Project Landscape

1 Affordability Analysis
Evaluating current insurance premiums and assessing affordability for various demographics.

2 Insurance Knowledge
Gaining access to features considered by individuals currently paying premiums and understanding market premiums.

3 Target Marketing Insights
Investigating the current marketing strategy, target demographics, and external factors affecting marketing beyond unemployment rates and pool availability.

4 Comparative Market Analysis
Exploring premium charging strategies in other countries, accessing claim histories in the current market, and understanding industry and international marketing strategies.

DATA

Data Source:

- Data is supplied by Explore AI and is accessible on a public GitHub repository.

Data Ownership:

- Ownership of data lies within insurance companies.

Data Formats:

- The data is available in both CSV and XLSX formats, providing flexibility in data utilization.

INFORMATION

Data Quality:

- A comprehensive review will be conducted to ensure the cleanliness and completeness of the data.

Feature Engineering:

- Evaluation of the need for feature engineering to enhance the dataset's relevance and predictive power.

Data Update Frequency:

- Regular updates of the data will be tracked to ensure real-time relevance for analysis.

KNOWLEDGE

Data Import:

- Proficiency in importing data from Excel and CSV formats, ensuring seamless integration into the analysis pipeline.

Data Manipulation:

- Utilization of Power Query for data manipulation, ensuring data is structured for meaningful insights.

Dashboard Creation:

- Development of interactive Power BI dashboards to visualize and communicate key insights effectively.

Resource Management:

- Efficient allocation and management of