# Pacific Life + DataMine

Because Tomorrow Matters

## About Pacific Life

For more than 150 years, Pacific Life has helped millions of individuals and families with their financial needs through a wide range of life insurance products, annuities, and mutual funds, and offers a variety of investment products and services to individuals, businesses, and pension plans. Pacific Life counts more than half of the 100 largest U.S. companies as its clients and has been named one of the 2022 World's Most Ethical Companies® by the Ethisphere Institute.

### Our Mission
To provide financial security through products and services that stand the test of time.

### Our Vision
To be the company of choice providing financial security and well-being through industry-leading innovation.

### Our Core Values
People; Accountability; Customer Focus; Integrity; Financial Strength; Innovation; Community.

## The Product Management Team

The Product Management team provides innovative solutions to the design of life insurance products that makes life insurance easier for those who need financial protections. We build cutting edge actuarial and data analytics technology that provides our company with unique competitive advantage. We invest in bright, agile, and diverse talent to contribute to our mission of innovating our business and creating superior products.

**Years of history**
## 150+
Providing social good is who we are

**Company Asset**
## $209B
Strong financials is how we thrive

**Policyholders**
## 1M
Protecting our policyholders is what we do

## What you will get

- Hands-on machine learning application on real-world business data

- Develop business intuition from analyzing millions of data records

- Experience in working with commercial tools including Azure DevOps, Snowflake, MS SQL Server, etc.

## Who we are looking for

We are looking for students who are curious and proactive in finding answers in the data and not daunted by working with large messy datasets.

Students who are familiar with Python and the concept of unsupervised learning will find this project more suitable to their skillset. Basic understanding of SQL syntax will also help.

## Project: Identify Policyholder Needs with Unsupervised Learning

**Project Description:**
Policyholders have all kinds of financial protection needs, including loss of income, retirement, and leaving a legacy. These needs can vary depending on the stages of life, socio-demographics, and many other factors. The team will be asked to identify the niche of these needs by using their statistical knowledge and Python skills.

The students will work with large sets of proprietary data from different sources in all kinds of formats. They will be expected to build efficient data pipelines to consolidate, clean, and manipulate the data for analysis. Students will develop business intuition along the way, where they will be asked to think along with us to identify new market opportunities.

**Keywords:** Machine Learning, Python, Life Insurance

**Tools/Skills that will be used/learned:**
- Primary: Unsupervised Learning techniques, Python, SQL, MS SQL Server, Snowflake, Git Repos
- Secondary: Insurance business concepts including the design of a life insurance policy, the concept of premiums, death benefits, cash surrender values, and how they protect the policyholders.

**Preferences:**
- An interest in learning about the life insurance industry
- Proactive in asking questions and in conducting independent research to close knowledge gaps
- A burning curiosity to ask why on the data and drill deep to find the answer

**Citizenship:** Open to all students