



# AUTOPLUS INSURANCE ANALYSIS



# BUSINESS OVERVIEW

- **INTRODUCTION:**

The company strives to enhance customer satisfaction and retention through a deeper understanding of customer behavior and preferences.

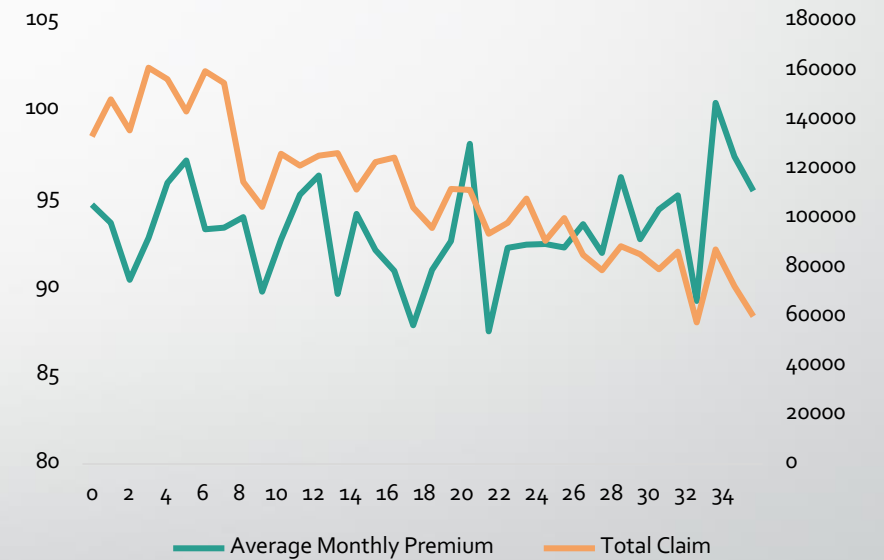
- **AIM OF THE ANALYSIS**

Developing an interactive Excel dashboard is the goal, offering valuable insights into customer demographics, policy details, and interactions. The objective is to empower the company to make data-driven decisions, implement strategies for improved customer experience, and boost policy renewals.

## Trend of Premium and Claim Accounts

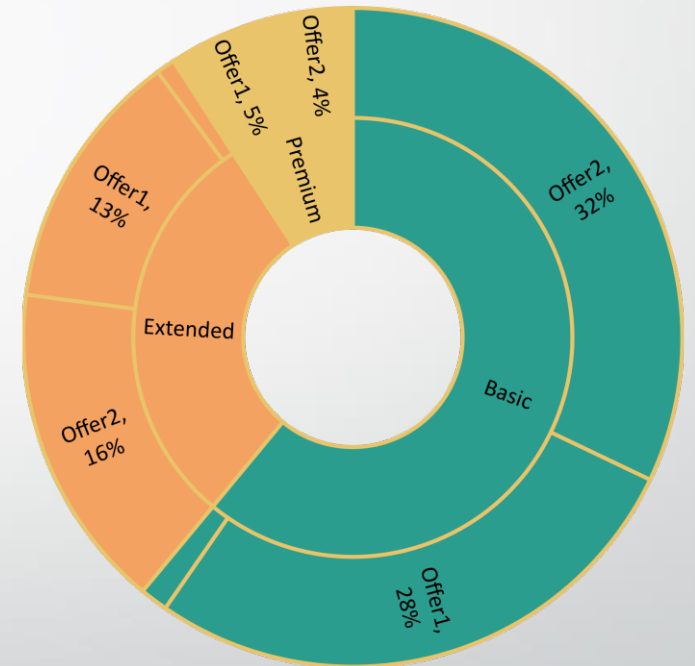
The average monthly premium is higher than the total claim, and the total claim is lower than the average monthly premium for most of the time period.

- The average monthly premium has been increasing steadily over time, while the total claim has been relatively flat.
- The gap between the average monthly premium and the total claim has been widening over time.
- This suggests that Autoplus is making more money from premiums than they are paying out in claims.



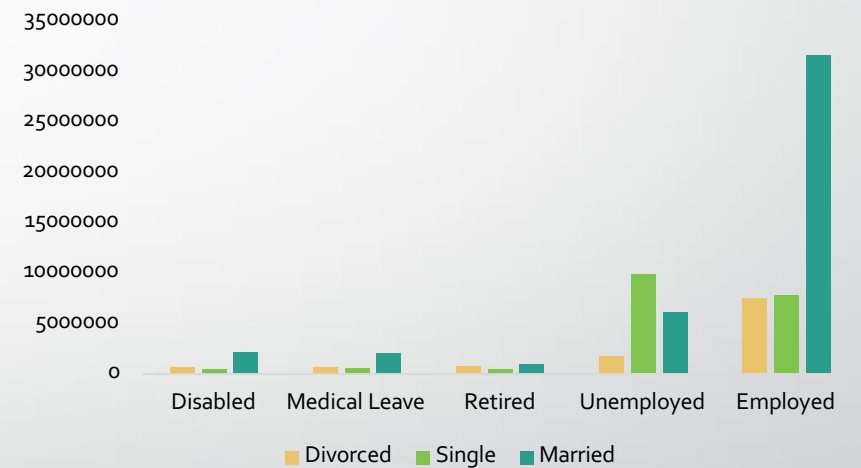
## Distribution of Coverage and Offer Types

The distribution of Renew Offer Types within each Coverage category shows that the Basic Offer 2 is the highest performing product offering with Premium being the least performing with 5% from Offer 1 and 4% from Offer 2.



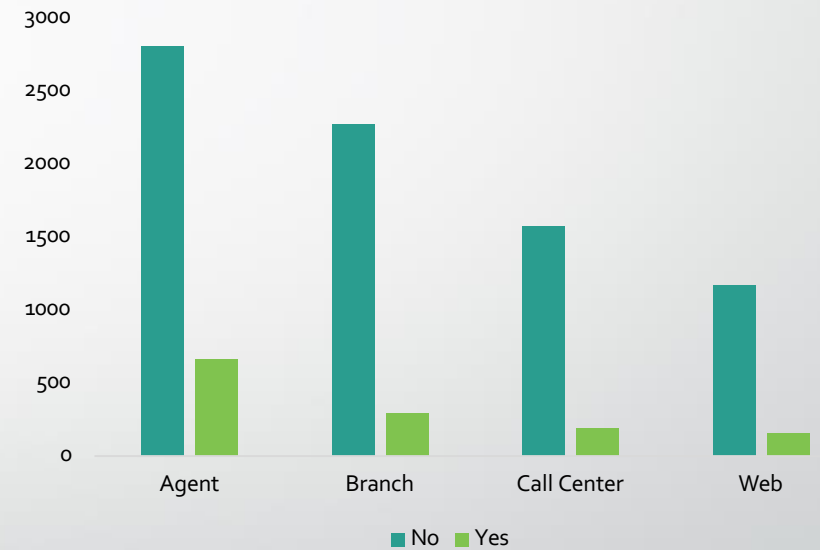
## CLV by Employment and Marital Status

The highest Customer Lifetime Value (CLV) is for married employed people, followed by single employed people, married unemployed people, and single unemployed people.



# Sales Channel Performance

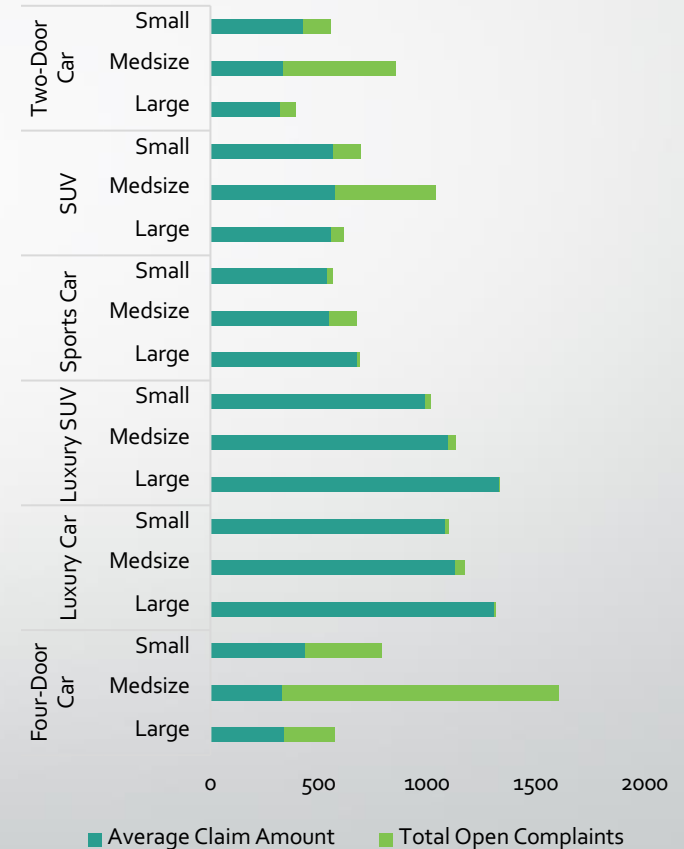
The Agent channel is the most effective channel for generating leads while the web is the least effective with the lowest number of leads generated.



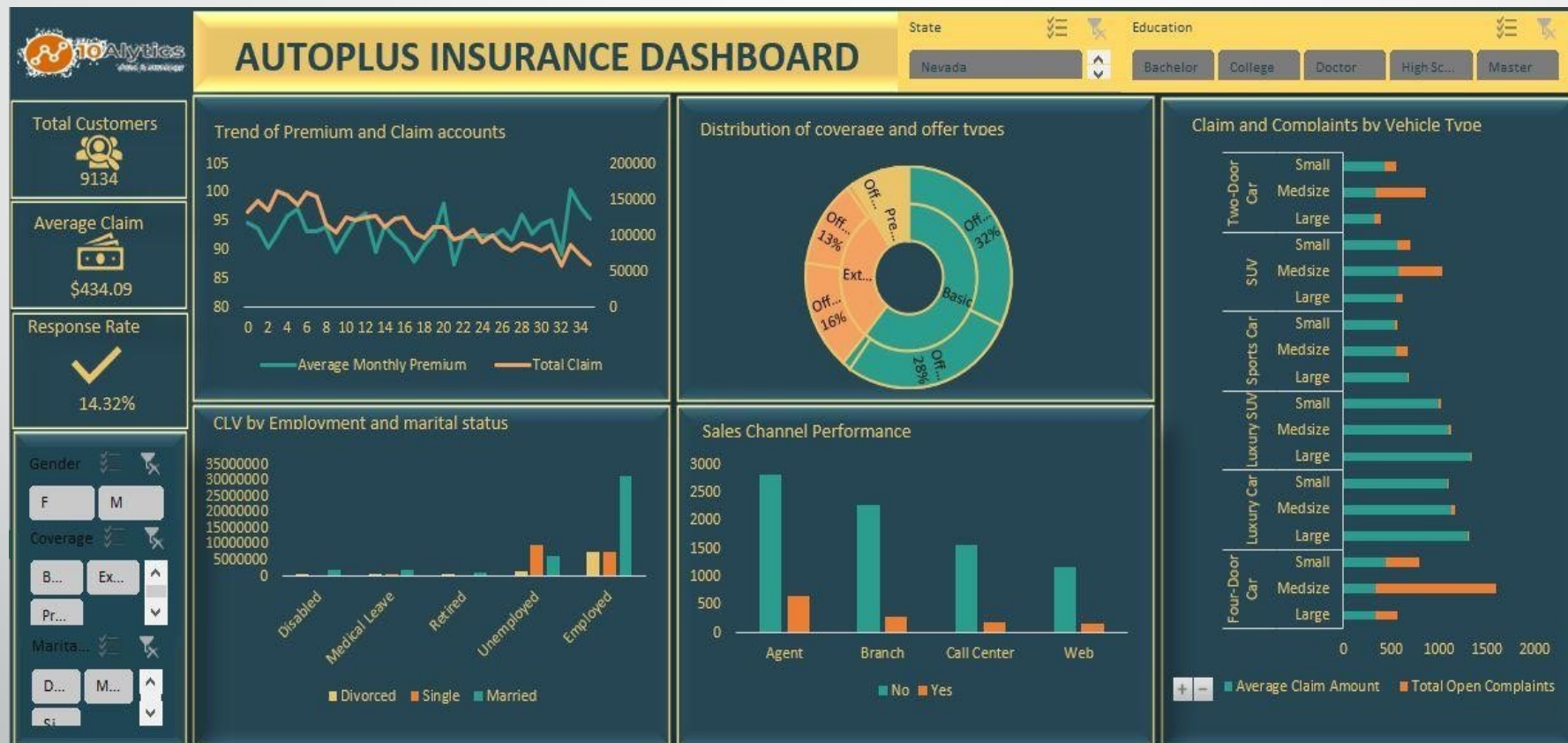
# Claim and Complaints by Vehicle Types

The claim amounts and complaint frequency for different Vehicle Sizes by Vehicle Class can be compared using a bar chart.

The luxury SUV (large) incurred the highest claim amount while the Front-door car (mid-size) had the highest open complaints.



# Dashboard Overview





# Recommendations

- Develop marketing campaigns that target the Web sales channel.
- Invest in improving the web experience by providing more training to web agents and by investing in new technologies.
- Offer discounts to consumers who choose vehicles with lower claim amounts and complaint frequency.
- Develop programs to help consumers understand the risks associated with different vehicle sizes and classes.
- Develop marketing campaigns that target married employed people and single employed people.
- Provide support and assistance to married unemployed people, such as financial counseling and job placement services.
- Consider factors that are driving the performance of each product offering and make changes that will improve the overall performance.