**Projects**

1. **Logic for a chatbot for resolving complex insurance queries**

*Anthem* has a number of health plans under various categories such as medical, pharmacy, dental, vision and life and disability etc. Currently all the customer queries are handled by customer representatives. The examples of the queries could be like

“I am insured with you, if I undergo xxx surgery, am I covered ?”

“ I want to undergo a particular treatment, is it covered under my plan ?”

“ Why am I not eligible for insurance a particular treatment ?”

“Why my claims are not paid so far?”

Currently all these calls are done manually, and the customer care representative has to look up a multitude of documents [Explanation Of Coverage document (EOC which is a pdf file), other pdf or text documents, claim data bases etc] to answer the queries. No single document is good enough for answering the queries. A condition in one document could be either superseded / negated by a condition in another document.

The requirement is to create a machine learning model for a Chatbot with automated capability where the above process is hugely simplified for the customer representative by giving right responses scanning through all he information available from various sources.

1. **Digital Marketing using ML**

Customer segmentation, churn prediction and customer lifetime value prediction are the main challenges faced by any marketer. Businesses have a huge amount of marketing relevant data from various sources such as email campaign, website visitors and lead data. Using data mining and machine learning, an accurate prediction for individual marketing offers and incentives can be achieved. Using ML, savvy marketers can eliminate guesswork involved in data-driven marketing. For example, given the pattern of behavior by a user during a trial period and the past behaviors of all users, identifying chances of conversion to paid version can be predicted. A model of this decision problem would allow a program to trigger customer interventions to persuade the customer to convert early or better engage in the trial.

The project is to build good models for various marketing activities, exploring the usage of both structured and unstructured data. Models should address the various tasks below and team should recommend and add more capabilities

* predict monthly sales of a particular product
* Segment customers for targeted marketing
* Understand customer loyalty
* Create personalized experience
* Use visual representation to demonstrate the recommendations