

Abstract geometric lines in the top left corner, consisting of several overlapping, irregular polygons and lines in a light beige color, creating a modern, minimalist design.

BUSINESS DECISION DRIVE BY DATA

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NEW PRODUCT LINE

Vanguard Life Insurance – Protecting Families From Future’s
“What IFs?”

CUSTOMERS

Who should we offer this new product to?

FINANCIALS

How can we make this product enticing to potential clients and
still be profitable?

COSTS

What disease should we be focus on that could potentially cost
our company?

RECAP

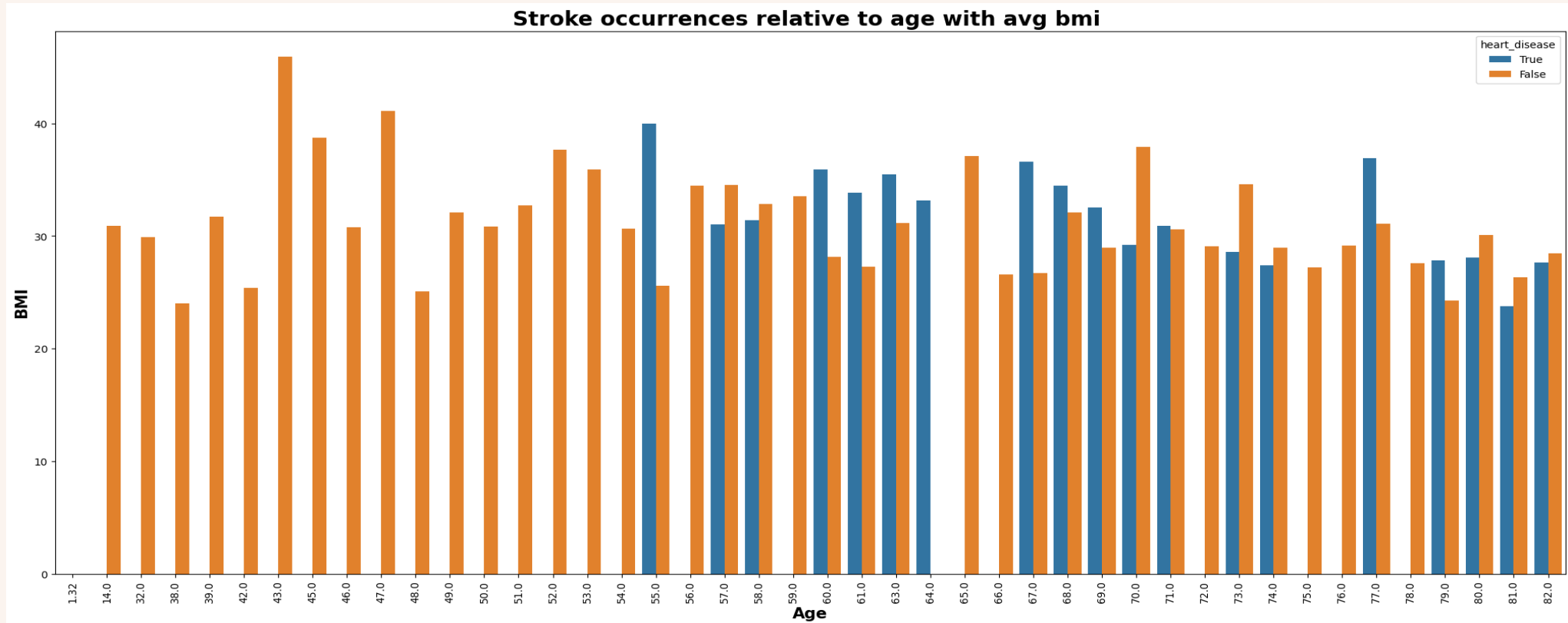
ABOUT OUR DATA

We gathered some data from our existing product `Helping Hand Health Insurance` Client's

TOP 3 Insurance claims:

- Heart Disease
- Hypertension
- Stroke





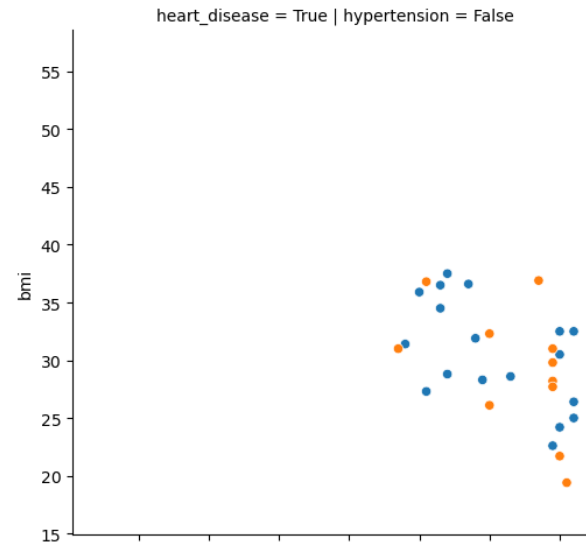
According to Centers for Disease Control and Prevention

- Heart Disease is one of the leading cause of stroke

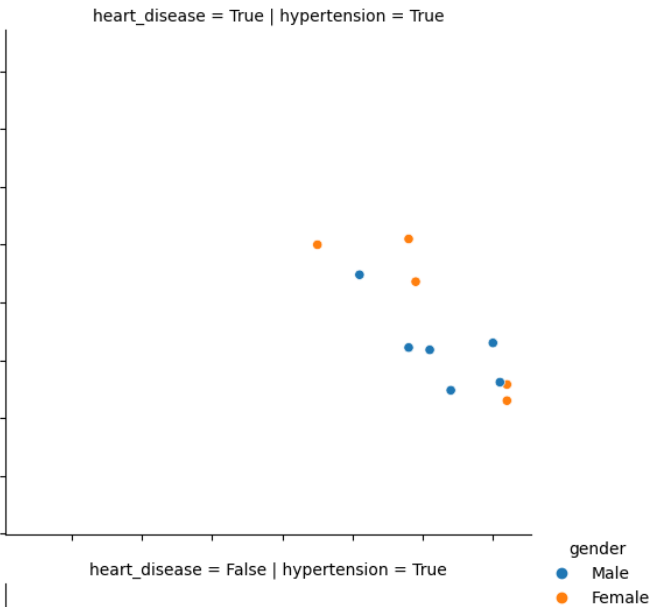
The Graph above shows only our clients with History of stroke and if they also have Heart Disease or not and at what age were they diagnosed.

STROKE RISK ANALYSIS FOR BOTH MALE AND FEMALE

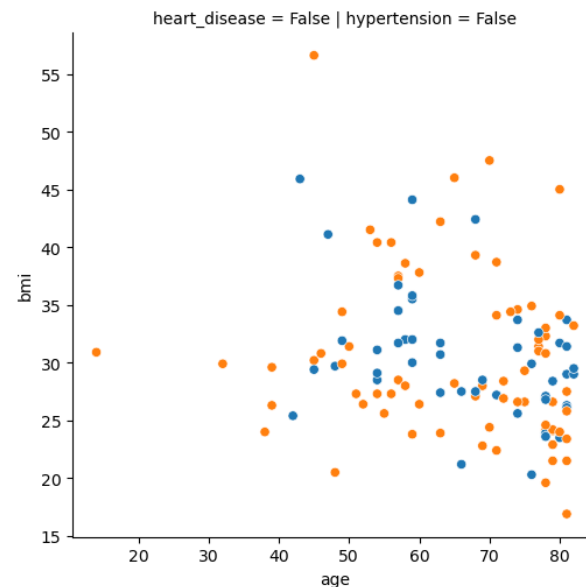
Top-Left :
Clients that had stroke and with Heart Disease history



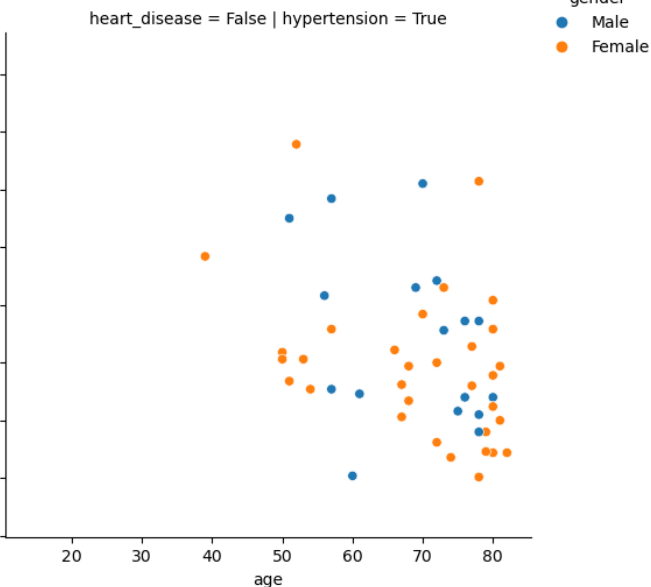
Top-Right:
Client that had stroke and have history of both Heart Disease and Hypertension



Bottom-Left:
Clients that had stroke and No History of Heart Disease or Hypertension



Bottom-Left:
Clients that had stroke and with History of Hypertension



ANSWERS

Key things to consider based on our Dataset:

- Female 58%
- Male 42%

TARGET AUDIENCE

Our target audience is 18-40 years old

Mostly Male married and with Family

COST SAVINGS AND PROFIT MARGIN

We can bundle both `Helping Hand Health Insurance` and `Vanguard Life Insurance`

Incentivize if Both Husband and Wife avail both products

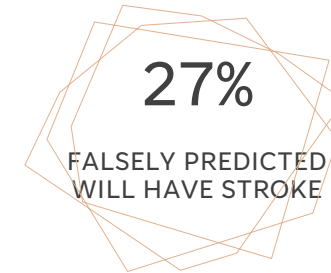
RISKS

We should increase the premium for Age brackets 41-55 years old and be extra cautious of new potential clients with ages 56-80 years old.

PREDICTIVE MODEL EVALUATION

STRENGTH

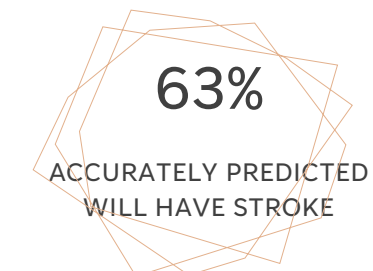
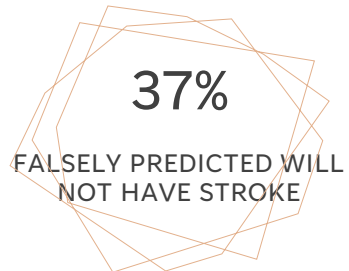
6 OUT OF 10 NEW POTENTIAL
CLIENTS WILL BE PROPERLY
ASSESS AND PROVIDE LIFE
INSURANCE QUOTE
ACCURATELY



Weakness

1 out of 3 Client will have
uncalculated risk of stroke and
adds to company expenses

1 out of 4 Potential Client will
have risk of being charge a
premium rate and might get
discourage to move forward
purchasing our product due to
getting more expensive quote
than what they're supposed to



A series of thin, light-brown lines forming an abstract geometric pattern in the top-left corner of the slide. The lines intersect to create various triangular and polygonal shapes.

THANK YOU

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[KDcodePy \(Kim Delfino\) \(github.com\)](#)