Insurance data analysis

From the data, we can see that the number of people who are insured with life insurance did not significantly increase or decreased, but with the increase of population, the percentage of the people who are insured is lowered. This data tells us that people who are insured are still insured, while the newer, younger people are not being insured, causing a drop in the percentage but a steady number of people who are insured. From this, we can imply that the current biggest market for insurance is the millennials, and the insurance company should target them. But how should the insurance company target them? From figure 2, we can see that the reason why millennials do not have life insurance is they either have other priorities, they think life insurance is too expensive, they think they don't need it, or they don't know what life insurance really is. However, in reality, all these reasons point to a single point: they do not know what life insurance really is. People who are educated with life insurance know that life insurance can be an investment, especially for the younger generations. Due to this reason, the "don't need it" and the "other priority" should be automatically ruled out for most people money is what most people want and set as a priority. As for the too expensive category, it is not as expensive as most people think it is. From figure 3, we can see that 59% of the millennials think that term life insurance for a healthy 30 years old non-smoker would be over 500$, and even 42% of them think it is over 1000$. However, the actual cost for the term life insurance is only 160$ per month. This is significantly lower than the expected cost of life insurance by most Millennials. From this, we can conclude that if the millennials were informed with the correct information about life insurance, then a majority of them would consider having one. Another data shows that 41% of consumers prefer to buy a policy in person, with 29% intending to purchase a policy over the phone. This data explains the reason why in the year 2020, the number of people insured decreased significantly. During the year 2020, there was a virus outbreak, which causes the United State to be regulated. There can not be a gathering, and people should stay inside and not friends as much as possible. This causes the insurance agents cannot be in person with the consumers, causing fewer policies to be sold.

In conclusion, currently, the most underinsured age group is the millennials, and the reason why they are not insured is that they are not informed with the correct information. So if any insurance company could come up with a way to inform the millennials, while being face to face with them, the company would be the highest-selling company in the industry. The best way to do this is to have an open class where people can attend and learn about the basics of insurance and financial knowledge, this will allow the agent to be face to face with the students and also inform them of the correct information.