OBJECTIVES OF THE PRESENT WORK:

The objective of my research work is to apply Data analytics concepts on Mediclaim Data For New India Insurance Company. The major objectives of my study are as under.

1) To study the pattern of selling policies.
2) To assess customers’ insurance policy preference.
3) To assess the most suitable plan for customer.
4) To assess best suitable policy considering age-groups and risk factors among various policy.
5) To find association of criteria including Sum assured, Income, Insurance Plan, Term of plan, Premium paying term and Type of plan.
6) To classify pattern of insurance based on various criteria including Sum assured, Income, Insurance Plan, Term of plan, Premium paying term and Type of plan.

To Predict pattern of insurance taken based on decision tree and selling patterns