**Hastings Direct**

**Exercise Brief**

Attached is a sample dataset of quotes for motor insurance returned by Hastings Direct, typical of what we consider in our processes. Using software of your choice, the task is to explore and analyse this dataset to then build a model to predict sales (i.e., whether or not a customer will purchase a quote).

You are at liberty to use whichever technique, or algorithm, you find most appropriate to tackle this task.  You will present a summary of your work, again in any format you prefer, for no longer than 20 minutes. Additional time will be used for questions and discussion.

Areas which you should pay particular attention to in your summary are:

* Data exploration – What are the most interesting features of the data set? What have you considered and why have you made the decisions you have done?
* Modelling – What process did you follow when modelling sales? How have you designed your model and what did you account for?
* Conclusions – What are your main findings? How might you use those insights, or your model, to improve Hastings’ pricing? What else would it have been useful to know?

Bear in mind that you will only have 20 minutes of presentation time so being succinct is important. We ask that you email both your code and final materials you will present, before the date of interview.

To help prevent problems relating to email filtering that may delay receipt of your submission, please compress your materials using something other than Windows zip (e.g. 7zip) before attaching.