## **Problem Statement**

Many people are not insured and there is a high number of fraud cases and we would like to help the insurance industry with increasing the number of customers as well as decrease fraud cases so that insurance companies also make a profit.

### **Facts about the Insurance Data**

From our Data it shows that More Males are insured than Females and with that we also see that Males have higher cases of insurance fraud cases reported. The education category with the most insured is JD, we also see that the education category with the most claims is JD and also the highest education level with most fraud cases is also JD. Total claims amount is at its peak when people have been insured for long (from 200 to 400 months). The most insured ages are the middle-aged people. On occupations the most insured is machine-op-inspct with Males having the highest number of the insured. Many people that are not insured do not see the need to have insurance and some have no access to the information

# **How We Can Solve the Problem**

I think we can solve this problem by creating a model that proves to us if the fraud cases reported are actually true , this way it helps us minimize the risk of the insurance company not making a profit. With this also it helps us improve our insurance sales to our target market and also maintain a strong relationship with those customers that have been insured with the company for a long time. Advertise on social platforms so that the information reaches a large crowd and also hand out flyers on the streets especially to those that do no have access to the internet. We could also conduct surveys on customers that have been insured for long to find out if they are satisfied with the insurance and also hear their input on what we could change to improve insurance sales.