**Motor Insurance Renewal Prediction**

**Problem:**

A global insurance firm is facing minor decline in its motor insurance portfolio sales due to heavy competition in different regions. So, the company wants to take all measures to retain its existing customer base. Head of Marketing wants know customers who are more likely to renew their existing policy and ones who are likely to churn. The team has planned lucrative offers for both group of customers. In order to plan and target specific group of customers, the company is relying on its data science team to help predict the behavior of customers in advance.

**Expected Solution:**

Build a machine learning model to score customers based on their propensity to renew their existing policies.

Come up with key actionable insights and present it to the business. These insights will be used by the marketing & product team to plan marketing messages, offers and product features.

**Data Set :**

**Attached is zip with :**

**Train.csv** – List of historical policy holders with information on whether they renewed their policy or not

**Test.csv** – List of existing policy holders who needs to be scored

**Sample\_submission.csv** – sample format of submission

**Metadata.xlsx** – Columns and their description