Defining the project Landscape

Location: North America
Nation-type: Developed
Industry: Insurance

Data

- USA insurance market
- The data set is not large
- What does it the data say about profitability margins for the organisation?

Information

- What is the best way to separate the data to get segments and a sense of subgroups' profitability?
- Does it matter which state an insured individual is from?

Knowledge

- Those that have been ensured for a longer time should be those that cost the least to maintain.
- If longer serving clients have frequent claims and a wide gap between claims paid and claim costs, there are grounds for increasing premiums.