

Insurance Insights & Trends

Dashboard

Key Suggestions

- The year 2022 recorded the highest number of policy sales.
- The "Adult" age group generates the highest revenue from insurance purchases
- The age group between 29 and 50 exhibits a higher prevalence of health issues, resulting in the highest number of claims.
- Regular daily exercise contributes to achieving a better health score.
- Customers with higher credit scores tend to have a more consistent and relatively lower premium amount.

Dashboard 1

This dashboard contains trends and visualizations showing-

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Dashboard 2

This dashboard contains trends and visualizations showing-

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Insurance Insights & Trends Dashboard



Area

All



Months

All



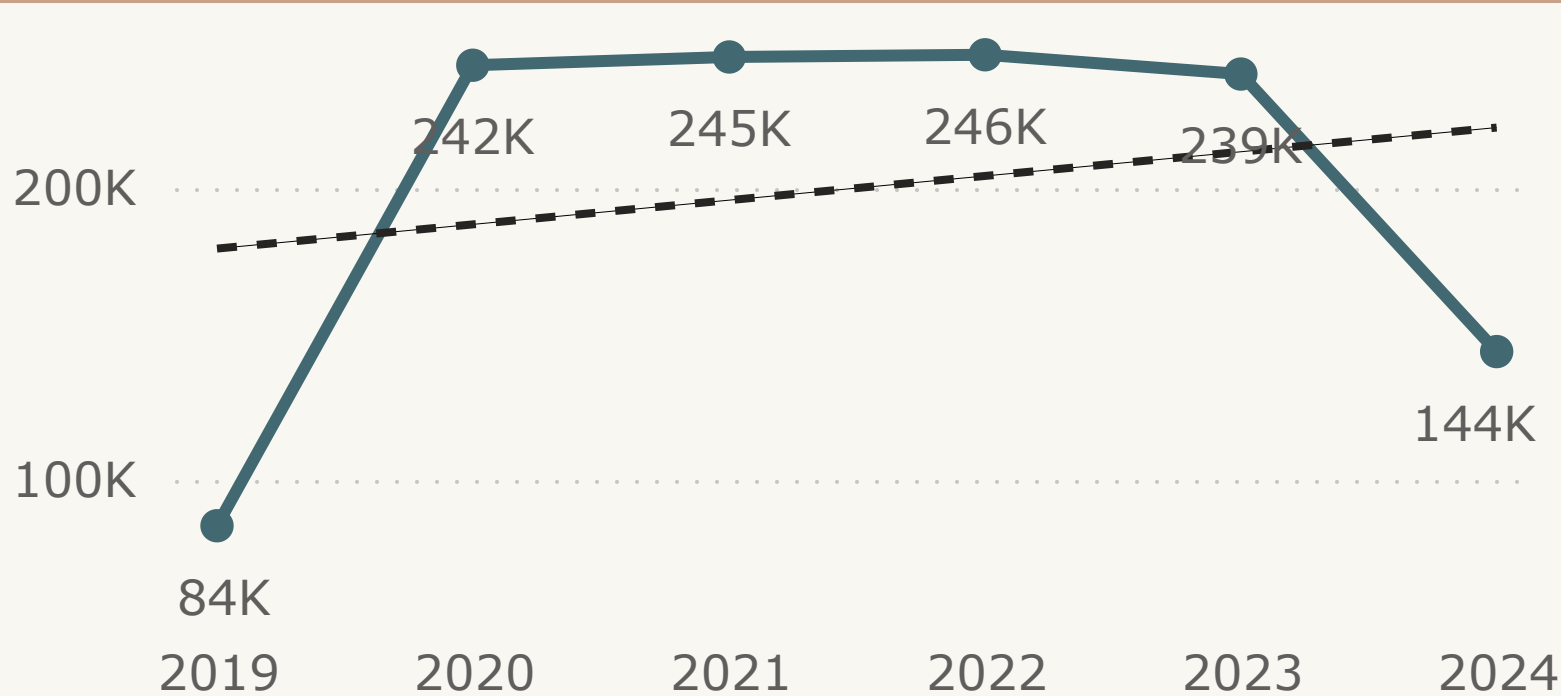
Year

All



KPI 1

Policy Sales Trend Over Year



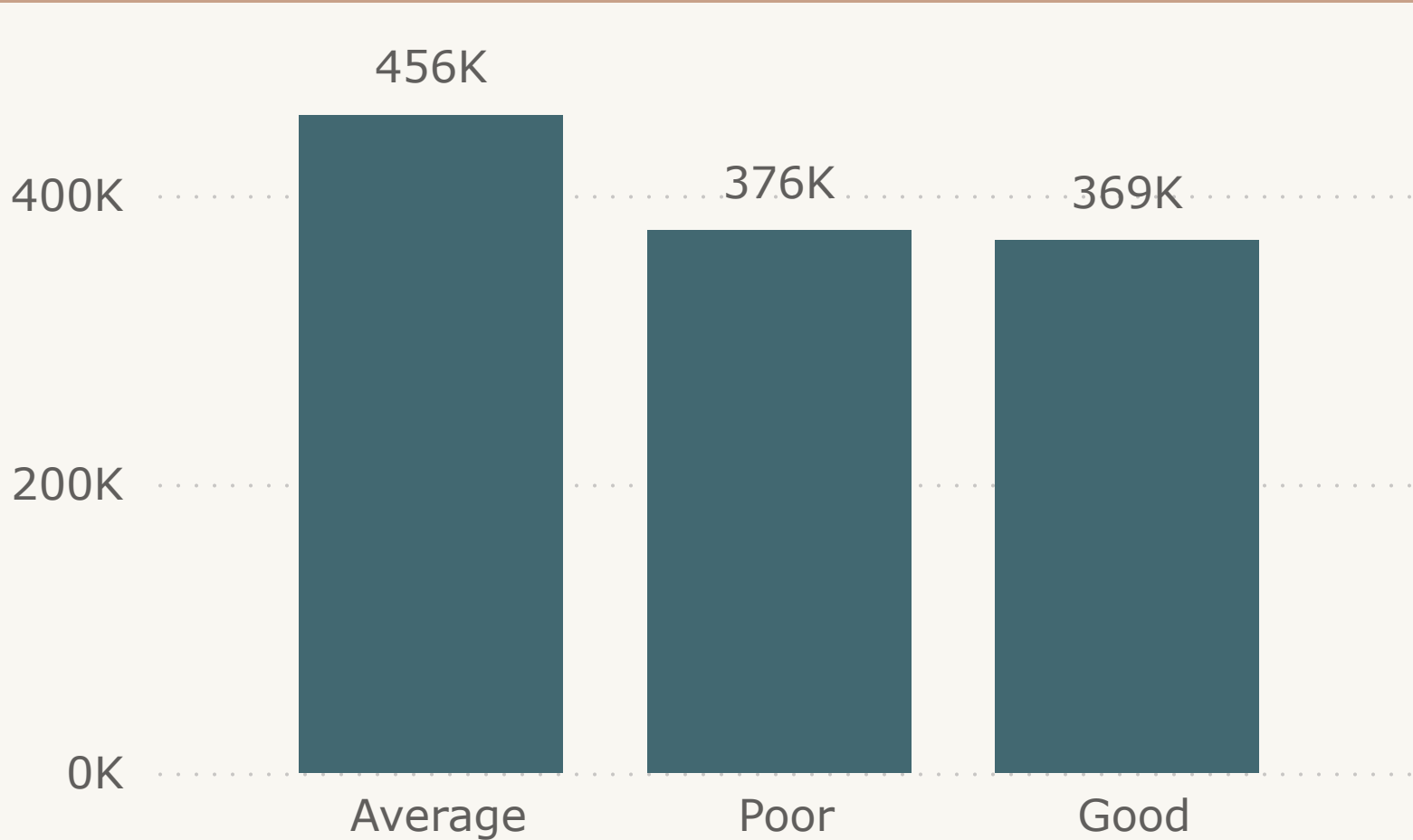
Total Customers

1.2M

Total Revenue

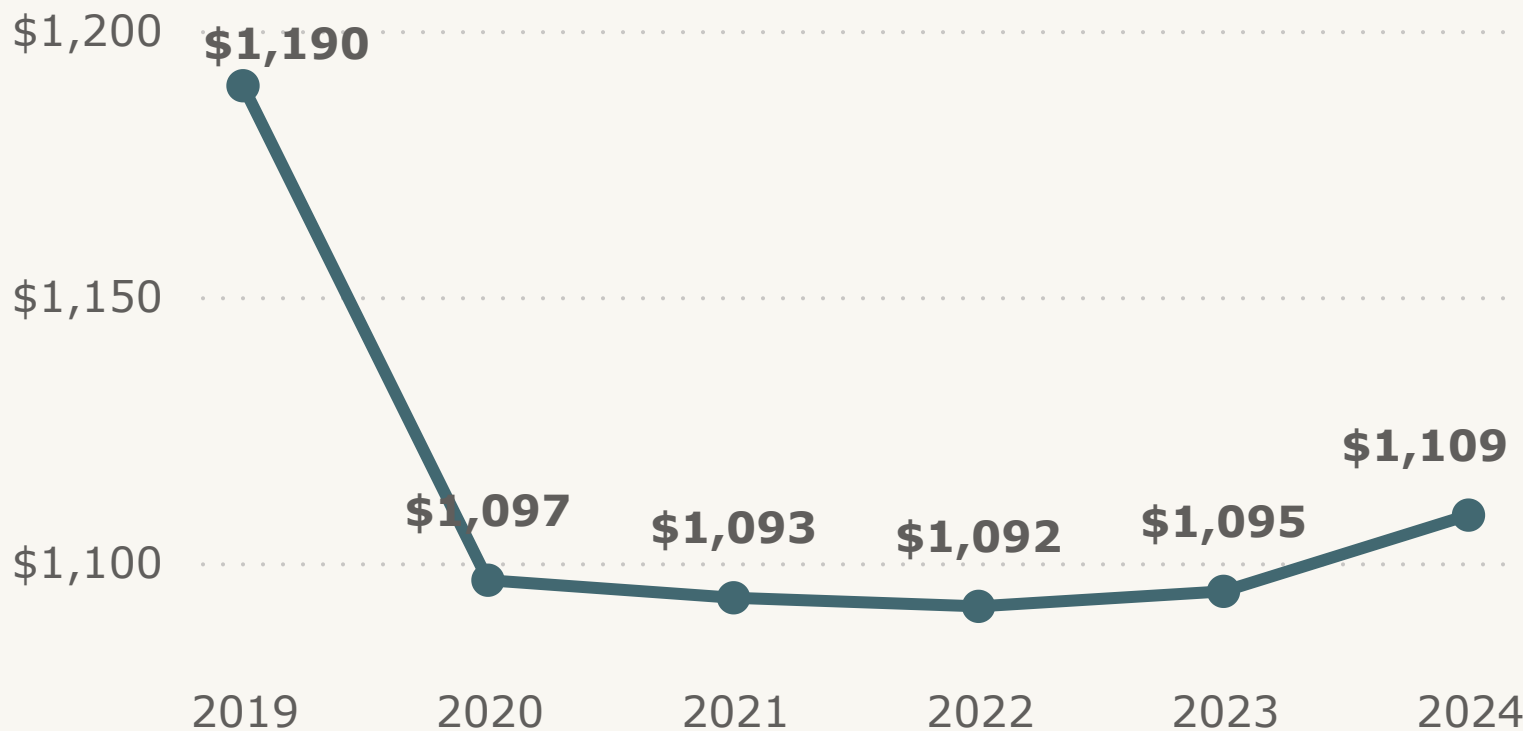
\$1,323M

Number of Customers by Feedback Type



KPI 2

Average Insurance Premium Amount Over the Years



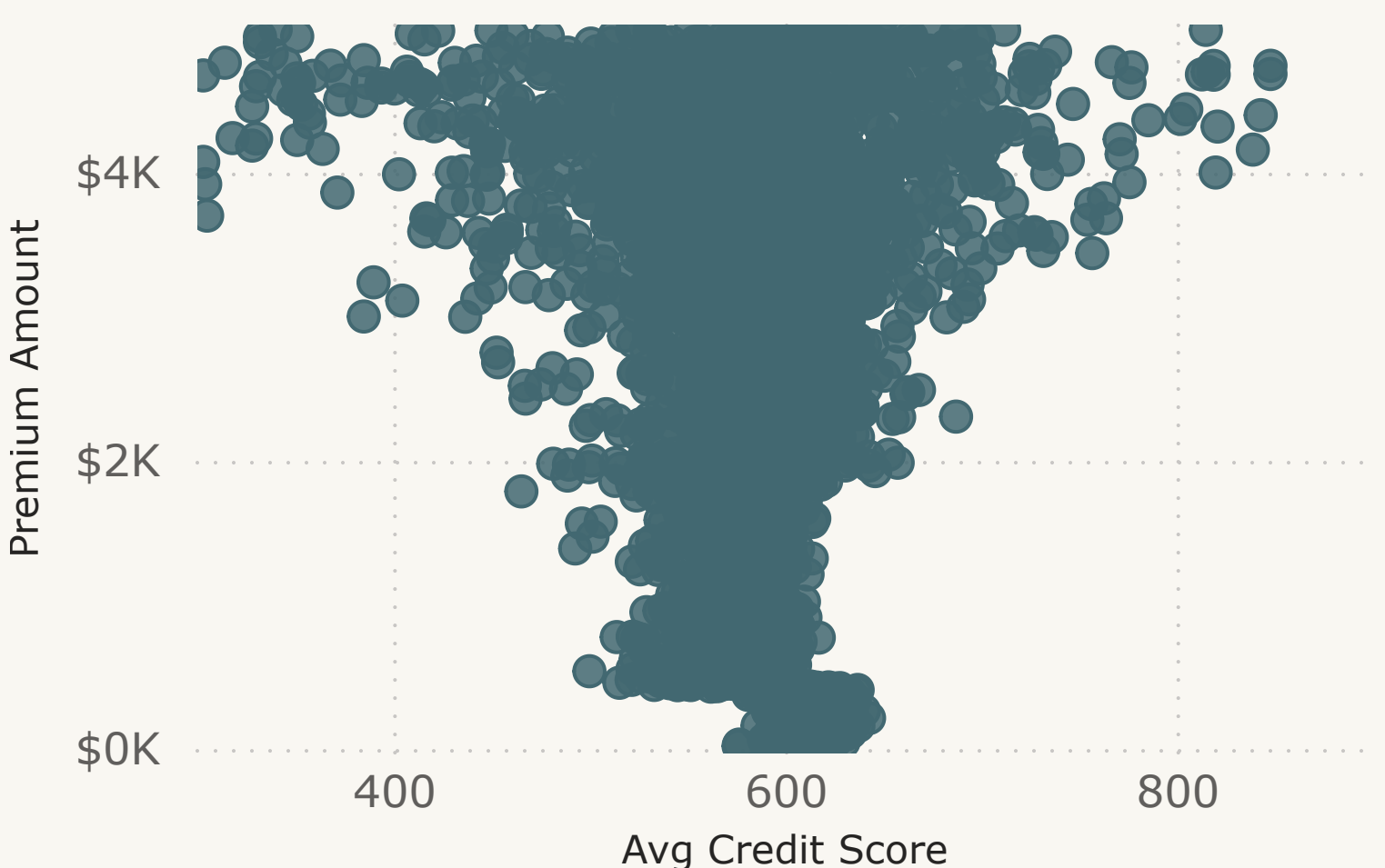
Avg Premium Amount

\$1.10K

Avg Insurance Dur

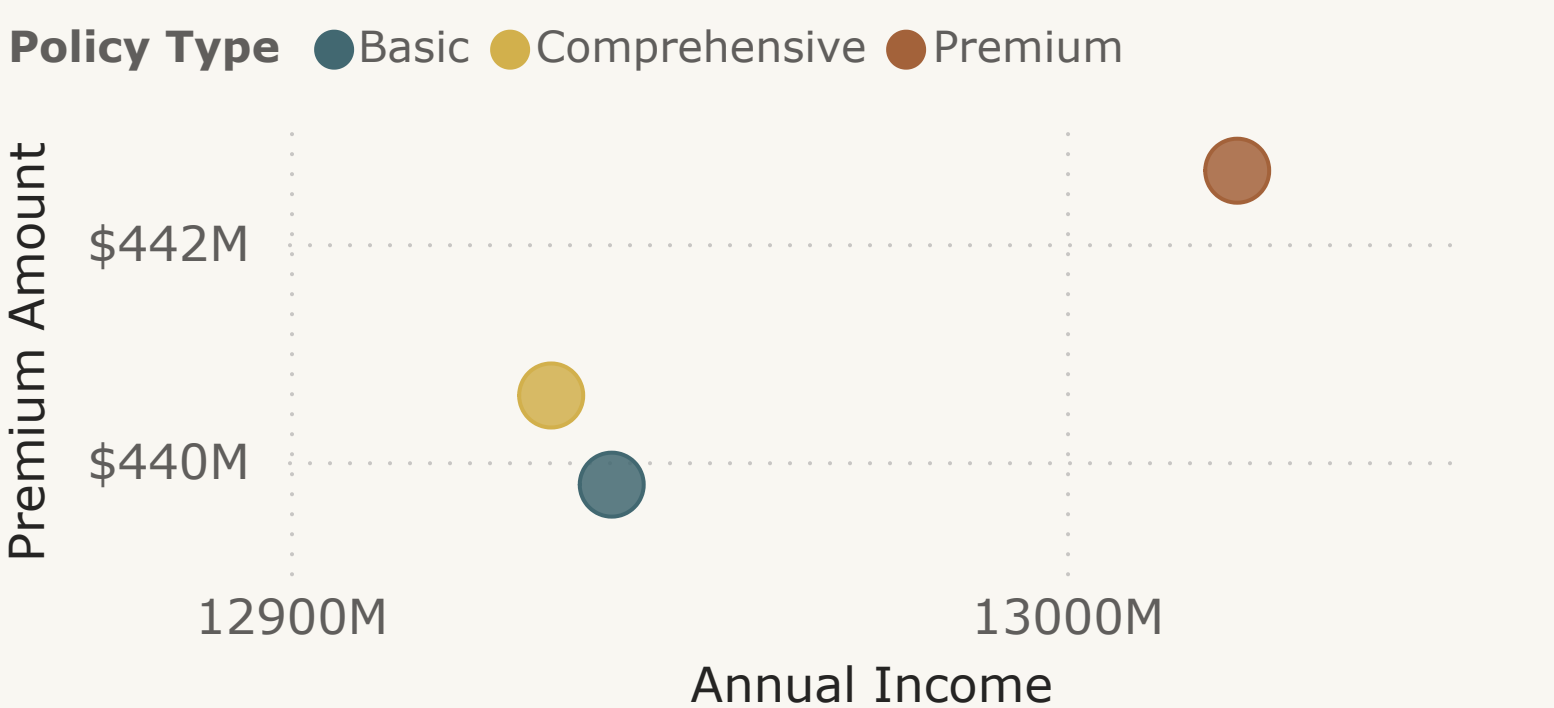
5

Avg Credit Score vs Premium Amount



KPI 3

Premium Amount vs. Annual Income: Policy Type Impact



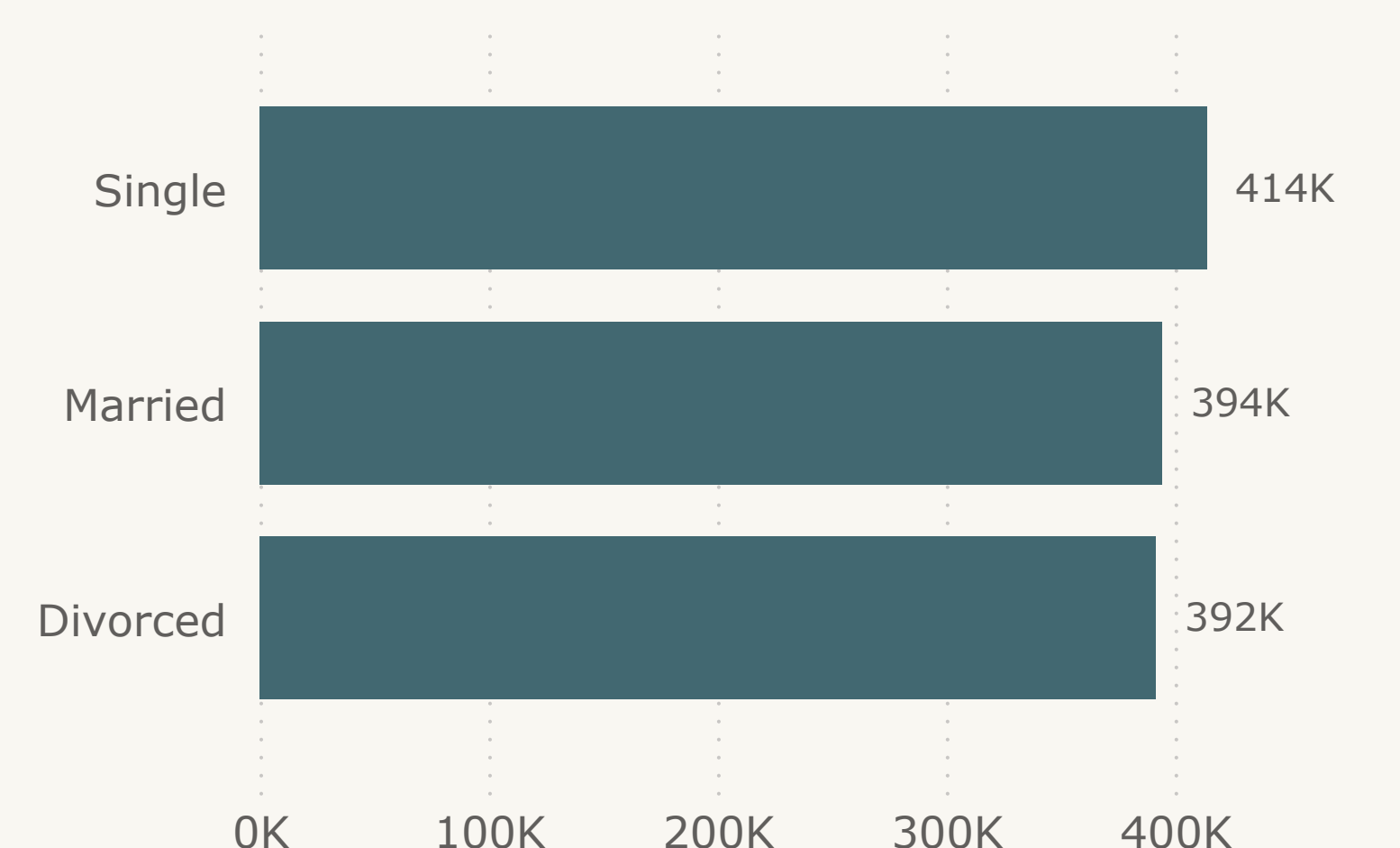
Avg Credit Score

593

Premium-to-Income Ratio

3%

Marital Status Breakdown



Insurance Insights & Trends Dashboard



Area

All

Months

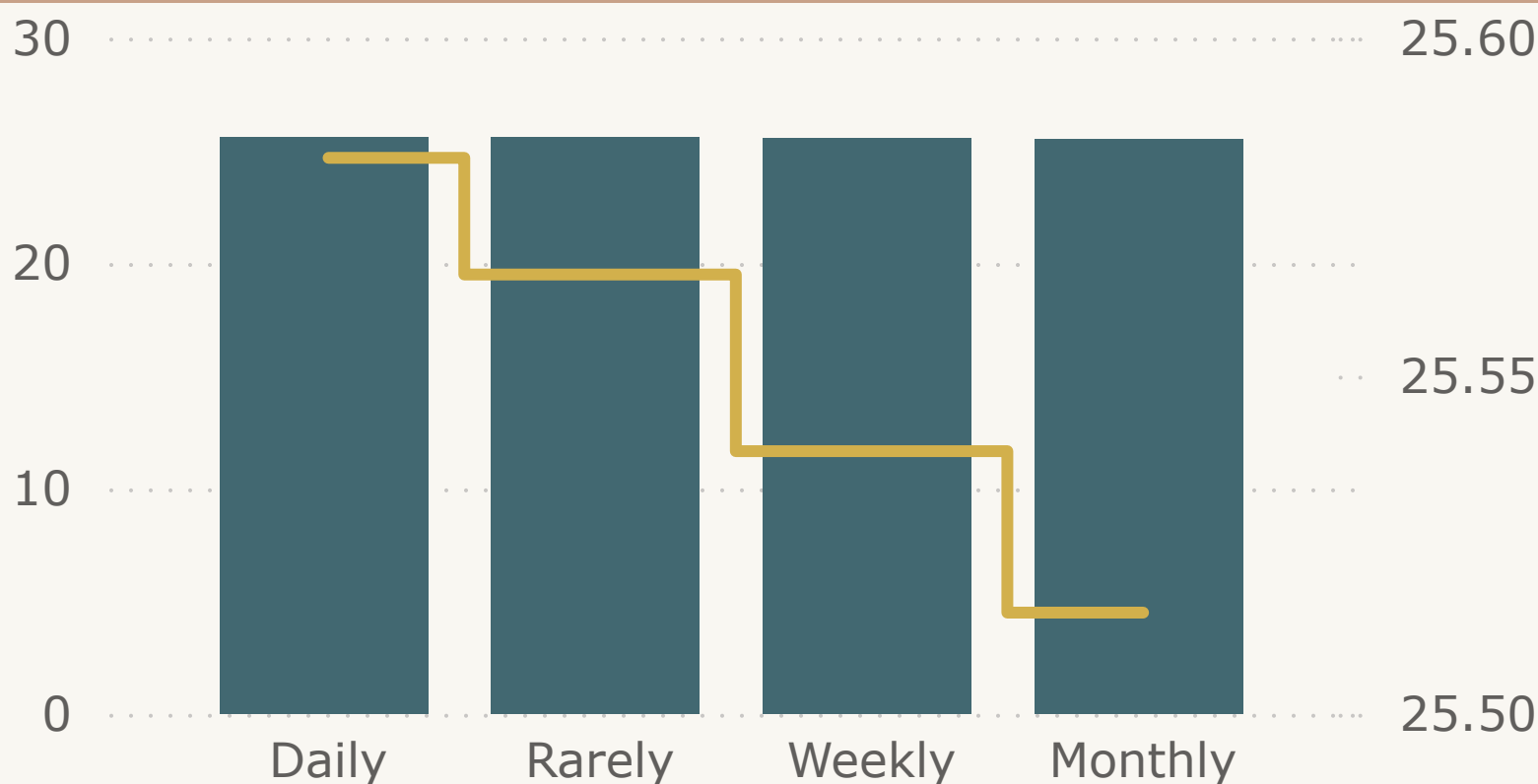
All

Year

All

KPI 4

How Fitness Habits Shape Your Health



Avg Health Score

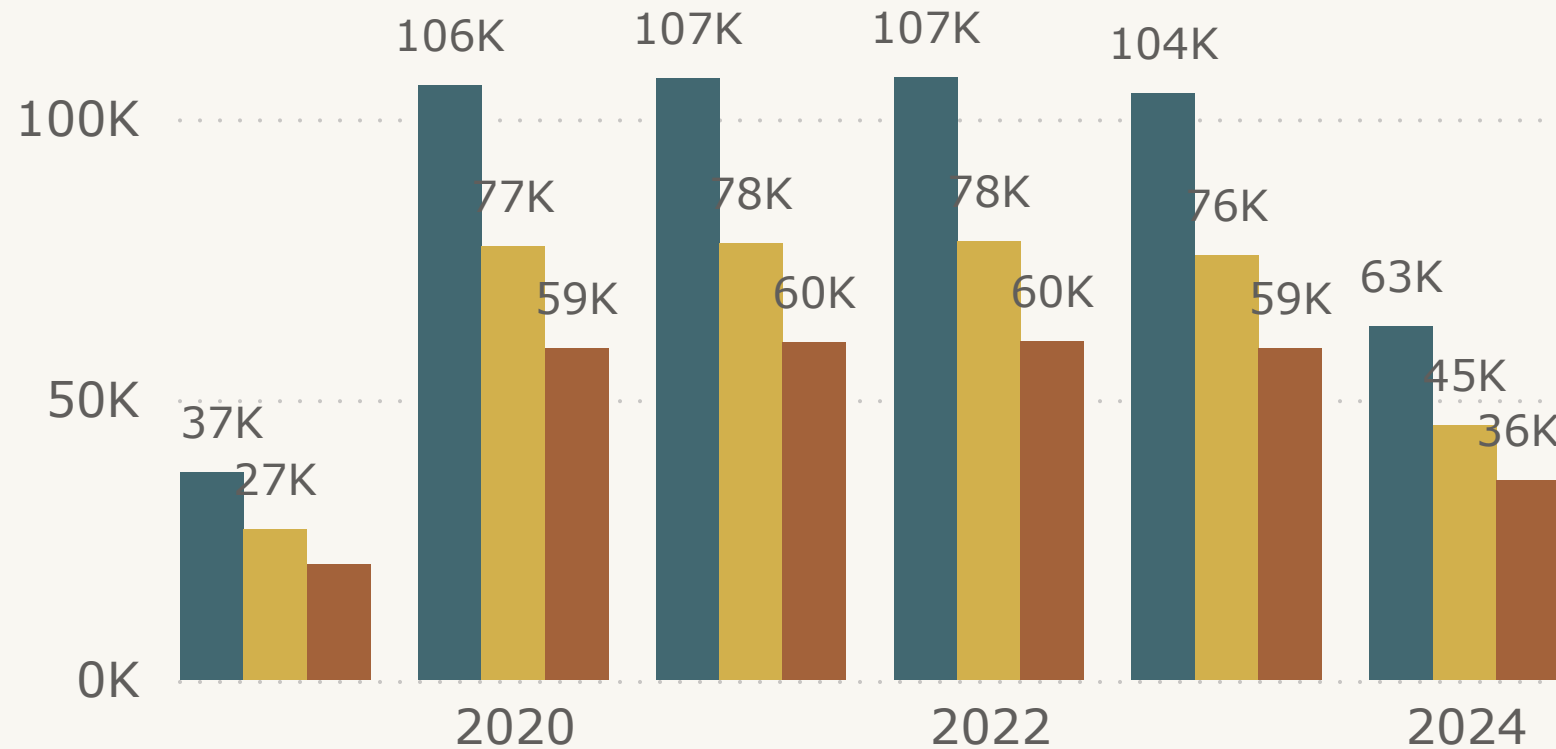
26

Avg Age

41

Trend of Active Customers by Year and Age Group

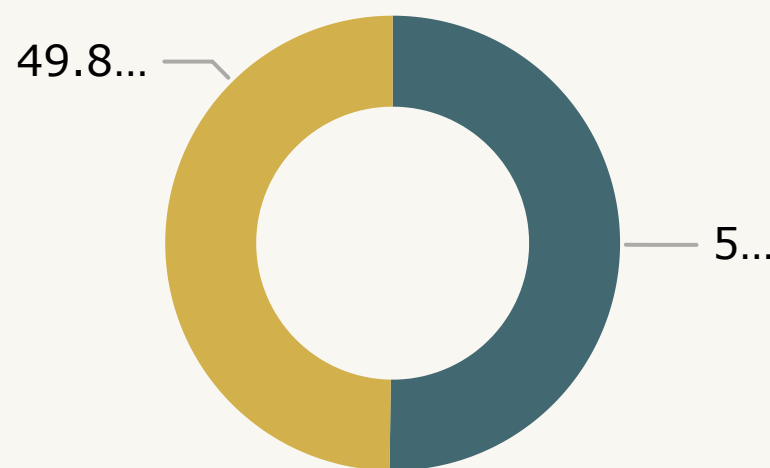
Age Group ● Adult ● Senior ● Young



KPI 5

Gender Distribution

● Male ● Female

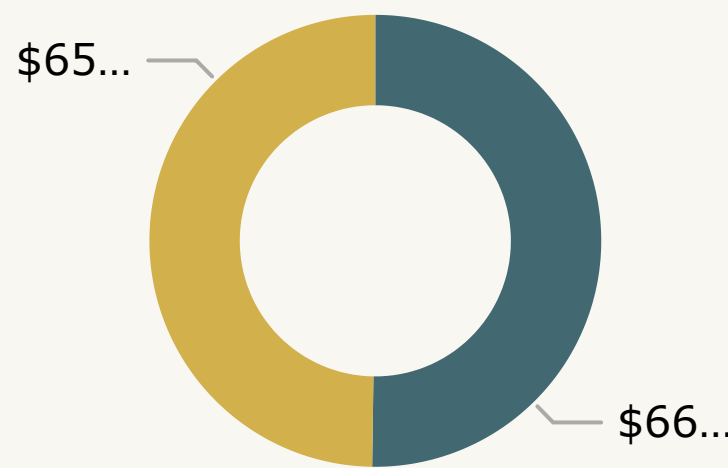


Total Males

603K

Premium Amount by Gender

● Male ● Female

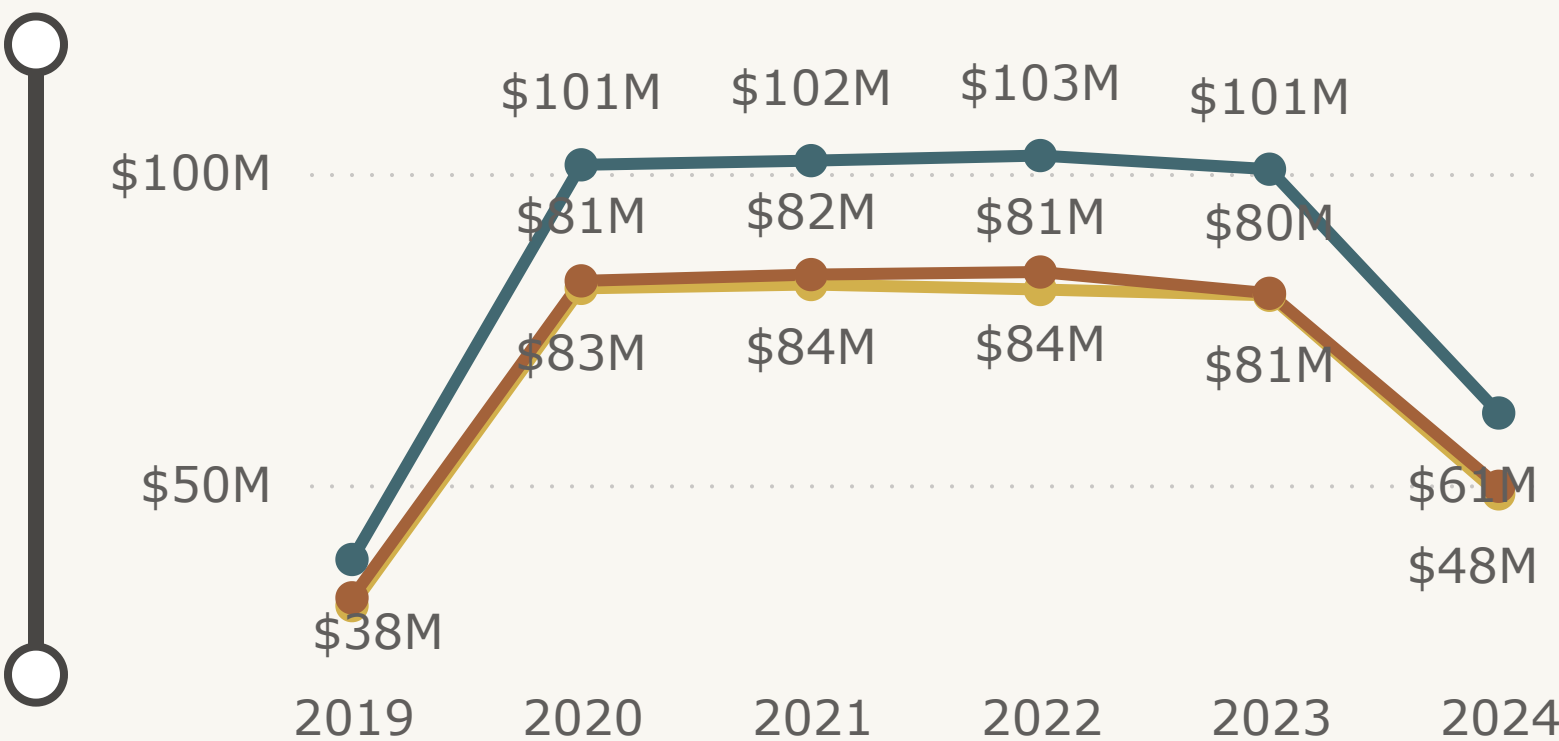


Total Females

597K

Premium Trends Over Time by Customer Feedback

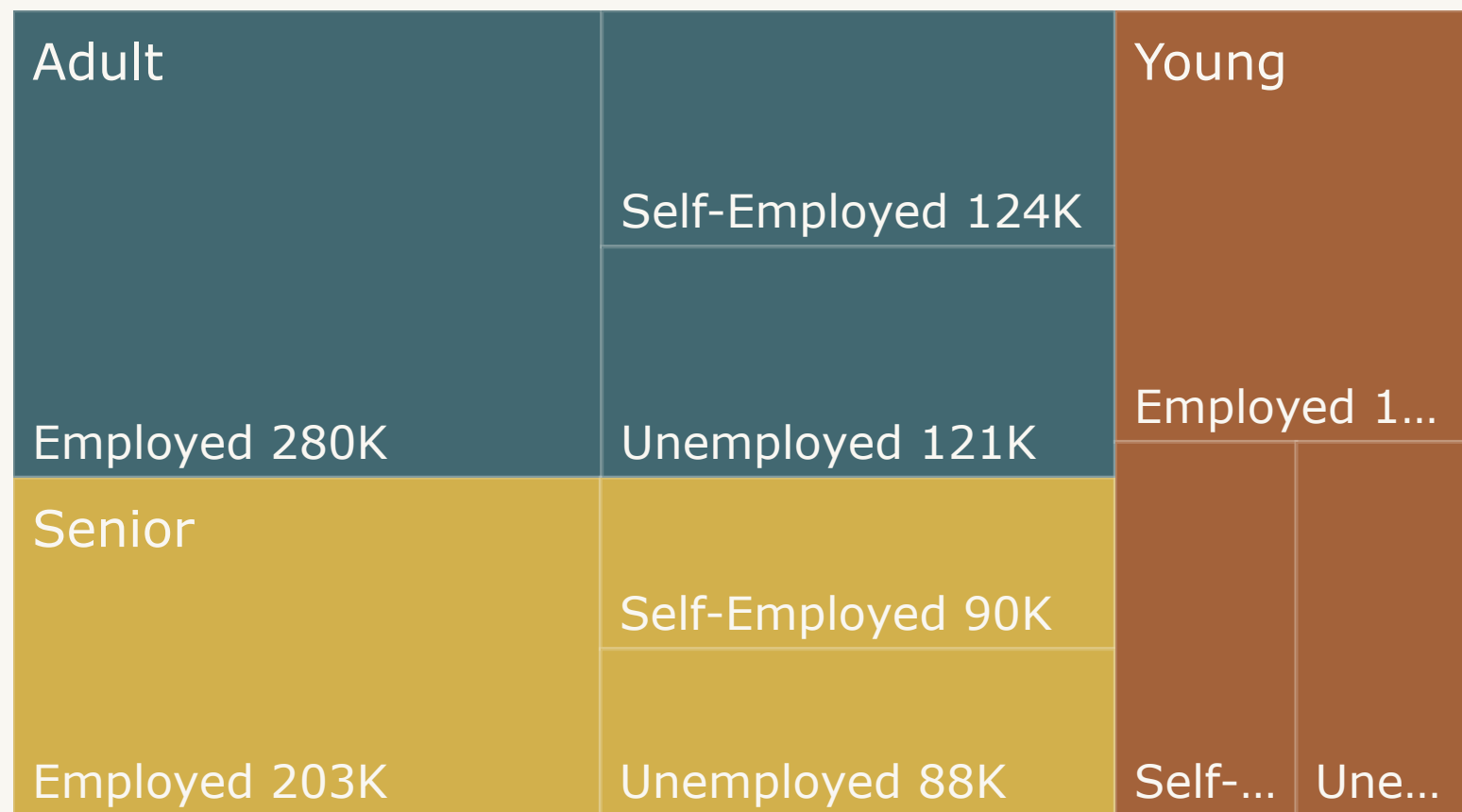
Customer Feed... ● Average ● Good ● Poor



KPI 6

Insurance Claim History Across Age Group by Occupation

Age Group ● Adult ● Senior ● Young



Insurance Purchase Conversion by Age Group

