

Jordon Chau
IS465 Advanced Information Systems
Medical Insurance Cost

About the dataset:

This dataset goes over the medical insurance cost of over 1,300 individuals in the United States. It contains demographic and health related variables such as age, gender, BMI, number of children, smoking status, and region. The target variable is “charges”, which represents the total medical insurance cost billed to each individual.

Scenario:

You are a data analyst for a health insurance company. The analytics team has asked you to identify which demographic or lifestyle factors have the strongest impact on medical costs.

Target Audience: Health insurance managers and pricing analysts

Problem: Insurance companies often rely on generalized rate structures that may not account for lifestyle or demographic differences. This analysis identifies which variables have the greatest impact on insurance charges to help insurers adjust premiums based on factors more accurately.

Key Questions:

1. How do lifestyle choices affect insurance costs?
2. Does BMI correlate with higher charges?
3. How do demographic factors like age and number of children influence costs?

Tableau Link

<https://us-east-1.online.tableau.com/#/site/is465/workbooks/3460957/views>