Alpha Presentation
Benefit Plan Recommender Engine

The Capstone Experience
Team Delta Dental Data Science

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Fall 2021
Project Overview

• Data inputs are collected through a series of web pages
• We use an unsupervised learning method (k-means clustering) to create customer segments in the back end
• New customers are then mapped to the created customer segments
• Each segment is tied to an insurance plan provided by the client
System Architecture
Choosing a Path

Hello. I'm Jenni, your insurance guide!
What type of insurance are you looking for today?

- Individual
- Small Business

Let's Get Started
Small Business Track

I can show you some great options in a few minutes.
What's the name of your business?
I work at Michigan State University

What type of work do you do?
We do work in the Education sector

Prev  Next
Mobile Individual Track
Insurance Results
What’s left to do?

• Smooth out user experience
  ▪ Require field to have input before moving to next
  ▪ Auto fill address field
  ▪ Cleaning up HTML/CSS

• Create the individual clusters

• Create the corresponding plans to the clusters
Questions?