

Using fuzzy clustering in customer classification in insurance

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Abstract: In the modern insurance industry, accurately understanding and classifying customer groups is an important issue for optimizing service delivery. This topic focuses on applying the Fuzzy Clustering method to improve the customer classification process based on real-world data. The main objective of the research is to build a system that can automate and enhance performance in this process. The approach includes both theory and empirical application to ensure consistent and reliable results. The expected outcomes of the topic not only provide a new solution for the insurance industry but also contribute to the development of future data analysis tools.

Keywords: Fuzzy clustering, Insurance, Customer classification, Fuzzy Clustering, Empirical research