



Marketing Products to the Elderly



Using World Health Organization Data
to Maximize Value



Data Exploration

Training a Model

Correlation of Observations

Corr plot

Collinearity is bad

Using Reason to simplify model

Drop columns

Stepwise Feature selection

Modeled variables

R squared

P values

F statistic

VIF

Plot residuals QQ

Test and Train

Business Example

Finding Potential Markets for Health Insurance

What are we looking for?

Attributes of best countries for this

- High Life Expectancy
- Low expenditure on health
- High vax rates
- Low alcohol

How to do this

Engineer a feature: Health Metric 0-1

Normalize all values

multiply

Overall hist of health metric

Top 10 graph per year
