PROJECT LANDSCAPE

The African insurance industry is critically underdeveloped relative to its population size, market potential, and financial risk landscape. Despite being home to 17% of the global population, Africa's total insurance premiums reached only $45 billion in 2017, and the region accounted for just over 1% of global insured catastrophe losses. This points to a significant gap in financial Resilience, risk coverage, and market inclusivity.

This project seeks to analyze core challenges - affordability, insurance awareness, and target marketing - through data exploration, insight generation, and actionable knowledge creation to help stakeholders design better insurance products, marketing strategies, and risk frameworks for the African market.

DATA

- The **insurance_claims dataset** containing structured fields

- This dataset can be found on Github

- Market research can be used to better understand the African insurance market.

INFORMATION

- Identify demographic patterns in insurance claims.

- Map income and occupation to insurance uptake.

- Understand which education levels correlate with fraud or valid claims.

KNOWLEDGE

Use classification models and regression models to determine:

- Market strategies for targeted customer acquisition.

- Insights on the affordability gap to design inclusive insurance products.