



CAR INSURANCE FOR YOUR CUSTOMER

CUSTOMIZED OFFERS

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The background of the slide is a dark, grayscale image of a person in a business suit. The person's hand is visible in the lower-left corner, pointing towards the center of the slide. The overall tone is professional and business-oriented.

How can you increase your conversion?

BY AUTOMATISATION OF CUSTOMIZED
OFFERS!

Your way to increase conversion

ANALYSE

Know your customer and his/her needs!

CUSTOMATISE

Offer customized car insurances to your client

AUTOMATISE

Everything done by the robo adviser





SOLD CUSTOMIZED OFFERS

89%

BY THE ROBO ADVISER

Insights

CURRENT PERFORMANCE

14 %

accept offer



Offer 4



More Web than Call center

Workflow Robo Adviser



DATA

Kaggle: 9,134 rows, 23 features
Age | Gender | Income | Policy |
Sales Channel | Vehicle Class |
label = Response Y/N, Supervised
ML, Classification



SUPERVISED

Imbalanced Dataset
14% Yes vs. 86% No
downsampling
categorical to numerical



DECISION TREE

Accuracy Score 88.67 %
Overfitting? 90.45% | 88.67%
Recall: 97.83%
Percision: 57.41%



Performance

FOUR YEARS OF GROWTH

Focus on those clients who really need your product to increase your conversion rate.

Costs for payroll and office rent will decrease

Licence: 25 K \$ | 4 years

Thanks!
ANY QUESTION?

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