The value of the EGAD - Workshop 1

Integrate Project

Overview

Insurance Industry in Africa

Africa is home to **17%** of the **world's population**

In 2017 it was estimated that the total value of insurance premiums was **45 billion U.S dollars**

The insurance industry in Africa only represents **>1% of insured catastrophe losses worldwide**

Reference: statista.com - Jennifer Ruddern

Observations

Let's look into the market to understand what the problems are, so that we can define a problem statement and come up with a viable tool that can bring value to the industry

Affordability

- $25 dollar a day → That a simple cheese burger in Macdonalds
- 10 times Lower than other countries
- South Africa has the highest average salary $2088 ($70 / day)

Insurance Knowledge

- Why should I spend my money now for a risk that might not happen?
- Who can I target and where

Target Marketing

- Africa has an unemployment rate of 30%
- Less than 50% of the available market are below the
- Which client pool can be optimised

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Mapping our Framework

Explain

- **Problem Statement**
- **Communication**
- **Story Telling**
- **Feedback**

Analyse

- **Analytics**
- **Dashboarding**
- **Performance metrics**

Gather

- **Project landscape**
- **Data Processing**
- **Data Storing**

Deploy

- **Project management**
- **Version Control**

Calendar Timeline

Project Identification	Planning	Data Cleaning & Processing	Exploratory Analysis	Advanced analytics	Deployment & Retrospectives
2 Week	4 weeks	8 weeks	4 weeks	6 weeks	6 weeks

Project flow

Facilitated session will occur every 2 weeks giving learner a week to complete a specific task based on the session

Project Identification	Planning	Data Cleaning & Processing	Exploratory Analysis	Advanced analytics	Deployment & Retrospectives
- Project Introduction - Defining a problem statement	- Creating a landscape - Project Planning	- Sourcing Data - Data Cleaning - Featuring Engineering - Version control	- Loading Data - Building a dashboard Pt 1	- Creating a story - Building a dashboard Pt 2 - User Test and Evaluation	- Retrospective and review - Communicating a solution

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01. **Context**

02. **Project Roadmap**

03. **Timelines**

04. **Deliverables Summary**

Deliverable Summary

Throughout the project there will be key deliverables that will need to be uploaded to Athena.

EXPLAIN	Design a project landscape	Create advanced Dashboard	Present findings to business
GATHER	Design a project board	Create a basic EDA notebook	Create a Power BI instance & connect data
ANALYSE	Clean and upload data to Github	Create basic cards, filters and table	Define business value
DEPLOY	Create a Github & Skyvia account	Manage Github project	Manage Project board and self review