**MASA Hackathon 2022: Bearing the New Normality**

**Travel Insurance Business Proposal**

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| **Problem Statement** | As a business, we would like to increase our net revenue…, few ways to do this, increase net profit, decrease net loss, or both at the same time. Therefore we choose to focus on net sales and try to maximize it. |
| **How might we?** | Perform various analyses on our data and try to find the correlation between each of them. Most direct variable that affects net sales is the type of products – explore on the correlation between the products and net sales.  Claim may be another way to approach this problem and see if there is a connection between it and net sales – however claim amount unspecified in dataset and therefore our team decide on focusing on increasing profit instead of decreasing cash outflow |
| **Expected Business Value/ Revenue and valid explanation** |  |

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| **Summary of Analysis** |  |
| **Travel Insurance Sales Strategy** |  |

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| **Potential Problems** |  |
| **Solutions** |  |

**\*\*Note\*\*** Business Proposal should not go beyond 3 pages

**GitHub Links**   
1. Member 1

2. Member 2

3.

4.

5.

**References (7th Edition APA Format)**

**Resources:**Travel Insurance Data Set (provided) Other resources Internet resources Others etc.