# Business Understanding

The task at hand consists in building a classifier for a car insurance company that predicts if a client will claim insurance or not, with the end goal being to develop an ML model that uses customer details as input and outputs binary predictions of whether customers will make insurance claims or not.

The data provided in the *resit\_dataset\_prepared.csv* file consists of 1000 records of customer information from the car insurance company. The data set includes the following relevant attributes: gender, age, race, driving experience, education, income, credit score, vehicle details, marital status, number of children, country, post code, annual mileage, vehicle type, speeding violations, driving under influence, and past accidents. The target variable is *HAS\_CLAIMED\_INSURANCE* which indicates if a customer has claimed insurance or not.

The finished system will require a classifier model capable of predicting whether or not a customer will claim insurance based on the attributes listed above. The system will take into consideration customer details (input) and will produce a binary prediction (output) of “claim” (1) or “no claim” (0).

This task suits the requirements of a Data Mining Approach due to: its large dataset which provides a substantial amount of data to extract patterns and insights; its complex relationships in insurance claiming decisions which tend to depend of factors such as customer demographics, driving history, and policy details, which are analysed through data mining techniques, thus finding patterns that are hard to find and discern manually; its classification problem since predicting whether or not a customer will claim insure is a classification problem, and a common application of data mining techniques; and its decision support to develop an accurate classifier which will help the car insurance company to assess risks, optimize premiums, and make informed decisions based on customer data.

The following terminology can be found throughout the report:

* Attribute: also known as feature or variable, it is a specific characteristic or property of data. Within this report, attribute will refer to the various attributes of the csv file dataset which help describe and categorize the customers.
* Binary prediction: prediction or classification with two and only two outcomes or categories. Within this report, binary prediction will refer to the model’s prediction as to whether or not the customer will claim insurance. It will be represented as “1” for “claim” and “0” for “not claim”.
* Input: independent variables/features. Within this report, input will refer to the customer attributes provided in the csv file to be used in the model for prediction.
* ML Model (or simply Model): a mathematical representation of the relationships between input attributes and the target variable.
* Output: prediction or result generated by a ML model. Within this report, output will refer to the binary prediction of whether or not a customer will claim insurance as represented by the variable “HAS\_CLAIMED\_INSURANCE”.
* Predictive Model: similar to Model. It is a mathematical or statistical model that uses historical data and patterns to make inferences about future outcomes or events by identifying relationships and patterns in the input data and applying them to make predictions upon the output variable.
* Target variable: also known as dependent variable or response variable, it is the variable that will be predicted. Within this report, target variable will refer to the “HAS\_CLAIMED\_INSURANCE” column within the csv file which indicates whether or not a customer has claimed insurance.
* Task: the task at hand, to build a classifier ML model that predicts whether or not a customer will claim insurance based on their attributes as listed in a csv file.
* Variable: an attribute or feature of a dataset. E.g.: age, gender, country, …
  + Categorical: see Nominal.
  + Continuous: it refers to a numeric variable that can be any value within a given range. It can be fractional and/or decimal and it has an infinite number of possible values. E.g.: income, annual mileage …
  + Discrete: it refers to a numeric variable that can only take certain values or integers. E.g.: past accidents, speeding violations, …
  + Nominal: also known as Categorical, it represents categorised/labelled data without any inherent order or numeric value and is treated as labels that are later used to represent different groups/categories. It can have a finite number of distinct values. E.g.: gender, race, education, …
  + Numeric: it refers to data that is represented by numeric values, categorized into continuous and discrete variables. E.g.: credit score, speed violations, …

With regards to project methodology, I will be using the Cross-Industry Standard Process for Data Mining (CRISP-DM) which will ensure a structured and systematic approach to the project, allowing me to conduct reliable analysis and to make informed decision-making based on the output of the predictive model. CRIPS-DM consists of the following 6 stages:

1. **Business Understanding:** acknowledging business goals and defining the problem.
2. **Data Understanding:** exploring and understanding the data provided. Assess data quality and identify relevant attributes.
3. **Data Preparation:** readying data for modelling by addressing missing values, data cleaning, normalisation, feature selection, and data splitting into the training, validating, and testing datasets.
4. **Modelling:** choosing the appropriate ML model algorithms, training them using the training dataset, and tuning hyperparameters for optimal performance.
5. **Evaluation:** evaluating the model’s performance through appropriate evaluation metrics and selecting the best-performing model.
6. **Deployment:** documenting findings, preparing a summary of the project, and presenting said report to stakeholders.

# Data Understanding

To aid in building the solution, I have listed the variables found in the dataset alongside their data type and suitability for the project:

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| **Variable** | **Data Type** | **Suitability** |
| ID | Nominal - unique identifier for each customer | Not considered, it has no predictive value |
| AGE | Nominal – categorical age range | Considered, should be treated as discrete nominal variable |
| GENDER | Nominal – categorical gender | Considered, should be treated as discrete nominal variable |
| RACE | Nominal – categorical race | Considered, should be treated as discrete nominal variable |
| DRIVING\_EXPERIENCE | Nominal – categorical driving experience range | Considered, should be treated as discrete nominal variable |
| EDUCATION | Nominal – categorical education level | Considered, should be treated as discrete nominal variable |
| INCOME | Numeric – continuous income level | Considered, should be treated as continuous variable |
| CREDIT\_SCORE | Numeric – continuous credit score | Considered, should be treated as continuous variable |
| HAS\_OWN\_VEHICLE | Nominal – categorical ownership of a vehicle | Considered, should be treated as discrete nominal variable |
| VEHICLE\_YEAR | Nominal – categorical vehicle year range | Considered, should be treated as discrete nominal variable |
| IS\_MARRIED | Nominal – categorical marital status | Considered, should be treated as discrete nominal variable |
| HAS\_CHILDREN | Nominal – categorical presence of children | Considered, should be treated as discrete nominal variable |
| COUNTRY | Nominal – categorical country of residence | Considered, should be treated as discrete nominal variable |
| POSTAL\_CODE | Nominal – categorical postal code | Not considered, specified to customer location, has no predictive value |
| ANNUAL\_MILEAGE | Numeric – continuous estimated annual mileage | Considered, should be treated as continuous variable |
| VEHICLE\_TYPE | Nominal – categorical type of vehicle | Considered, should be treated as discrete nominal variable |
| SPEEDING\_VIOLATIONS | Numeric – discrete count of speeding violations | Considered, should be treated as discrete variable |
| DRIVING\_UNDER\_INFLUENCE | Nominal – categorical driving under the influence | Considered, should be treated as discrete nominal variable |
| PAST\_ACCIDENTS | Numeric – discrete count of past accidents | Considered, should be treated as discrete variable |
| HAS\_CLAIMED\_INSURANCE | Nominal – categorical insurance claim status | Target variable, to be predicted |

Note that “AGE” could also be classified as an ordinal variable rather than nominal as it represents data with a meaningful order but without a consistent numeric difference between categories. However, since some ML algorithms may treat this ordinal variable as nominal during modelling, it made more sense to consider “AGE” as being nominal since in practice the treatment of ordinal variables varies accordingly to the goals of the project at hand.

In sum, all variables are suitable for the project except for “ID” and “POSTAL\_CODE”.

With regards to inputs and outputs, I selected input variables based on the assumption that they may have predictive value in determining whether or not a customer will claim insurance. The output variable will be determined based on the nature of the task – to build a classifier to predict the status of insurance claims – and the model will be training to predict its binary status based on input attributes.

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| --- | --- |
| Input | AGE, GENDER, RACE, DRIVING\_EXPERIENCE, EDUCATION, INCOME, CREDIT\_SCORE, HAS\_OWN\_VEHICLE, VECHICLE\_YEAR, IS\_MARRIED, HAS\_CHILDREN, COUNTRY, ANNUAL\_MILEAGE, VEHICLE\_TYPE, SPEEDING\_VIOLATIONS, DRIVING\_UNDER\_INFLUENCE, PAST\_ACCIDENTS |
| Output | HAS\_CLAIMED\_INSURANCE |

These decisions were made with the task goal in mind and will contribute to the building of a predictive model that can effectively classify whether or not a customer will claim car insurance.

# Data Preparation

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