



Mutual of Omaha

Guaranteed Issue Whole Life Insurance Geographic Opportunity Challenge

One of the products that Mutual of Omaha carries is known as [Whole Life insurance](#) that is meant to help people cover their final expenses.

Whole life insurance might be right for you if...



You have long-term life insurance needs



You need to cover final expenses such as medical or funeral expenses or credit card debt



You want to leave a legacy for a young person who is important to you



You would like to supplement existing life insurance coverage

Your challenge is to create a **potential score** for each U.S. zip code that quantifies the opportunity for helping customers who may be a good fit for the product within that zip code using **only open-use datasets**.

The zip codes do not have ground truth values in this case, and that means that you will have to establish an idea of who the target customer(s) are for this product and to find data to identify those customers across the country.

Submissions will consist of (at least):

1. Potential scores for each [zip code](#) in the United States.
2. A project report outlining the approach, methodology, and rationale, including dataset citations and the reasons for their inclusion – max 2 pages
3. A presentation of the project – max 5 slides, including title slide consisting of team name, team members and coach name

Submissions need to be uploaded to the team's Box folder by 11:59 pm on March 27th.

Submissions will be shared with our corporate sponsor. Teams may be required to sign a waiver indicating their knowledge of this. If you are unwilling to sign such a waiver, please do not upload your submission.

Judging:

Submissions will be judged on:

1. Overall Soundness of approach
2. Quality of presentation
3. Reproducibility of results
4. Creativity and ingenuity of solution, including dataset incorporation and development of the theory of who the customer is

Useful resources:

[Data.gov](https://data.gov) – The US Government’s open data portal

[Zip code to geolocation mapping dataset](#) – The geographic boundaries of zip codes

[Awesome-public-datasets](#) – Huge list of public datasets by subject area

[Kaggle.com datasets](#)

[Skymind.ai](#) – AI / ML open datasets

[AWS Datasets](#) - Open data registry on AWS

[Data.world Open Data](#) –Open data sets from data.world

You are highly encouraged to incorporate datasets from sources that we haven’t listed. If you use a dataset- whether listed here or not-, you need to cite it in your solution!

Good luck!