

Executive Summary

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We seek trends in health coverage from data documented through the Census Bureau's American Communities Survey. In recent years we see trends for specific demographics where more people are uninsured, such as those without college education. As a result we suggest insurance companies target those who have a lower degree of education through targeted ads. In addition, we look at the age, sex, body mass index (BMI), region, amount of children, and smoking status of people who have incurred healthcare costs. Finally, we seek to build a machine learning model to predict healthcare costs based on the attributes listed prior.