ANALYSIS OF HEALTH INSURANCE PREMIUMS USING DATA VISUALIZATION TECHNIQUES IN PYTHON



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Declaration

I hereby declare that all the work presented in this project report and associated code is entirely my own. I have not received unauthorized assistance, and I have followed the university norms as set in the students' handbook regarding academic integrity.

We acknowledge that any external sources used for reference or inspiration are properly cited within the project report. Additionally, we understand the consequences of academic dishonesty and are committed to upholding the principles of honesty and integrity.

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Analysis of Health Insurance Premiums:

Introduction

From over hundreds of years insurance played a crucial role in providing the financial

protection against unforeseen circumstances, mitigating risks in various aspects of life, from

health to property. On the other hand, data is a key as it allows businesses and individuals to

analyse trends, to make informed decisions, to improve efficiency and to make strategic

choices. Insurance data helps insurers to access risks more accurately and tailor policies

accordingly. The report aims to closely examine the insurance data by finding the descriptive

statistics of the insurance data and walks us through some good data visualization and

concludes with recommendations and observations based on data analysis & visualization.

Deciphering the data:

Before comprehending the data, let me walk you through how we can import our large health

insurance data into python repository or kernel for further analysis. Here I used Pandas library

to import csv file. Once the file is imported, I validated the data by checking its dynamics.

Through dataframe.isna().sum() syntax.

Figure:1 Importing CSV file into python repository using pandas.

import pandas as pd
import csv as read_csv

#importing csv file into python kernal

df= pd.read_csv("/Users/kalyanpediredla/Downloads/insurance_dataset.csv")

5

Figure 2: Checking the dynamics of the dataframe.

```
The insurence data contains 1000000 rows and 12 columns.
age
                                 0
gender
                                 0
bmi
                                 0
children
                                 0
smoker
region
                                 0
medical_history
                            250762
family_medical_history
                            250404
exercise_frequency
                                 0
                                 0
occupation
                                 0
coverage_level
charges
                                 0
dtype: int64
```

I found some missing data which is represented by 'NaN' in the health insurance data file and to proceed with our analysis on the report it is essential that we have complete dataset without any missing values in it. So, the missing data in the data frame is replaced by the text 'No Medical History', 'No Family Medical History' considering the nature of the data (Assuming that these health insurance policy holders do not have any health issues by the time they enrolled for the health insurance).

Now, I have checked the top 8 rows of the data frame to grasp the content of every column and reviewed the dimensions of the data frame which confirmed it comprises 1,000,000 rows and 12 columns.

Figure 3: Shape of the dataset.

The insurence data contains 1000000 rows and 12 columns.

Figure 4: Top 8 rows of the data frame. (Before replacing the missing values)

```
children smoker
                                                              medical_history
   age
46
25
         aender
                    bmi
                                                 region
                  21.45
                                                                      Diabetes
0
1
2
3
4
5
6
7
           male
                                  5
2
2
                                       yes
                                             southeast
                  25.38
         female
                                       yes
                                             northwest
                                                                      Diabetes
    38
                  44.88
           male
                                       yes
                                             southwest
                                                                           NaN
    25
                  19.89
                                  0
                                             northwest
                                                                           NaN
           male
                                        no
    49
                                  3
           male
                  38.21
                                             northwest
                                                                      Diabetes
                                       yes
    55
         female
                  36.41
                                  0
                                                                           NaN
                                       yes
                                             northeast
    64
                                  2
         female
                  20.12
                                        no
                                             northeast
                                                         High blood pressure
    53
                  30.51
           male
                                             southeast
                                                                Heart disease
  family_medical_history exercise_frequency
                                                     occupation coverage_level
                       NaN
                                           Never
                                                    Blue collar
                                                                         Premium
1234567
      High blood pressure
                                   Occasionally
                                                   White collar
                                                                         Premium
                                   Occasionally
      High blood pressure
                                                                         Premium
                                                    Blue collar
                  Diabetes
                                          Rarely
                                                   White collar
                                                                        Standard
      High blood pressure
                                          Rarely
                                                   White collar
                                                                        Standard
                                                                            Basic
                                                        Student
                       NaN
                                           Never
     High blood pressure
                                           Never
                                                    Blue collar
                                                                            Basic
      High blood pressure
                                          Rarely
                                                        Student
                                                                        Standard
         charges
   20460.307669
20390.899218
1
2
3
   20204.476302
   11789.029843
4
5
   19268.309838
   11896.836613
6
    9563.655011
   15845.293730
```

Figure 5: Top 8 rows of the data frame. (After replacing the missing values)

```
children smoker
                                                              medical_history
   age
46
         gender
                    bmi
                                                 region
0
1
2
3
4
5
6
7
           male
                  21.45
                                  5
                                       yes
                                             southeast
                                                                      Diabetes
    25
                  25.38
                                  2
         female
                                             northwest
                                                                      Diabetes
                                       ves
    38
                                  2
           male
                  44.88
                                             southwest
                                                           No Medical History
                                       yes
    25
                  19.89
                                  0
                                                           No Medical History
           male
                                        no
                                             northwest
    49
           male
                  38.21
                                  3
                                             northwest
                                                                      Diabetes
                                       yes
    55
                                  0
                                                          No Medical History
         female
                  36.41
                                             northeast
                                        yes
    64
                                  2
         female
                  20.12
                                             northeast
                                                          High blood pressure
                                        no
    53
                  30.51
                                             southeast
                                                                Heart disease
           male
                                         no
   family_medical_history exercise_frequency
No Family Medical History Never
                                                          occupation coverage_level
                                                        Blue collar
0
1
2
3
4
5
6
7
                                                                              Premium
                                       Occasionally
          High blood pressure
                                                       White collar
                                                                              Premium
                                       Occasionally
          High blood pressure
                                                        Blue collar
                                                                              Premium
                                                                             Standard
                       Diabetes
                                              Rarely
                                                       White collar
          High blood pressure
                                                       White collar
                                                                             Standard
                                              Rarely
                                                             Student
   No Family Medical History
                                               Never
                                                                                Basic
          High blood pressure
                                               Never
                                                        Blue collar
                                                                                Basic
          High blood pressure
                                              Rarely
                                                             Student
                                                                             Standard
         charges
   20460.307669
0
   20390.899218
2
3
4
5
6
   20204.476302
   11789.029843
   19268.309838
   11896.836613
    9563.655011
   15845.293730
```

Now to analyse the statistical summary of the data frame. I used two different syntaxes 'df.describe()', 'df.describe(include=["object", "bool"])' as the data frame consists of both numerical and categorical data in the columns. Here the first syntax calculates the mean, std, min, max and percentile values of the numerical data and the second syntax calculates the count, unique, top and frequency of the categorical data. These statistics helps us in understanding characteristics and distribution of health insurance data.

Figure 6: Statistical analysis of all the numerical data from the data frame.

	age	bmi	children	charges
count	1000000.000000	1000000.000000	1000000.000000	1000000.000000
mean	41.495282	34.001839	2.499886	16735.117481
std	13.855189	9.231680	1.707679	4415.808211
min	18.000000	18.000000	0.000000	3445.011643
25%	29.000000	26.020000	1.000000	13600.372379
50%	41.000000	34.000000	2.000000	16622.127973
75%	53.000000	41.990000	4.000000	19781.465410
max	65.000000	50.000000	5.000000	32561.560374

Figure 7: Statistical analysis of all the categorical data from the data frame.

```
gender
                   smoker
                                           medical_history
                               region
count
        1000000
                  1000000
                              1000000
                                                    1000000
unique
               2
                                        No Medical History
                            northeast
top
           male
                      yes
         500107
                   500129
                               250343
freq
           family_medical_history exercise_frequency
                                                           occupation
                            1000000
                                                 1000000
                                                              1000000
count
unique
        No Family Medical History
top
                                                  Rarely
                                                           Unemployed
                             250404
                                                  250538
                                                               250571
freq
       coverage_level
count
               1000000
unique
                     3
top
                 Basic
freq
```

Exploratory Data Analysis:

Our Exploration of the dataset involves visualizing the data comprehensively. To understand the distribution of health insurance policy holders across various regions we plotted the pie chart using matplotlib and seaborn libraries in python to represent the distribution visually.

Figure 8: Health insurance policyholders' distribution across regions through pie chart.

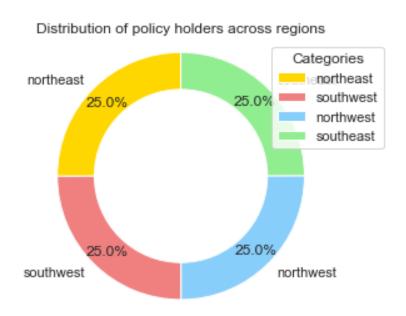
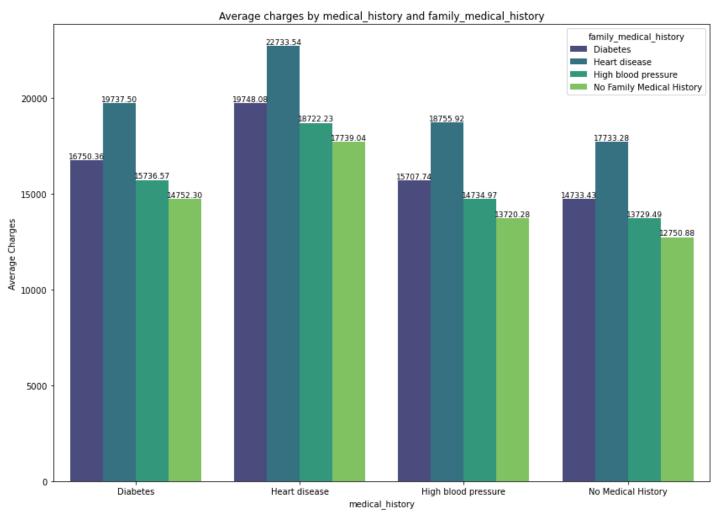


Figure 1 pie chart concludes that we have equal distribution of health insurance policy holders across northeast, southwest, northwest and southeast regions. It means we have around 2.5 lakes insurance policy holders for each region.

Now, let us explore the how medical history and family medical history impact the premium charges.

Figure 9: Average charges by medical history and family medical history



The above plot describes policy holder's medical history data on x-axis and consider each unique category with all the unique categories of family medical history column and shows us the average charges for each unique combination of both 'medical history' and 'family medical history' column data. It gives us the clear picture of how the policy holders medical history impacts the premium charges.

Figure 10: Average charges by medical history

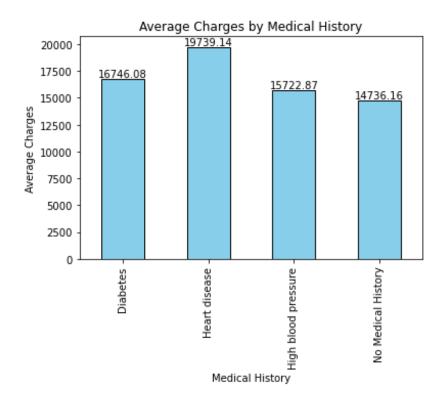
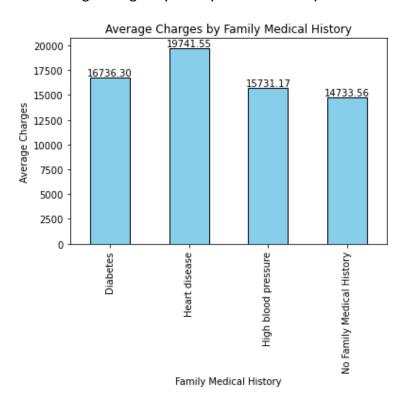
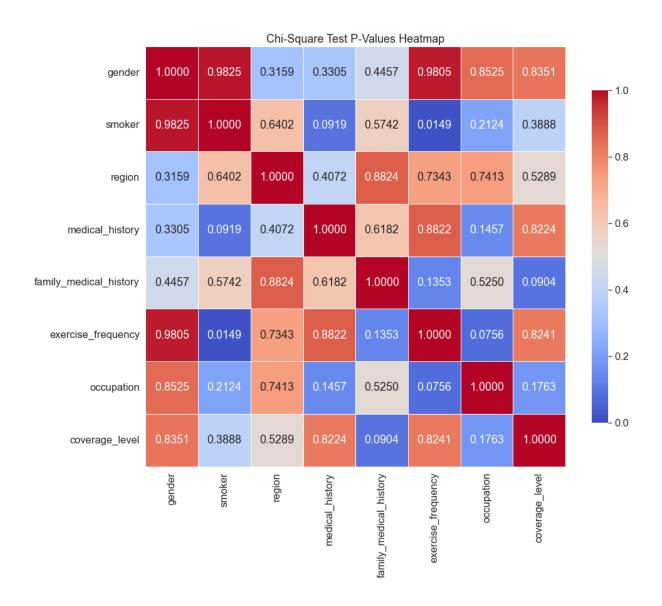


Figure 11: Average charges by Family medical history.



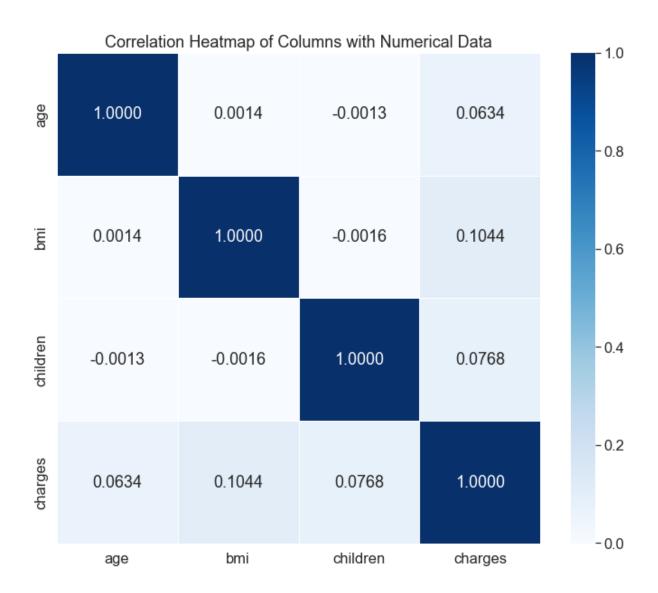
The insurance data is further analysed by finding correlation between all the categorical data and numerical data separately as it opens new insights into the data.

Figure 12: Correlation heatmap of all the categorical features from the health insurance data.



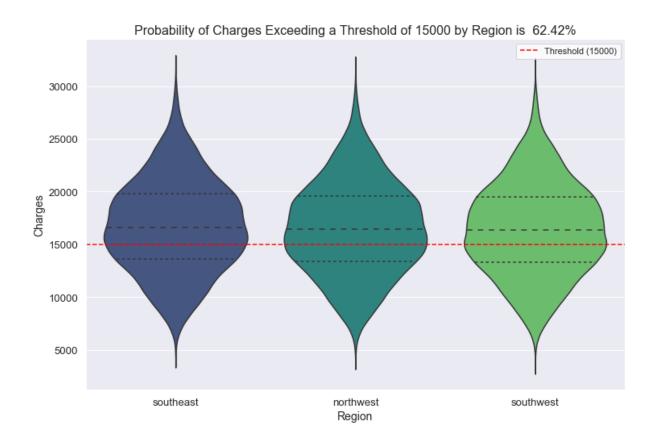
For finding correlation between categorical data, here we used Chi-Square test and plotted the heat map. There is hight correlation between gender and smoker, gender and exercise frequency and we have very low correlation between smokers and exercise frequency.

Figure 13: Correlation heatmap between all the numerical data from data frame.



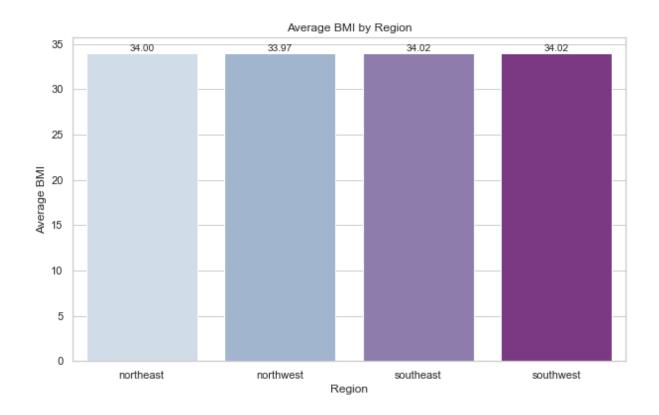
The above correlation heatmap shows that there is 10% positive correlation between BMI and Charges and 6% positive correlation between age and the premium charges.

Figure:14 Violin plot with probability of charges exceeding a threshold level.

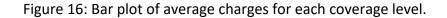


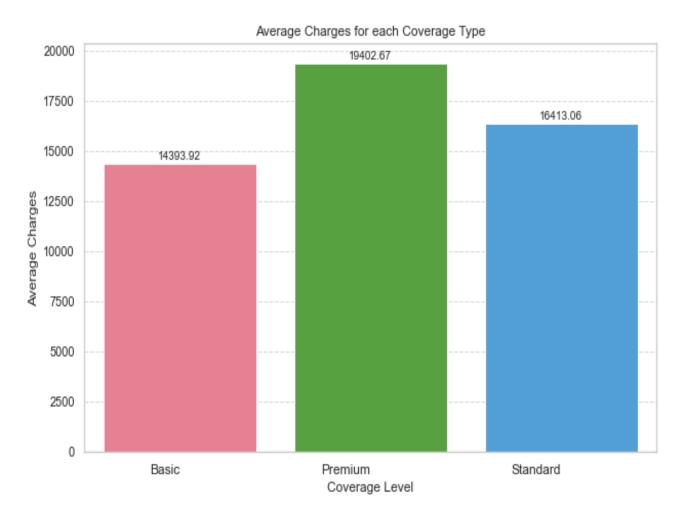
From the figure 14 the probability of charges exceeding the threshold level of \$15,000 is 62.42%. The total number of health insurance policy holders in these three regions are equal. Hence, we have the similar probability. In the above plot red line shows the threshold level and the highlighted part shows the distribution of policy holders above and below the threshold level.

Figure 15: Bar plot of Average BMI for each region.

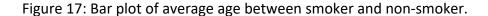


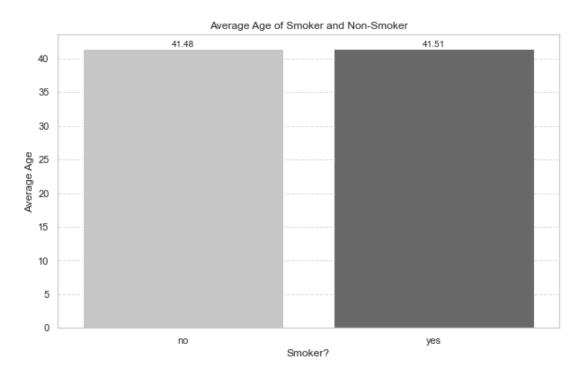
The average BMI for a specific region is calculated by dividing total BMI of all the health insurance policy holders in that specific region by total number of policy holders. From the figure 15 the average BMI of policy holders from northeast, northwest, southeast and southwest is 34.00, 33.97, 34.02 and 34.02 respectively. It shows that there is no major difference in the average BMIs of policy holders from all the regions.





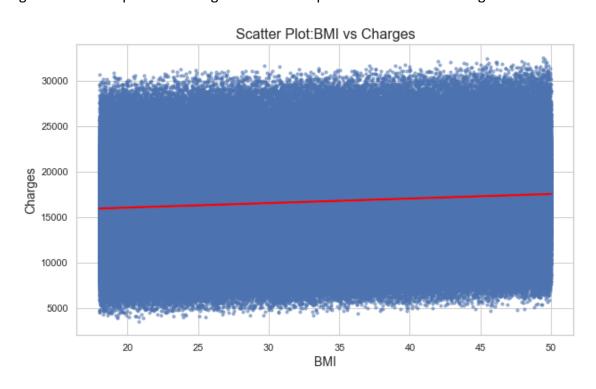
The average charge for basic coverage is 14393.92, standard coverage is 16413.06 and for the premium coverage is 19402.67. The average premium charge is increasing as we choose the higher coverage level as the benefits of higher coverage level are more when compared to the basic coverage level.



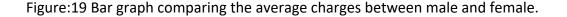


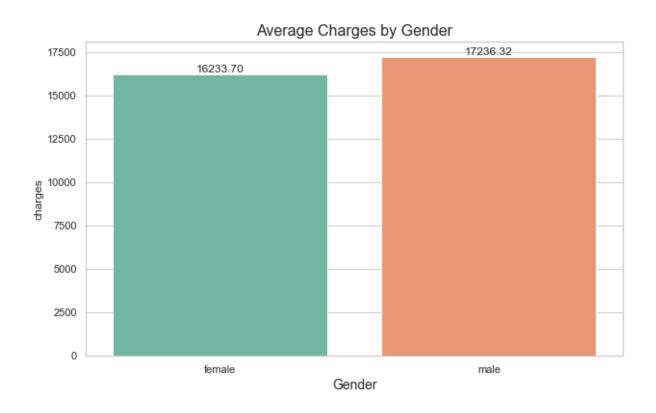
The average age of health insurance policy holders who smoke and doesn't smoke is 41.51, 41.48 respectively. There is minor difference between average age of a smoker which suggests that age is not a significant factor influencing smoking habits.

Figure 18: Scatter plot visualizing the relationship between BMI and Charges.



The Body Mass Index (BMI) is considered within a normal range when the weight and height of an individual are proportionate. The red line in the scatter plot represents the regression line that best fit with the available data. There is a slight positive trend in the distribution of data which is clearly visible from the above scatter plot.





The average health insurance premium of male, female is 17236.32, 16233.70 respectively. It shows the average insurance premium among male policyholders is higher when compared to females. The possible reason could be male policyholders are less healthy when compared to all the female policyholders or there might be significant difference in the insurance coverage level opted by males and female policyholders. Several additional significant elements could clarify the variation in insurance premium costs for men and women.

Distribution of Charges by Coverage Level

25000
25000
15000
Premium Standard Basic

Figure:20 Distribution charges for different coverage levels through boxplot.

In the above box plot the line inside the box shows the median premium charge for each coverage level accordingly and the entire box represents the inter quartile range or central 50% of premium charges distributions for the different health insurance coverage levels. The whiskers (the lines extending from both ends represents high or low premium charges compared to majority of policyholders premium charges. And the unusual high premium charges are shows with the outliers in the above box plot.

Coverage Level

Findings and Recommendations

From the above visualization we found that we have almost equal number of policy holders across the regions with northeast having the highest policy holders with 250343 individuals. The descriptive stats give the insights into the minimum and maximum insurance premium charges i.e., £ 3445 and £ 32561 respectively. The highest number of people opted for basic coverage type; we have more male policy holders in total when compared to the other policy

holders. Most of the policy holders are unemployed and the individuals with no medical history or family medical history are more when compared to other category of people.

And given the dynamics of the data we have replaced NAN with 'No medical history' and it opened clear insights which we can observe from figures 9,10 & 11. The medical history of the insurance policy holder is having the highest impact on the premiums charged. The policyholders with no medical history and no family medical history have the less premium charges. The average charges for this category of policy holders are £12750 which is significantly low when compared with all other possibilities and the policyholders with heart disease in both categories ('medical history', 'family medical history') are paying the highest premium charges of £ 22733.54 on an average. And from the correlation heatmap, we can observe 98% positive correlation between smoker and gender which concludes that majority of the unique gender (either male or female) has smoking habits. There is 98% positive correlation between gender and exercise frequency which again concludes that a unique gender is exercising frequently. There is 10% positive correlation between BMI and Charges.

Finally, I recommend the health insurance policy holders to do regular exercises and maintain the healthy work life balance as mental stress often led to health complications. While health insurance offers support during challenging circumstances, prioritizing personal well-being is crucial, contributing to an extended life span. Health issues, at times, can result in fatalities.

Appendix A- Further recommendations:

I recommend insurance companies to focus on communicating to policyholders about available benefits and preventive measures and to educate them on health choices can impact insurance costs. And I also recommend exploring partnerships with digital health platforms to enhance policyholder engagement.

Appendix B - Conclusion

In conclusion, I have imported and conducted preliminary checks on data formats and dynamics of the data, to ensure accurate implementation and analysis, substituted absent values with the appropriate data and continued by employing data visualization techniques to gain insights into dataset. Pie chart, bar plot, box plot, scatter plot, violin plot and heat map were created to find the trends and relationship within the data. Several python inbuilt libraries like, matplotlib, seaborn, pandas, label encoder, scikit-learn etc., were used to create a great visualization plot to identify and interpret the complex information. To improve the efficiency and accuracy of data interpretation and analysis. I segmented my data analysis process into distinct tasks and executed the analysis by developing compact python functions, ensuring efficient data management and the generation of meaningful visualization.

Appendix C- Python Code

```
#!/usr/bin/env python3
# -*- coding: utf-8 -*-
Created on Mon Jan 8 12:14:07 2024
@author: kalyanpediredla
import pandas as pd
import csv as read_csv
#importing csv file into python kernal
df= pd.read_csv("/Users/kalyanpediredla/Downloads/insurance_dataset.csv")
pd.set_option('display.max_rows', None)
pd.set_option('display.max_columns',None)
#Verifying the presence of null values in the data frame to assess its readines's for analysis.
df.notnull().all()
df.shape #checking shape of the dataframe
print(f'The insurence data contains {df.shape[0]} rows and {df.shape[1]} columns.')
print(df.isna().sum())
## Replacing missing values with most frequent value in its column.
df['medical_history']=df['medical_history'].fillna('No Medical History')
df['family_medical_history']=df['family_medical_history'].fillna('No Family Medical History')
#Displaying the initial 8 rows of the data frame for insight into the data's charactersitics.
print(df.head(8))
print(df.isna().sum())
##Generating statistical summaries for the numerical data columns within the data frame.
desc_stat_of_numercialdata= df.describe()
##Generating statistical summaries for the categorical data columns within the data frame.
desc_stat_of_categoricaldata= df.describe(include=["object", "bool"])
print(desc_stat_of_numercialdata)
print(desc_stat_of_categoricaldata)
#Confirming distinct values in the 'region' column of the data frame.
print(df['region'].unique())
##importing matplotlib and seaborn libraries to facilitate data visualization.
import matplotlib.pyplot as plt
import seaborn as sns
```

```
##plotting violin plot that represents the probability of charges exceeding the threshold level.(eg.$15000)

efford and an experiment of the probability of charges exceeding the threshold level.(eg.$15000)

efford and in the probability of the probability of charges in the probability of the probability of the probability of the probability exceeding threshold exceed the probability exceeding threshold is $100 to 100 to
```

```
##plotting the barplot that represents the average age by smoking status.
def plot avg age by smoking status(df,age,smoker):
    average_age_by_smoking_status= df.groupby(smoker)[age].mean().reset_index()
    print(average_age_by_smoking_status)
    plt.figure(figsize=(10,6))
    colors=sns.color_palette('Greys',n_colors=len(average_age_by_smoking_status))
    ax=sns.barplot(x=smoker,y=age, data=average_age_by_smoking_status,palette=colors)
    sns.set_theme(style='whitegrid')
    ax.grid(axis='y', linestyle='--', alpha=0.7)
ax.set_axisbelow(True)
    ax.set(xlabel='Smoker?', ylabel='Average Age', title='Average Age of Smoker and Non-Smoker')
    for index, value in enumerate((average_age_by_smoking_status[age])):
    ax.text(index, value + .01, f'{value:.2f}',ha='center', va='bottom', fontsize=10)
    plt.show()
plot_avg_age_by_smoking_status(df, 'age', 'smoker')
## plotting scatter plot with regression line that shows the relationship between BMI and Charges.
def bmi_vs_charges_plot(df, bmi, charges):
    plt.figure(figsize=(10,6))
    sns.regplot(x=bmi,y=charges,data=df,scatter_kws={'s':10, 'alpha':0.5},line_kws={'color':'red'})
    sns.set_theme(style='whitegrid')
    plt.xlabel('BMI', fontsize=14)
    plt.ylabel('Charges', fontsize=14)
    plt.title('Scatter Plot:BMI vs Charges', fontsize=16)
    plt.show()
bmi_vs_charges_plot(df, 'bmi', 'charges')
### plotting barplot that represents average charges by gender.
def compare_charges_by_gender(df, charges, gender):
    average_charges_by_gender=df.groupby(gender)[charges].mean().reset_index()
    print(average_charges_by_gender)
    plt.figure(figsize=(10,6))
    colors=sns.color_palette("Set2",n_colors=len(average_charges_by_gender))
    sns.barplot(x=gender,y=charges, data=average_charges_by_gender,palette=colors)
    sns.set_theme(style='whitegrid')
    plt.xlabel('Gender', fontsize=14)
    plt.title('Average Charges by Gender', fontsize=16)
    for index, value in enumerate (average_charges_by_gender[charges]):
        plt.text(index, value + .01 , f'{value:.2f}', ha= 'center', va='bottom', fontsize=12)
    plt.show()
compare_charges_by_gender(df, 'charges', 'gender')
```

```
from sklearn.preprocessing import LabelEncoder
from scipy.stats import chi2_contingency
## plotting correlation heatmap to visually show the correlation between all the categorical columns data
def chi_square_heatmap(df):
     categorical_cols= df.select_dtypes(include=['object']).columns
label_encoder= LabelEncoder()
     df[categorical_cols] = df[categorical_cols].apply(label_encoder.fit_transform)
chi2_matrix= pd.DataFrame(index=categorical_cols,columns=categorical_cols,dtype=float)
     for row in categorical_cols:
          for col in categorical_cols:
               if row== col:
                    chi2_matrix.loc[row,col]=1.0
               else:
                     contingency_table=pd.crosstab(df[row],df[col])
                    _, p_value,_, _ = chi2_contingency(contingency_table)
chi2_matrix.loc[row,col]=p_value
     plt.figure(figsize=(15,13))
sns.set(font_scale=1.5)
     plt.show()
print(chi_square_heatmap(df))
## plotting correlation heatmap to visually show the correlation between all the numerical columns data.
def numerical_data_heatmap(df, numerical_columns):
     new_df=df[numerical_columns]
     correlation_matrix= new_df.corr()
     plt.figure(figsize=(12,10))
     sns.heatmap(correlation_matrix, annot=True, cmap='viridis', fmt='.4f', linewidths=.5)
plt.title('Correlation Heatmap of Columns with Numerical Data')
     plt.show()
print(numerical_data_heatmap(df,['age', 'bmi', 'children', 'charges']))
### plotting boxplot that represents the distribution of charges by coverage level.
def distribution_of_charges_by_coverage_level(df, coverage_level,charges):
    plt.figure(figsize=(10,6))
     colors= sns.color_palette("Set3",n_colors=len(df[coverage_level].unique()))
sns.boxplot(x=coverage_level,y=charges, data=df, palette=colors)
sns.set_theme(style='whitegrid')
     plt.xlabel('Coverage Level', fontsize=14)
plt.ylabel('Charges',fontsize=16)
plt.title('Distribution of Charges by Coverage Level', fontsize=16)
     plt.show()
distribution_of_charges_by_coverage_level(df, 'coverage_level', 'charges')
```