habit per Zone and Its Significance**

By analysing the dataset we have, we are able to see and manipulate the info needed to check the food habits of different zones over Europe. Within our data, we are able to create a software that will analyse possible risks that people can have over the United Kingdom and United States of America and price them accordingly while profiting.

### **Potential Impacts in the Insurance Sector**

Analyse and prevent possible frauds, no favourites since it will be a machine taking the decision for you making it impartial and less likely to human mistakes,

### **Technologies Used**

Machine Learning : Python

Rationale:

Data Analytics : Python

Rationale:

[Consider: How is it useful? What competitive advantage(s) might arise? Who might use it? Why would they pay money for it, and so on.]

SWOT Analysis

c) Provide a high-level overview of TWO of the technologies that you have selected and compare these with at least one possible alternative. Justify your technology selection(s) and explain why an Open-Source choice is better/more appropriate than a proprietary alternative (or, if you have chosen proprietary software, why this is better than an Open- Source alternative).

Eric

d) Outline any legal or ethical issues that you will need to consider when designing and building your system.

During development we find several barriers in legal issues and ethical issues.

Ireland is part of the European Union and is subject to the general Data Protection Regulation (GDPR) This regulation has strict requirements for the collection, storage and processing of personal data.

Following all the rules and regulations our company Insurance Ai Solution will have to have the user's consent or authorization to collect, process and sell the data. Furthermore , it is necessary to provide clear and transparent information about how the data will be used by us.

The Insurances Ai solution will only use customer data for the purpose of encouraging healthy eating. All other customer and user data will be preserved.

Security: to ensure the security data inside the company Insurance Ai will follow the following steps:

- Map the risk;
- Invest in employee training;
- Restrict access informations;
- Carry out constant management to avoid external attacks;
- Pay attention to legislation and adopt always the good complices politics;

To sell the data, Insurance Ai Solution can also raise ethical and reputations concerns. Ai insurance solution guarantees that the data obtained will only be used for the purpose of calculating health insurance in a fair, personalised and efficient way for service users.

e) Outline how you intend to collect/obtain the data that you will use and consider any issues that may arise. Show that you have considered how this data might be used to gain a competitive advantage.

How Insurance Ai Solution will collect data :

At the first step Insurance Ai Solution will collect the data from the internet. First to create and building strategies

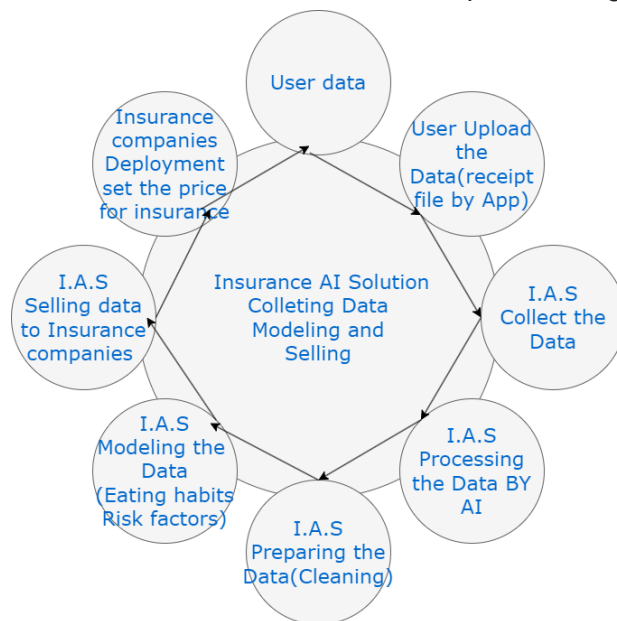
The user will upload the shop receipt via app, just take a photo and send it to IAS Cloud from Insurances Ai Solution.

Insurance's Ai Solution will collect the data from the Cloud to process, prepare and clean the data.

The next step is modelling the data with eating habits divided per zones and some risk factors.

To sell this data to the insurance companies that sell to civilians.

Insurance companies will set the correct price for each person based on food habit per zone and other factors that influence the price like age.



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## 2) Presentation

Upon completion of your analysis, you are to create a short 5-slide presentation which will provides a summary of:

- i) your project concept,
- ii) the business analysis method you used, and
- iii) what you have concluded from using the method, or methods.

<https://www.kaggle.com/code/gauravsahani/starter-food-demand-predictions> olha esse link

## References

<https://www.precedenceresearch.com/generative-ai-in-insurance-market#:~:text=Generative%20AI%20helps%20the%20process,transform%20the%20insurance%20business%20mode>  
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