

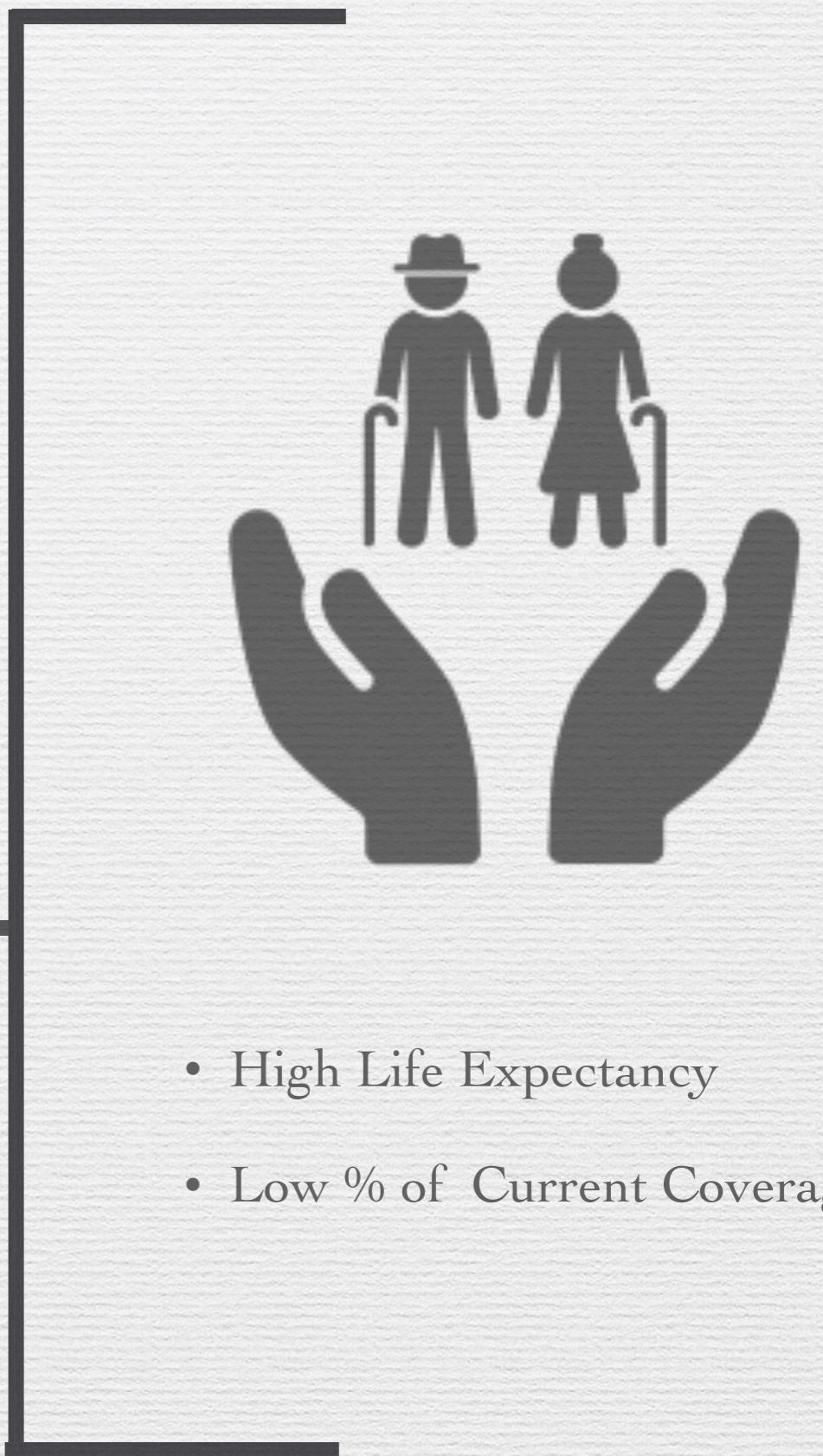


Life Insurance Expansion Analysis: Identifying Desirable Populations in the US

Finn Tan and Sara Zylfo

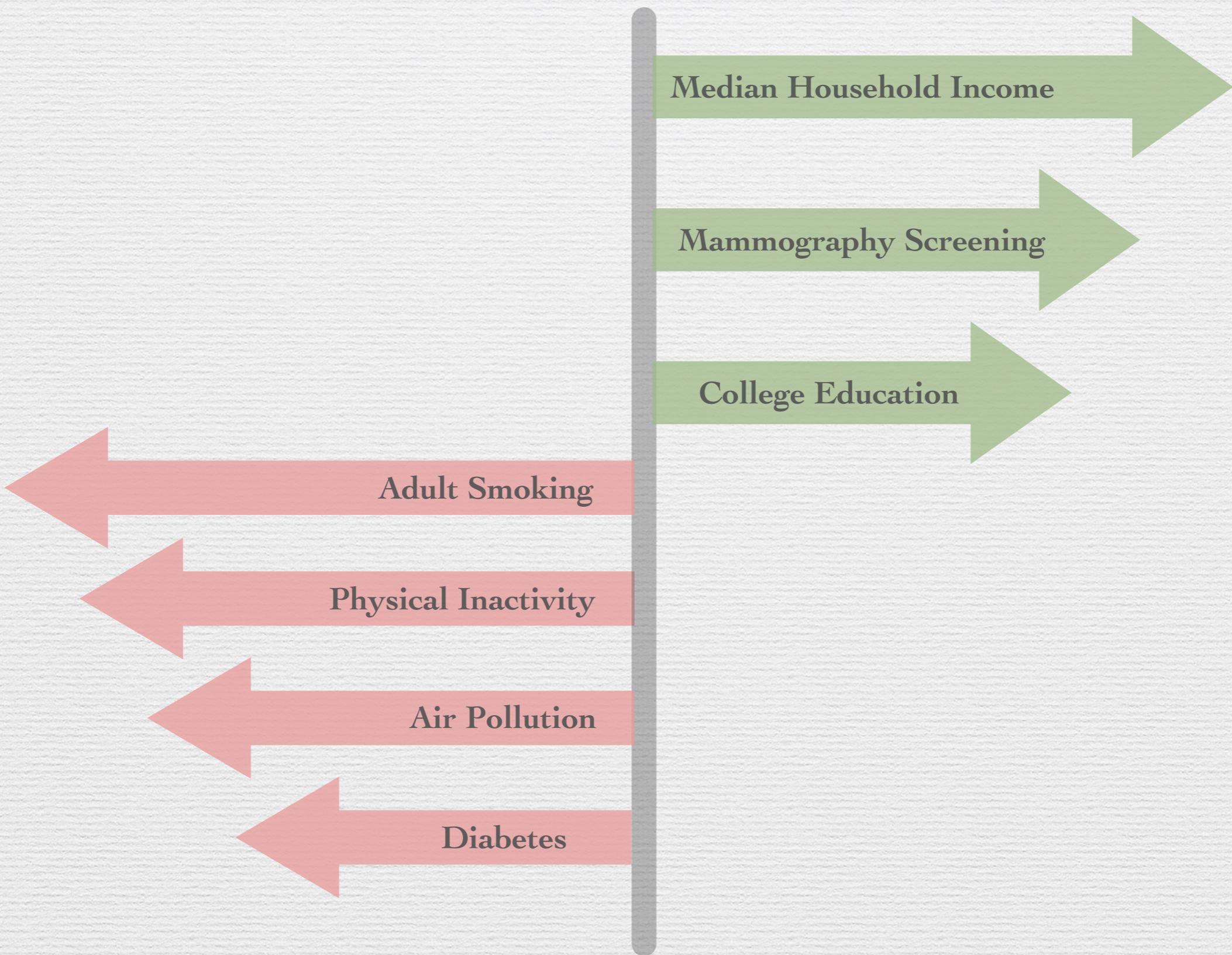
Company Targets

- Expand our US market.
- Offer competitively priced life insurance schemes.
- Identify desirable populations to target for expansion.

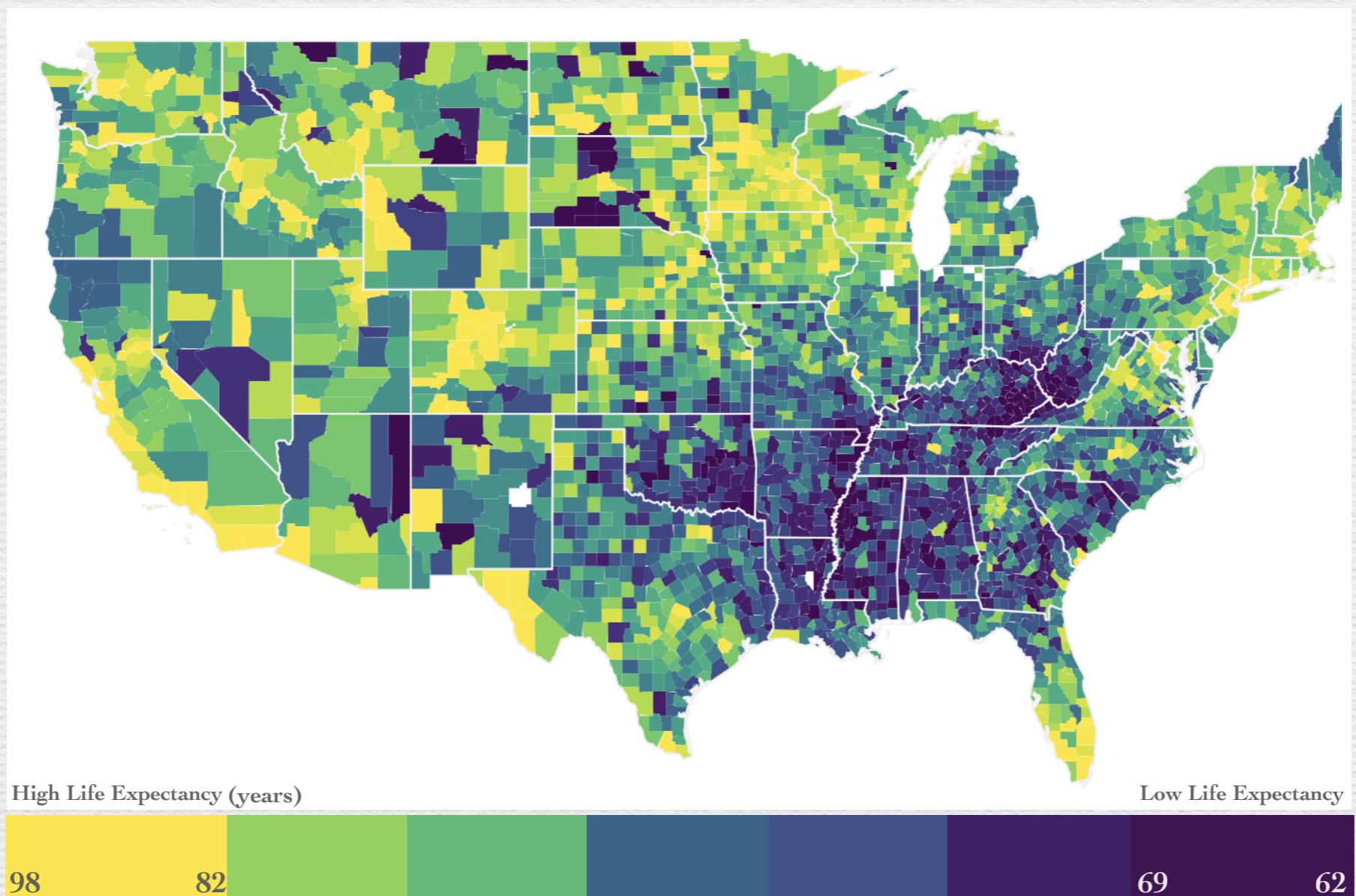


- High Life Expectancy
- Low % of Current Coverage

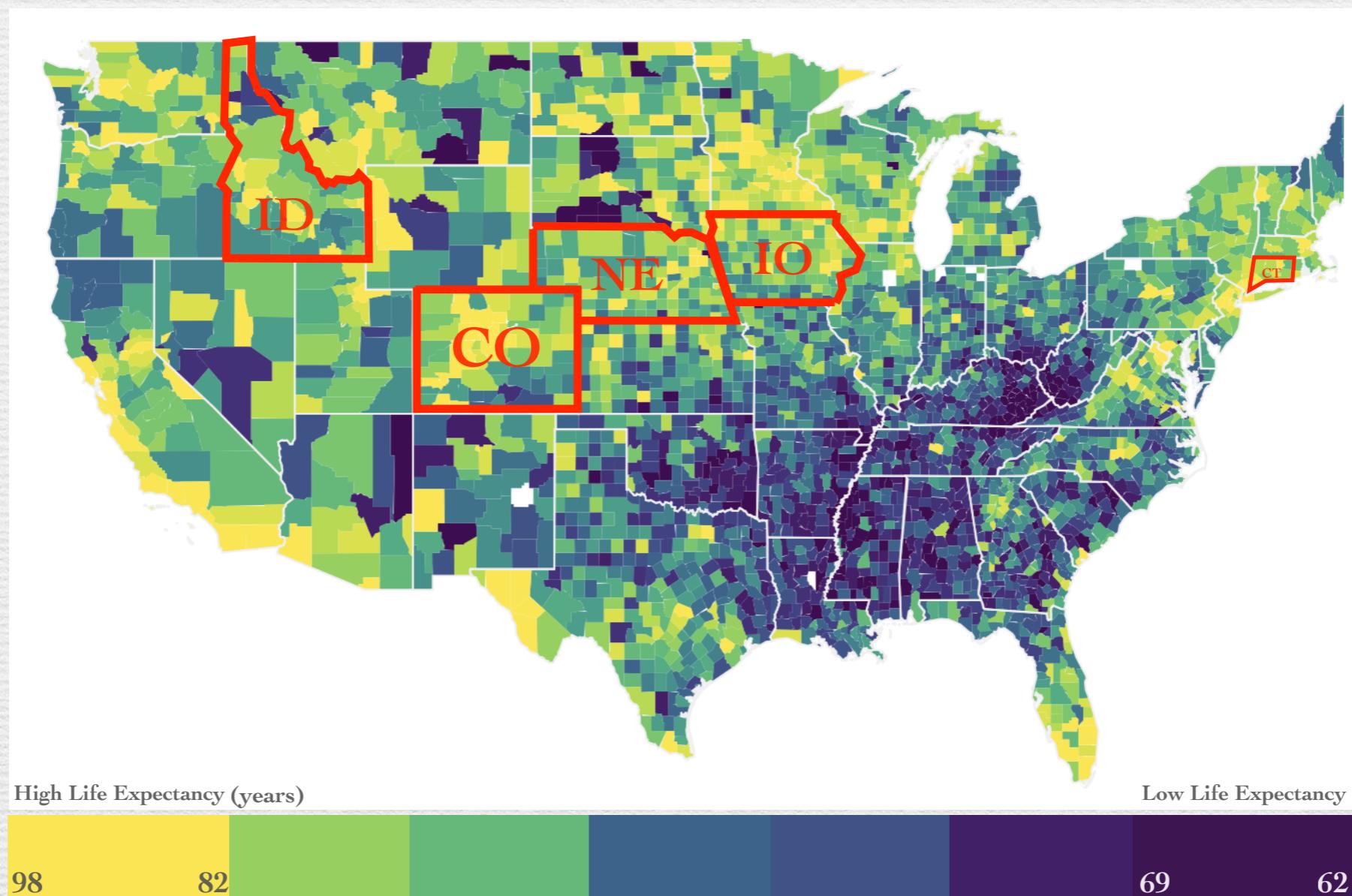
Identifying Factors that Affect Life Expectancy



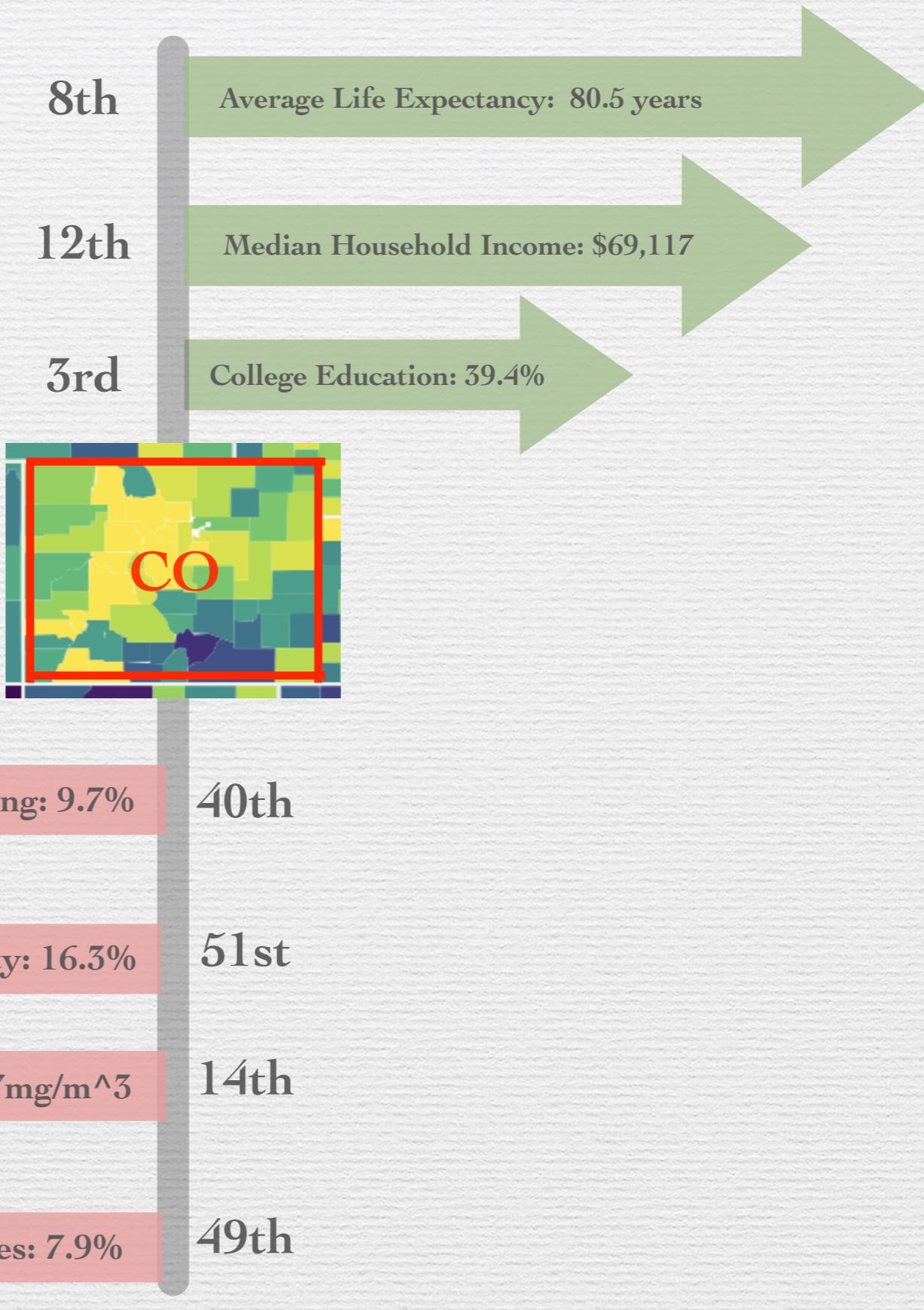
Mapping High Life Expectancy By County



Identifying States Containing Desirable Populations



Colorado Analysis



Limitations

- The data was compiled from different sources, where state-level effects may overestimate differences in border counties.
- No data to conclude as to why those states have low spending on life insurance.

Further Populations Analysis:

- 44% of millennials overestimate the cost of life insurance by up to 5 times.
- 89% of millennial prioritise benefits over pay rises.
- 83% of millennials would change their job for better benefits, of which family benefits is in their top three requirements.
- Sell group insurance to companies who retain a high % of millennial talent to expose the demographic to life insurance.

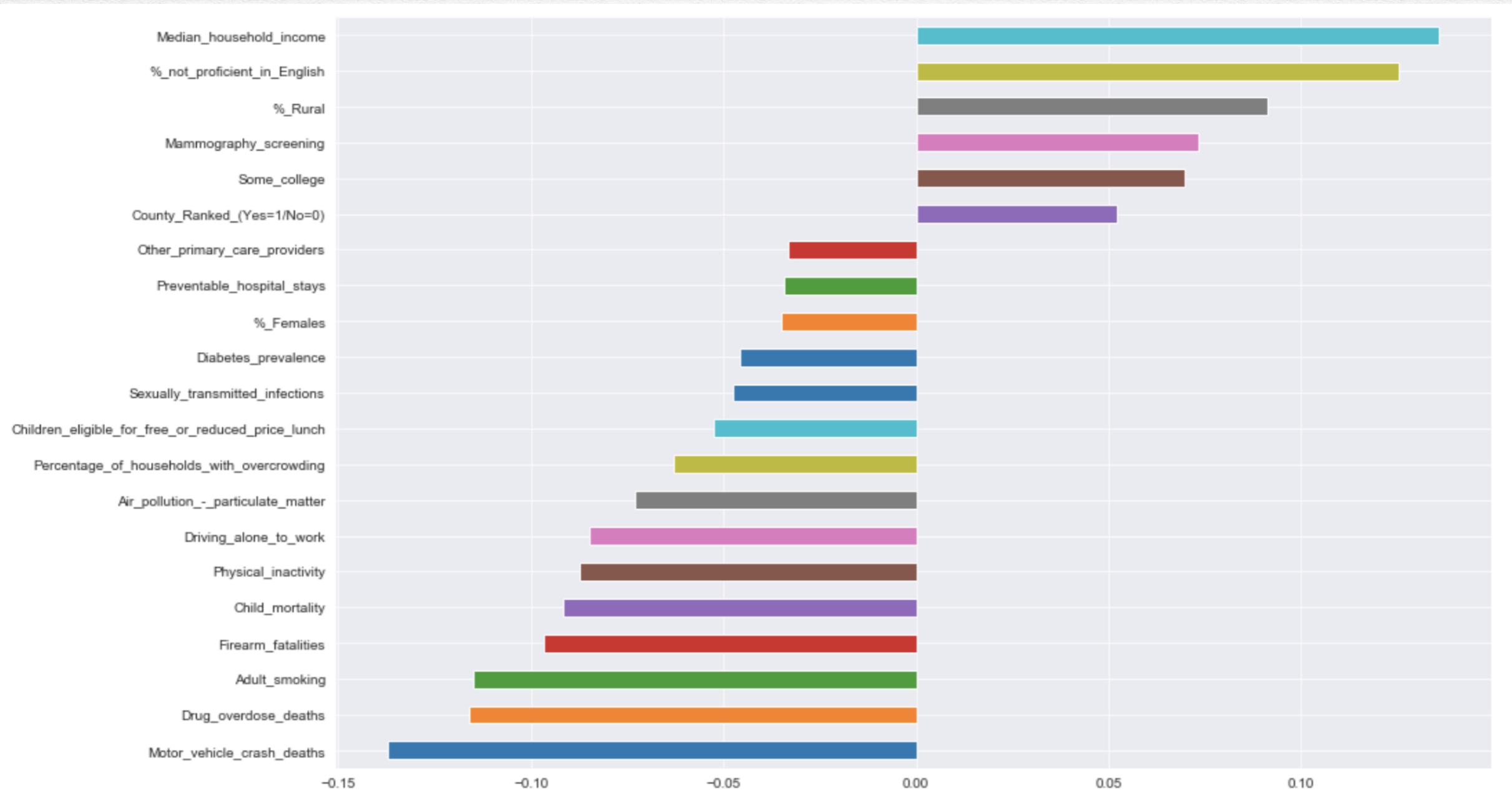


Thank You For Your Time!

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	model	R2_train	CV_R2_train	AIC	n_features	>0.05_pvalues
0	Baseline	0.755	0.724	3493	60	27
1	Naive - Top Correlation	0.577	0.571	4670	6	1
2	Filter	0.702	0.679	3909	38	15
3	RFE	0.752	0.73	3482	42	10
4	Stepwise	0.736	0.722	3596	22	1
5	Lasso	0.723	0.709	3713	25	8

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