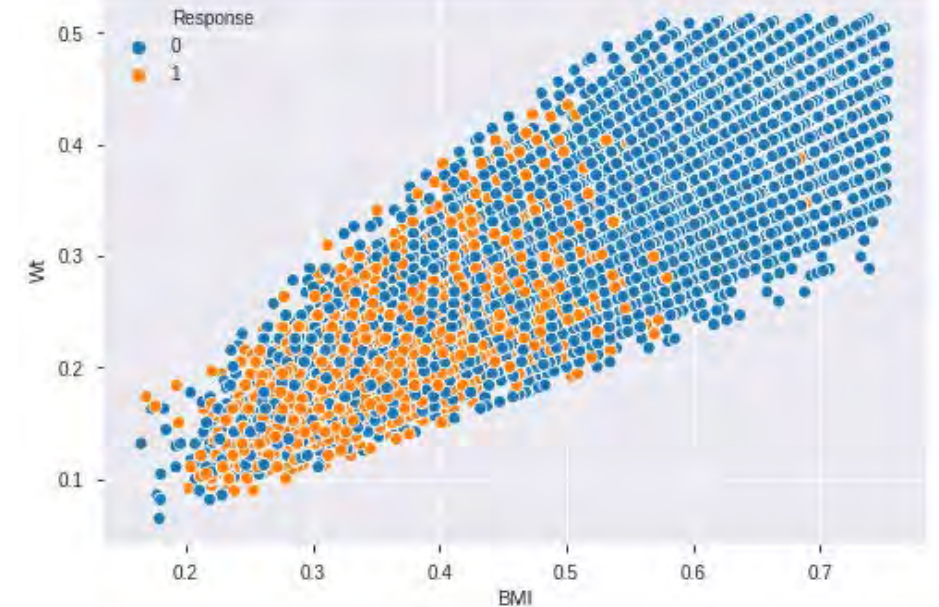# TANGIBLE AND ACTIONABLE VALUE ADDS FOR BUSINESS LEADERS

1. **Which applicants were associated with high risks?**

2. **What are the tangible factors affecting the risk associated with the applicant?**

SAMPLE PREDICTIVE MODEL

The graph shows a relationship between BMI and weight corresponding to whether the applicant was provided the insurance facility

Insights

- Client was able to classify the risk associated with the applicants.
- The client was able to identify what were the major factors in relation to the risk classification.
- The evaluation of the risk associated with the applicant helps in calculation of the correct premium for an insured.

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