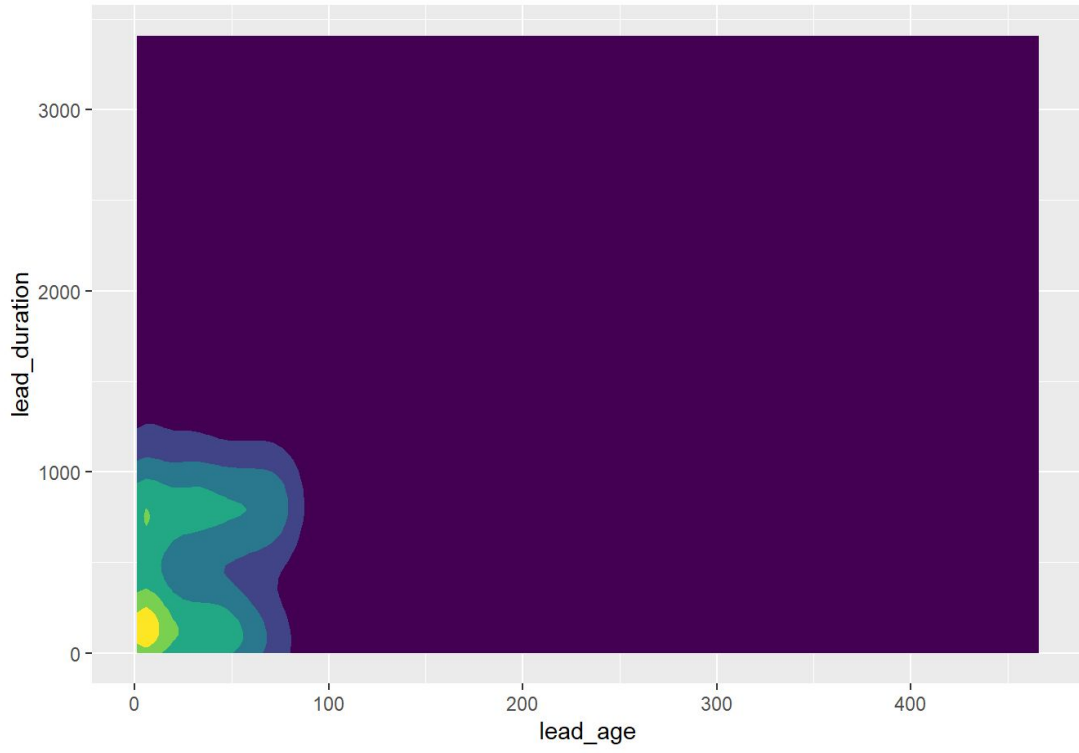


# Conshy Insurance Project

CIC has paid a total of \$30225 for leads and has only converted 5% of these leads into purchases

Heatmap of Purchase for Lead Age vs Lead Duration



Analytics: By focusing on clusters of consumers from Jornaya datasets we see that there is a cluster of purchases within the ranges...

- $0 < \text{lead\_age} < 100$
- $0 < \text{lead\_duration} < 1000$

Within this cluster we have a relatively high probability of finding consumers that will convert to a purchase compared to all other consumers.

It is not worth pursuing consumers out of this range for lead\_age and lead\_duration as they are likely to not convert into a purchase.

Modeling: Jornaya has also built a model using CIC and Jornaya datasets that can predict a consumer purchase with a **98%** accuracy. We can save you even more money by classifying which leads are worth buying and which are not.