Vehicle Insurance Customer

By : Gaia Group

Problem Formulation

Problem

- Ineffective Marketing-way
- Deficient Market Research

Goals

- Effective Marketing-way
- Predict The Customer
- Saving Money, More Income

Target

Target of this machine learning is the **Response of Yes (1) & No (0)**

Evaluation Metric

Evaluation Metric that will be implemented are **Recall** and **Accuracy**

Data Understanding

Variable Target : **Response**

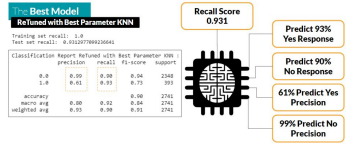
24 columns, **9134** rows

No duplicated data, **No** missing value

Nominal, Ordinary, Binary

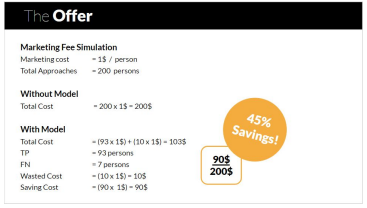
Conclusion & Recommendation

The Conclusion



The Recommendation

The Offer



Finding & Solution