BUSINESS DECISION DRIVE BY DATA

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NEW PRODUCT LINE

Vanguard Life Insurance – Protecting Families From Future's "What IFs?"

CUSTOMERS

Who should we offer this new product to?

FINANCIALS

How can we make this product enticing to potential clients and still be profitable?

COSTS

What disease should we be focus on that could potentially cost our company?
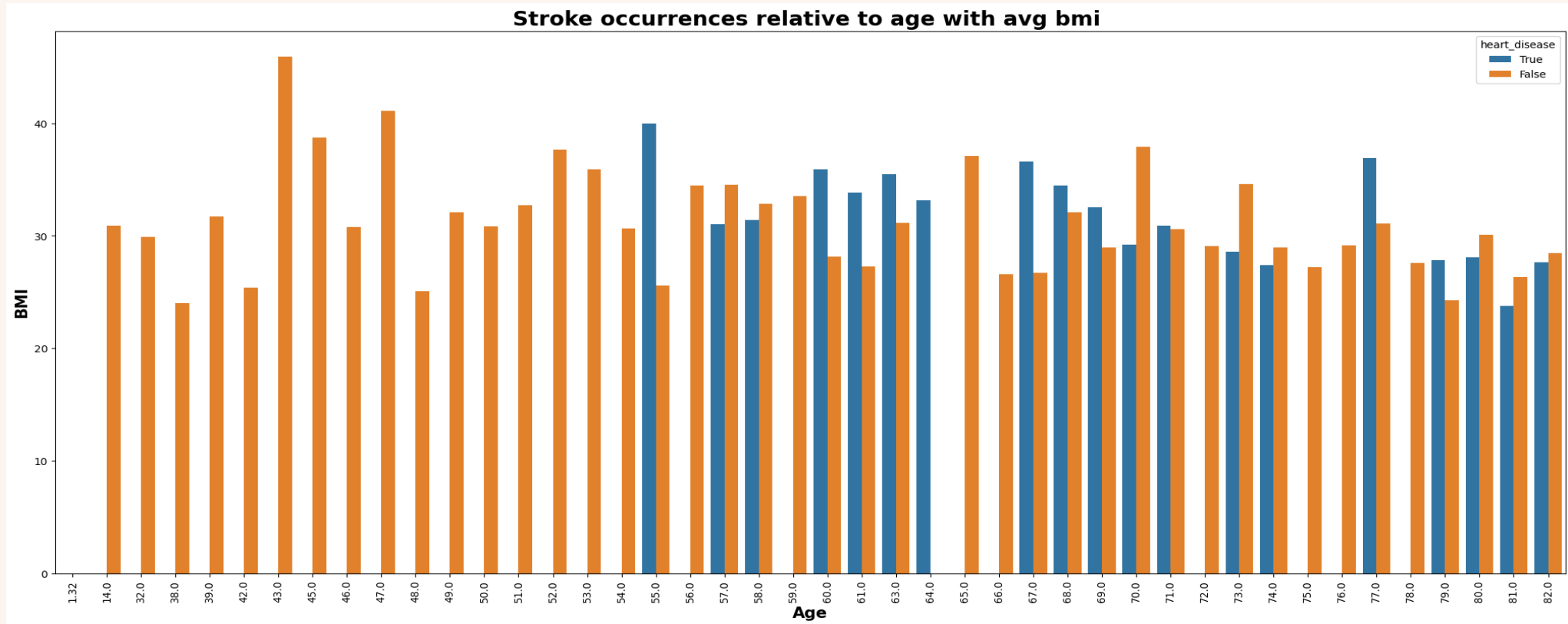
RECAP

ABOUT OUR DATA

We gathered some data from our existing product `Helping Hand Health Insurance` Client's

TOP 3 Insurance claims:

- Heart Disease
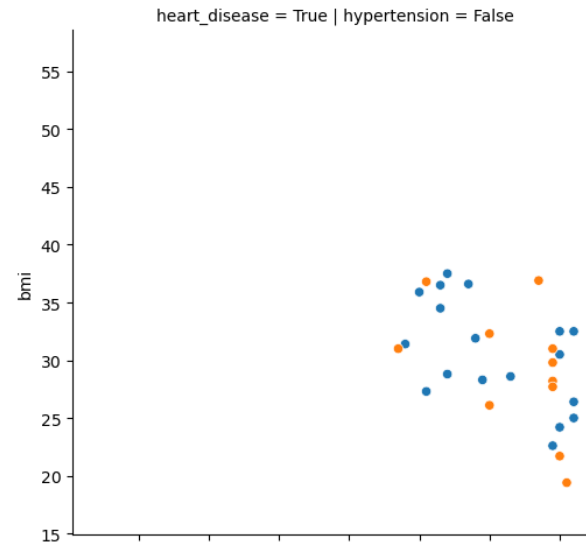
- Hypertension

- Stroke

According to Centers for Disease Control and Prevention

- Heart Disease is one of the leading cause of stroke

The Graph above shows only our clients with History of stroke and if they also have Heart Disease or not and at what age were they diagnosed. Pitch Deck

STROKE RISK ANALYSIS FOR BOTH MALE AND FEMALE
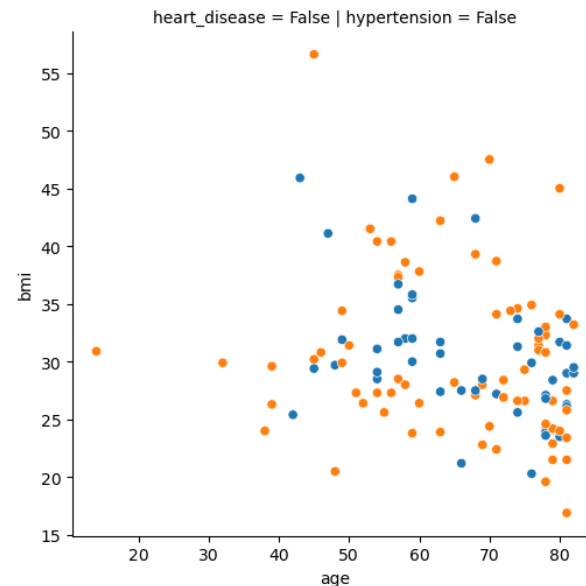
Top-Left :
Clients that had stroke and with Heart Disease history

Top-Right:
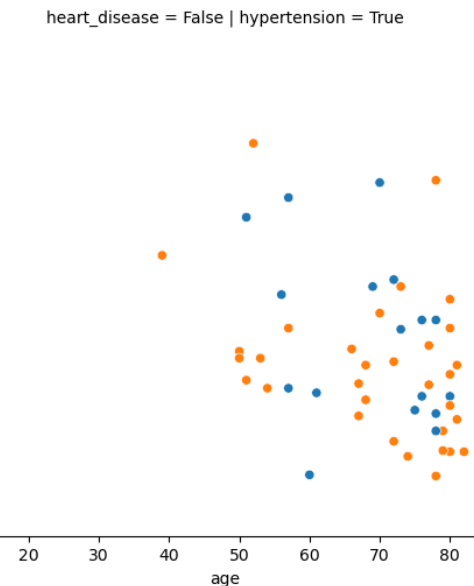Client that had stroke and have history of both Heart Disease and Hypertension
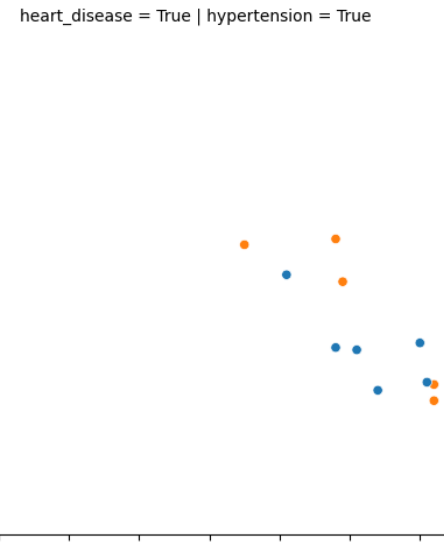
Bottom-Left:
Clients that had stroke and No History of Heart Disease or Hypertension

Bottom-Left:
Clients that had stroke and with History of Hypertension

ANSWERS

Key things to consider based on our Dataset:

- Female 58%

- Male 42%

TARGET AUDIENCE

Our target audience is 18-40 years old

Mostly Male married and with Family

COST SAVINGS AND PROFIT MARGIN

We can bundle both `Helping Hand Health Insurance` and `Vanguard Life Insurance`

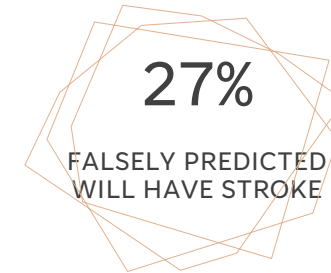Incentivize if Both Husband and Wife avail both products

RISKS

We should increase the premium for Age brackets 41-55 years old and be extra cautious of new potential clients with ages 56-80 years old.
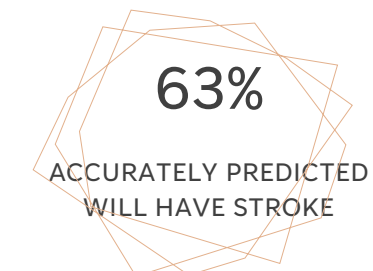
PREDICTIVE MODEL EVALUATION

STRENGTH

6 OUT OF 10 NEW POTENTIAL
CLIENTS WILL BE PROPERLY
ASSESS AND PROVIDE LIFE
INSURANCE QUOTE
ACCURATELY

Weakness

1 out of 3 Client will have
uncalculated risk of stroke and
adds to company expenses

1 out of 4 Potential Client will
have risk of being charge a
premium rate and might get
discourage to move forward
purchasing our product due to
getting more expensive quote
than what they're supposed to

73%
ACCURATELY PREDICTED
WILL NOT HAVE STROKE

27%
FALSELY PREDICTED
WILL HAVE STROKE

37%
FALSELY PREDICTED WILL
NOT HAVE STROKE

63%
ACCURATELY PREDICTED
WILL HAVE STROKE

THANK YOU

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