**INTRODUCTION**

Today, automobiles have become a key tool for land transportation, and their use range is expanding as a means of living. Cars are a running weapon and have a problem in that accident caused by banks also increase, leading to a significant increase in life and property damage. Due to the rapid growth in vehicles, automobile insurance as emerged as a critical business target for insurance companies (Choi, 2018). It is crucial to expand new contracts by creating new customers to improve business performance. However, as relationship marketing becomes more critical, there purchase of insurance and maintenance of insurance contracts by existing customers is an important success factor for the insurance industry. In the long term, minimizing the conversion of existing customers to other insurance companies is a positive factor that increases corporate profits. Thus, it became a major problem for insurers to increase business efficiency by maintaining existing contractors by controlling the factors of car purchase conversion (Kong et al., 2019). However, consumers are concerned that the quality of service of the insurance company they are currently subscribing to is lower than the quality inherently reserved by consumers, and the expected utility from searching for a new insurance company is If it is less than the expected utility, it is highly likely to switch to a sub-optimal insurance company; otherwise, it is highly likely to search for or switch to a new insurance company. In particular, the more information about premiums presented by insurance companies, the more likely a subscriber will switch to another insurance company. The tips were found to be critical in decision- making (Jeon, 2014). Therefore, this study was conducted by analyzing customer characteristics and implementing a prediction model to activate advertisements for customers interested in such auto insurance in this paper. The research results can also be used to increase purchase desire by effectively exposing automobile insurance to existing insurance customers. Through this study, it is possible to build a model that predicts whether an insurance company's existing health insurance customers will be interested in auto insurance. In addition, it is possible to maximize the profits of the insurance company by devising a communication strategy that can optimize the business model and profit for the customer. Health Insurance Cross sell Prediction data was used to conduct the above research, and Kaggle, an open source site, provided the data. The data used are data related to past car history or current car insurance in addition to personal information of existing health insurance customers. These data predicted the customer's purchase of insurance according to various factors using the Two-Class Logistic Regression and Two Class Boosted Decision Tree algorithm in Microsoft Azure.