

Example Data Science Project Summaries

The following project descriptions are simplified summaries of the kind of projects our Data Scientists regularly work on and which the successful applicants to our placement scheme could be involved in during their time with Aviva.

General Insurance

Pricing – To predict the premium which a customer would pay for a home or motor insurance policy

Cost Modelling – To predict the cost of insuring a particular customer's home or motor vehicle

Fraud Detection – To identify potentially fraudulent insurance claims

Claims routing – To predict the best action to resolve a customer's claim

Life Insurance

Pricing – To predict a protection policy premium or what price Aviva should offer for an Annuity or Equity release product

Underwriting – To understand a customer's circumstances or documents to be able to accurately predict the risk of them making a claim under their policy

Property Valuation – To predict the value of a property underwritten by Aviva, and how that might change over time

Longevity – To predict how long people might live

Customer Science

Marketing Optimisation – To predict which marketing materials will have the greatest impact on sales

Next Best Action – To direct customers of the Aviva website or App to the correct page

Customer Segmentation – To identify key characteristics of customers and allow Aviva to target customer service activity correctly

Customer Lifetime Value Prediction – To predict when a customer could purchase, retain or cancel different products, and understand their lifecycle as an Aviva customer.

Risk Analytics

Risk Assurance – Building models to understand and predict the business risks faced by Aviva

Geographic Risk Analysis – using spatial models to understand how customers and insurance risks are distributed around the country or world

Customer Complaint Analysis – Building models to understand the root causes of customer unhappiness