# PROBLEM STATEMENT:

Personalized Insurance Recommendations for Informed Decision-Making

# Description:

As an insurance aggregator, Policy Bazaar aims to provide customers with a seamless and informed experience when buying insurance policies. However, with numerous insurance providers and policies available, customers often struggle to find the most suitable policy that meets their specific needs and budget. The current process of manually filtering and comparing policies is time-consuming, leading to a high bounce rate and decreased customer satisfaction.

Goals:

1. Develop a personalized insurance recommendation system that suggests the most relevant policies to customers based on their unique requirements and preferences.
2. Improve customer engagement and satisfaction by providing a more intuitive and user-friendly experience.
3. Increase conversion rates by reducing the complexity and time required to find the right policy.

Recommendation:

To address the problem statement, I recommend developing a Streamlit-based web application that leverages machine learning and data visualization to provide personalized insurance recommendations.