Project Problem Statement

The main aim is to show what the attributes positive net value clients are so that the company can look to attract more of these clients and promote the insurance industry.

In SA there is a problem that not enough people are insured. By targeting customers that add positive\_net\_value, it also makes sure that the business is profitable in the long run.

We’d also like to flag what customers are likely to commit fraud and try and prevent this as this is bad for the business.