CAR INSURANCE SALES PREDICTION

CONTRIBUTORS

The project was made a success by all the members at #sg_east_africa_group

PROBLEM STATEMENT

Insurance companies around the world operate in a very competitive environment. With various aspects of data collected from millions of customers, For an industry where customer acquisition and retention are equally important, and the former being a more expensive process, insurance companies rely on data to understand customer behavior to prevent retention. Thus knowing whether a customer is possibly going to switch beforehand gives Insurance companies an opportunity to come up with strategies to prevent it from actually happening.

SOLUTION

We used azure for machine learning to train a model which predicts sale of different car insurance sales from past data,We used a public data set from Zimnat insurance in zimbabwe.

MVP

1.To predict the sales of one of the car insurance products

2.To achieve high accuracy through designing a model which reduces bias and isnt prone to overfitting

OUR PROCESS

1.Problem definition

2.Data collection

3.Feature engineering/data exploration

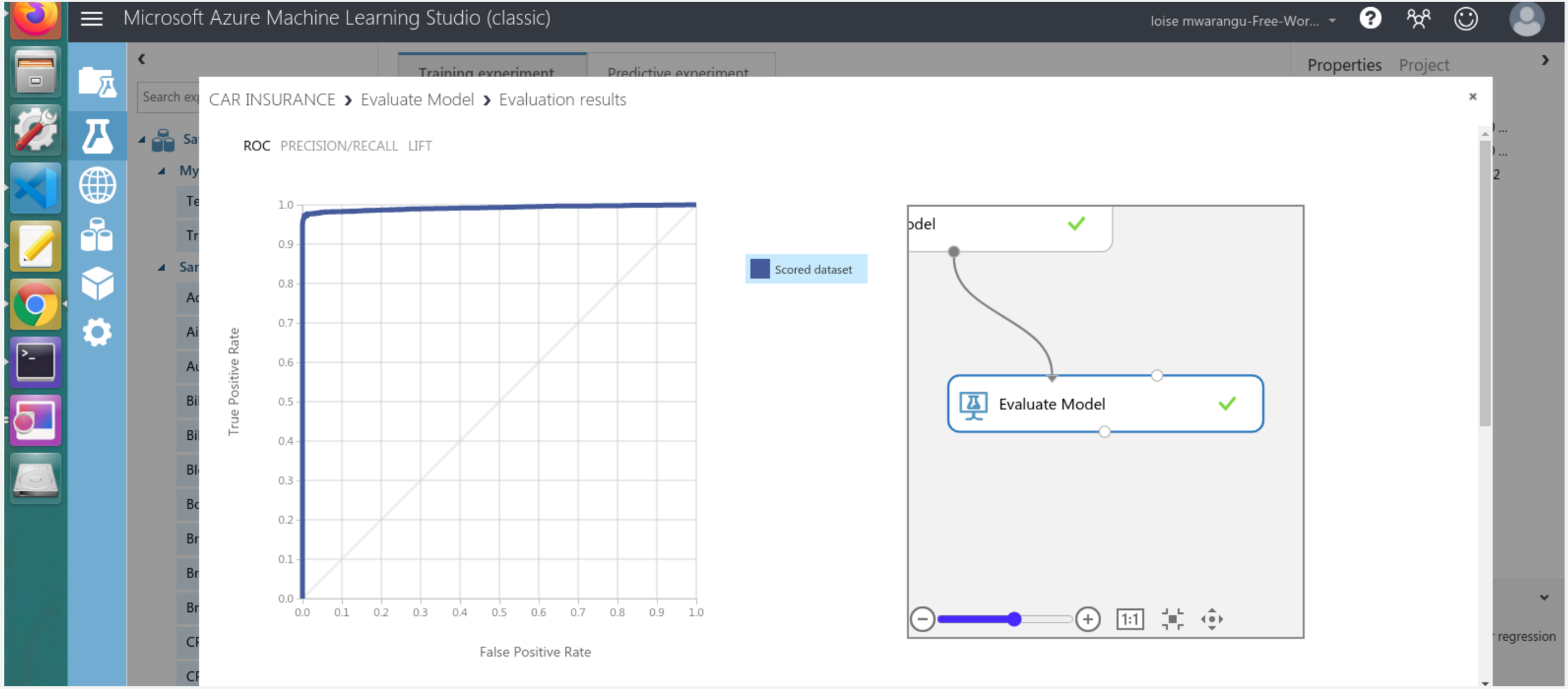
4.Modelling

5.Model Evaluation and Scoring

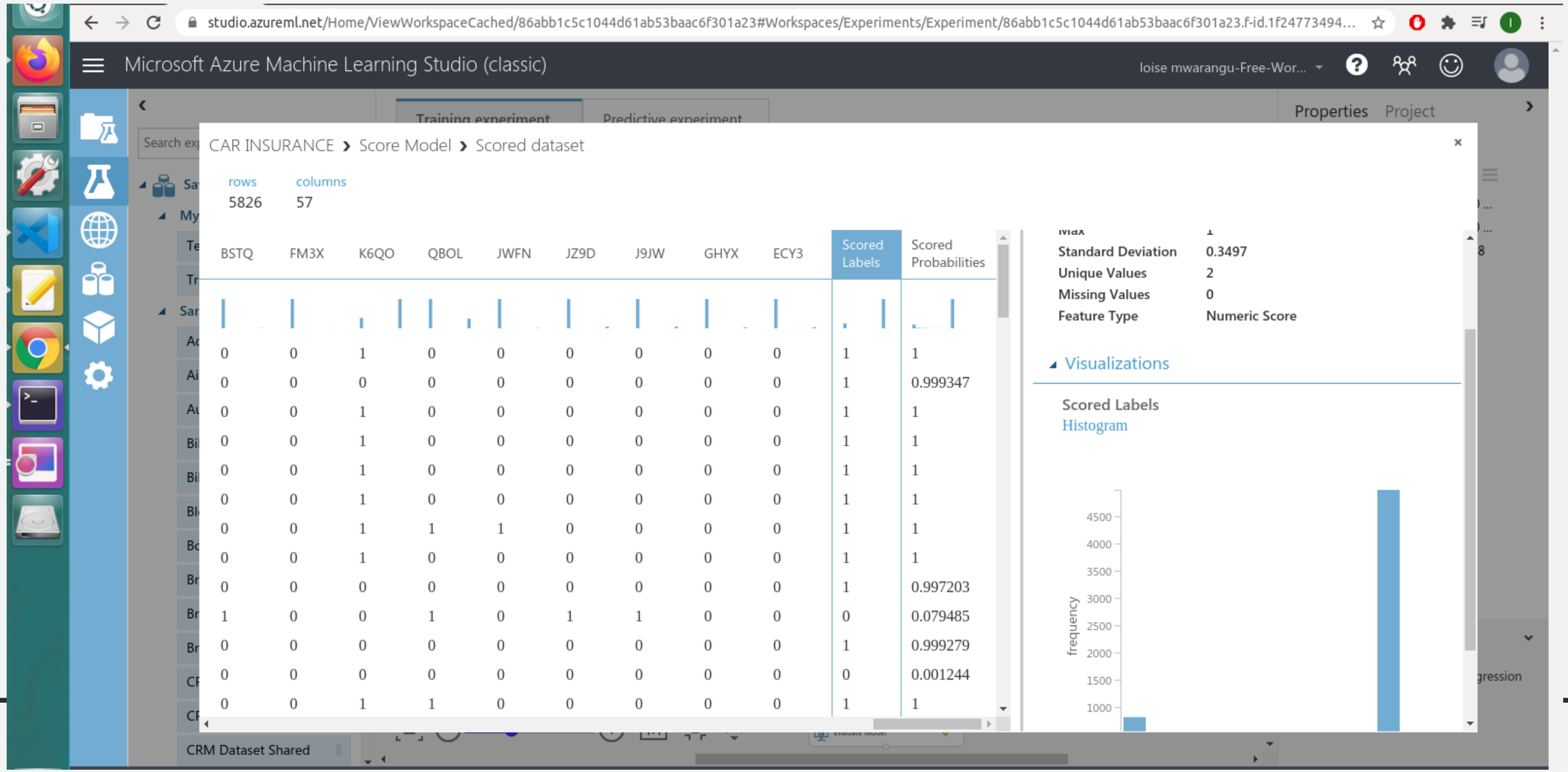
TECHNOLOGIES USED

We used azure machine learning studio's designer to predict the sales

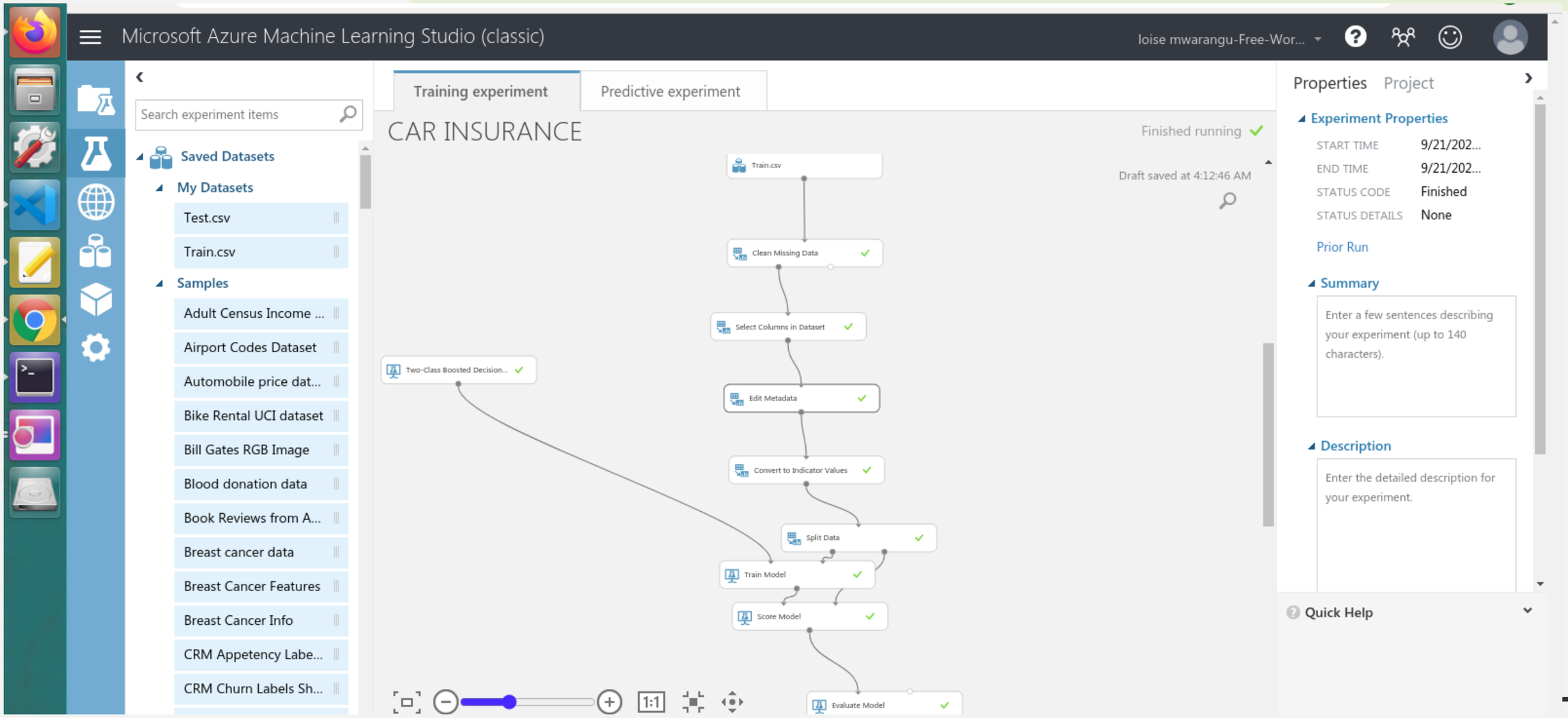
EVALUATION RESULTS



SCORED DATA VISUALIZATION



DESIGNER


Microsoft Azure Machine Learning Studio (classic)
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Search experiment items
Saved Datasets
My Datasets
Test.csv
Train.csv
Samples
Adult Census Income ...
Airport Codes Dataset
Automobile price dat...
Bike Rental UCI dataset
Bill Gates RGB Image
Blood donation data
Book Reviews from A...
Breast cancer data
Breast Cancer Features
Breast Cancer Info
CRM Appetency Labe...
CRM Churn Labels Sh...
Training experiment
Predictive experiment
CAR INSURANCE
Finished running
Draft saved at 4:12:46 AM
Train.csv
Clean Missing Data
Select Columns in Dataset
Two-Class Boosted Decision...
Edit Metadata
Convert to Indicator Values
Split Data
Train Model
Score Model
Evaluate Model
Properties
Project
Experiment Properties
START TIME 9/21/202...
END TIME 9/21/202...
STATUS CODE Finished
STATUS DETAILS None
Prior Run
Summary
Enter a few sentences describing your experiment (up to 140 characters).
Description
Enter the detailed description for your experiment.
Quick Help

FUTURE PLANS

1. Predict all the products for all the customers

2. Create an application that automatically predicts which products a customer will choose next when data is inputed

Thank you!