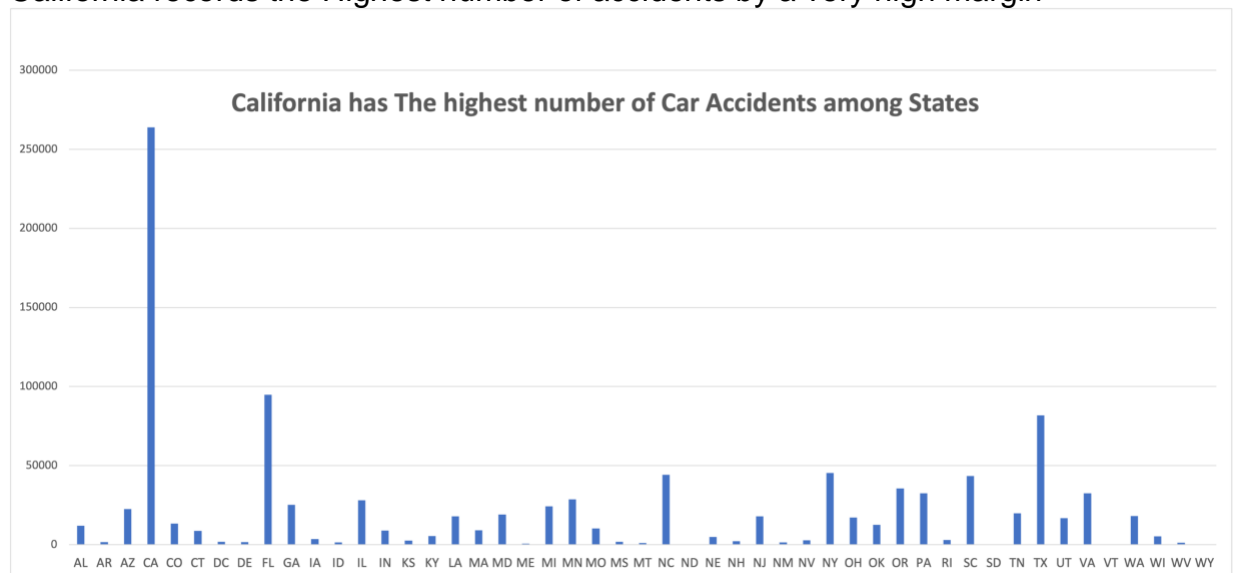


BERNARD OPOKU BUSINESS FUNDAMENTALS

- ❖ Backstory:
 - Greystone Car Insurance is a new insurance startup looking for ways to keep car insurance claims to the minimum before it even goes into operation.
- ❖ Problem:
 - Keep auto accidents claim low by customers.
- ❖ Data to Explore
 - Past claims data
 - Past accidents data
- ❖ Solution
 - Descriptive Analysis.
 - California records the Highest number of accidents by a very high margin



- Predictive analysis
 - An insured person from the state of California is more likely to report an accident than in the other states.
- ❖ Hypothesis:
 - If we predict which customers are likely to get into accidents or make an accident claim, we could reduce the amount of claims by being selective in our insurance application process and also paying more attention and directing some special information and resources to these customers.