

CASE STUDY

Health Insurance Analytic Predictive Modelling

Client Objective

The primary objective to forecast the profit/sales of their of corporates to help them come up with suitable health insurance packages for their employees. Also To build predictive model in this process, client required to identify the market segments responsible for sales. Market segments comprises of various attributes as Advertisement, Marketing, etc.

SOLUTION

01

Data Collection System

Data collection and understanding with report on features types, basic statistics and visualization as charts and plots

02

Data Processing System

Data Preprocessing where missing values, noise, outliers are imputed according to the feature types

03

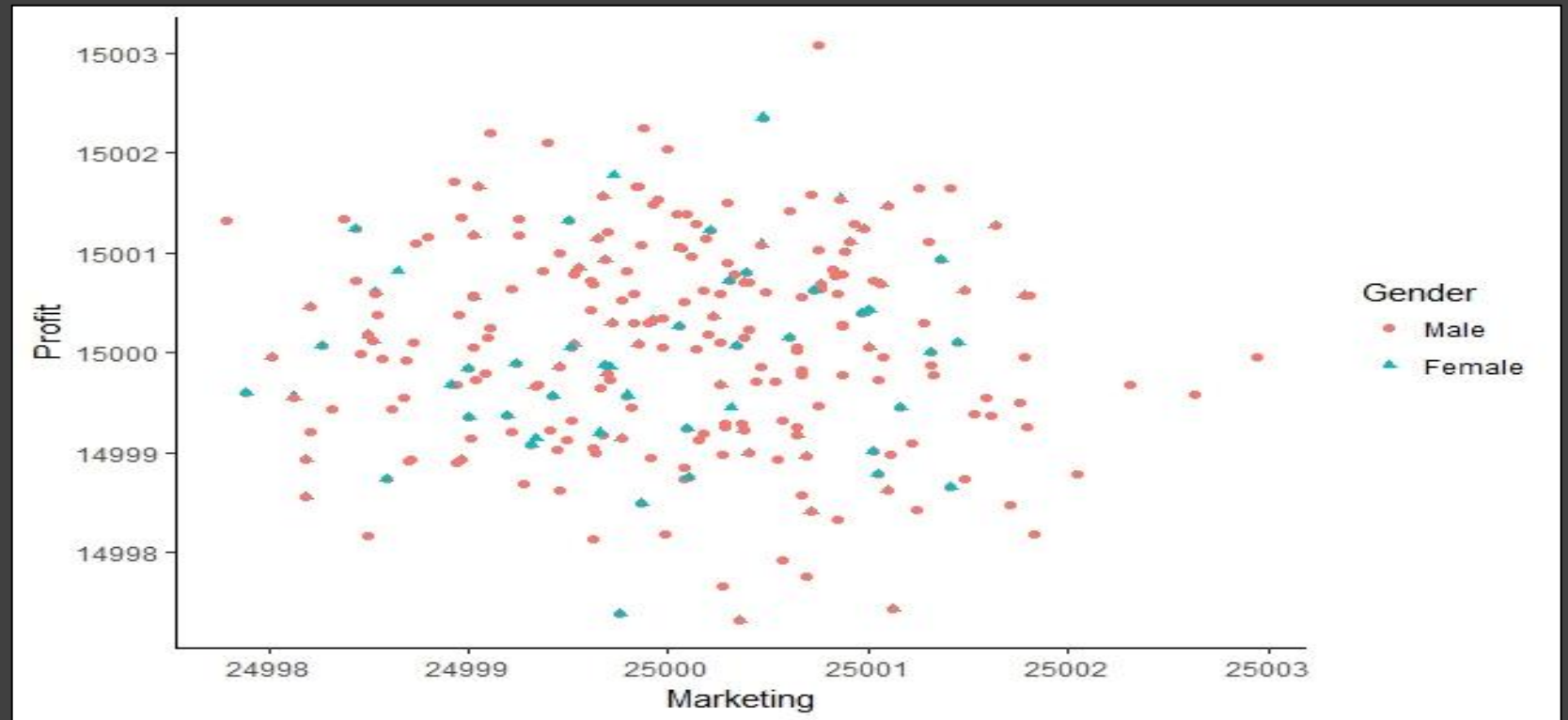
Model Built System

Built model using Decision Tress and Random Forest. Model is further tuned to improve the performance based on evaluation metric.

04

Decision Suggestion

The model achieved the targeted Evaluation Metric i.e. Root-Mean-Squared-Error (RMSE)



TECHNOLOGIES

- Machine learning
- R Studio
- MySQL

VALUE TO THE CLIENT

- Client can take future decision on the important attributes responsible for sales.
- Predict the growth of the corporates in near future
- Corporates involved can come with better health package targeting peculiar market segments