BERNARD OPOKU

BUSINESS FUNDERMENTALS

* Backstory:
  + A Company has approached me to use data to help minimize accident claims by its customers
* Problem:
  + Reduce accidents claim by customers
* Data to Explore
  + Past claims data
  + Past accidents data
* Analysis:
  + Descriptive Analysis.
    - Exploratory Data Analysis to describe what types of accidents are happening, where are these accidents happening, which types of customers are giving these claims at what rate.
  + Predictive analysis
    - Classification to classify if a customer will likely submit a claim in an upcoming period and if extra care or info can be directed to them.
* 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 paying more attention and directing some special information and resources to these customers.