

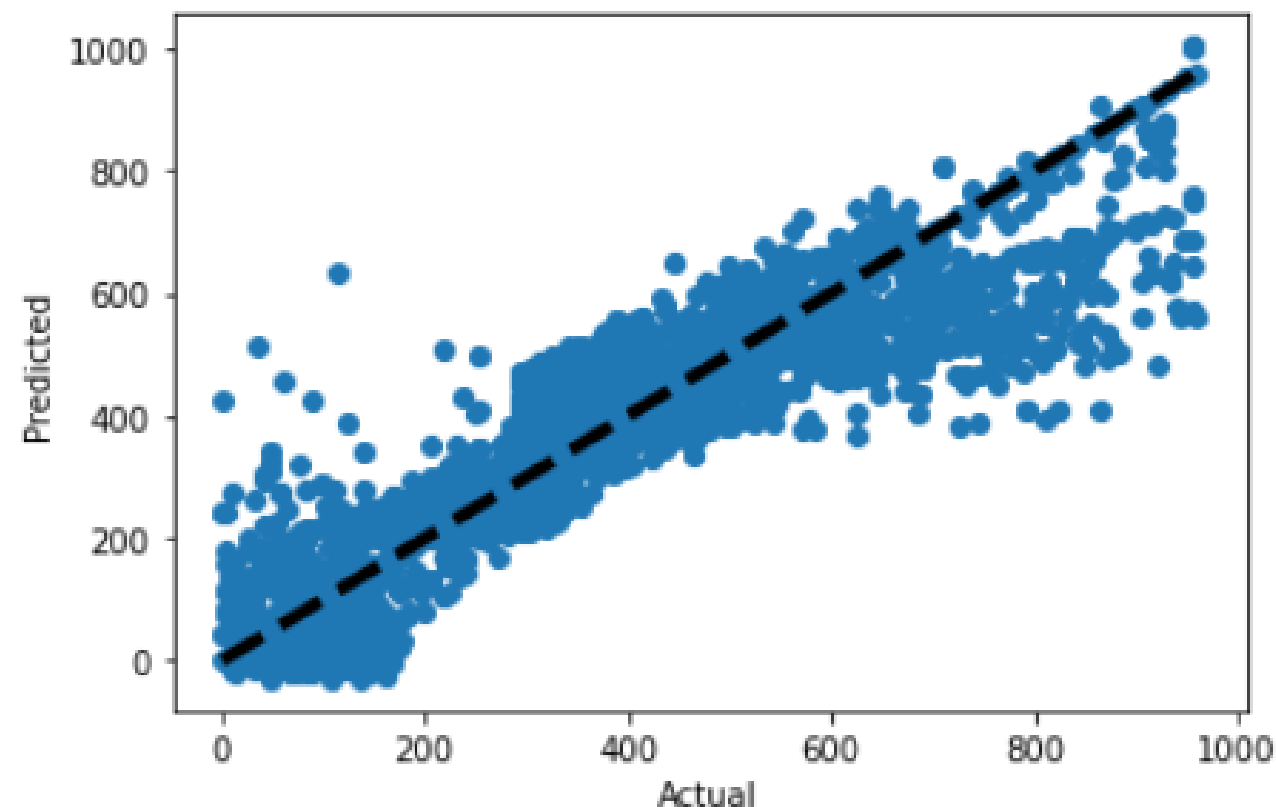
# CUSTOMER ANALYSIS CASE STUDY - PREDICTING CLAIM AMOUNT

## Business impact of finding an accurate result:

Determine the most valuable customers in order to offer them better products and also improve the offers on new customers. (Basically to keep them comfortable so they can keep on paying the business)

## Accuracy of the model:

We got an accuracy of 82%



## Hypothesis:

The highest the customer lifetime value the biggest the total claim amount

## Null Hypothesis:

The highest the customer lifetime value the biggest the total claim amount

## Possible recommended steps to improve the model:

- We would gather more customer data to make the prediction even more accurate for new customers
- Adding or removing features in the model: we would definitely remove some extra unnecessary columns
- We used linear regression, we would suggest trying other modelling methods to see if they suggest different results