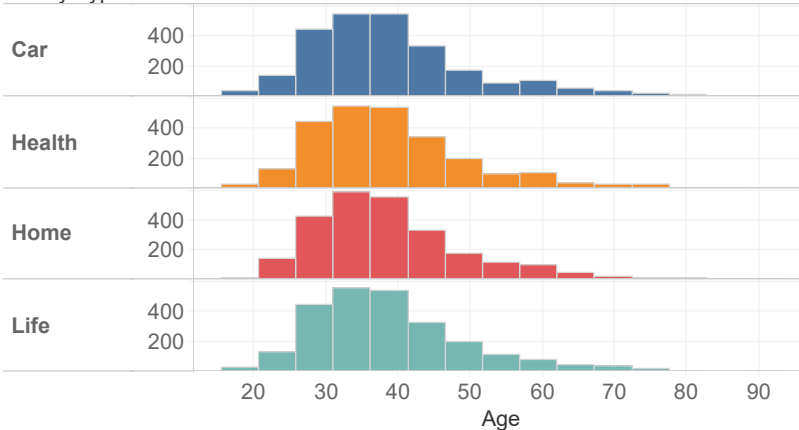


Insurance types customer demographics

Age

Policy Type



This graph analyzes the age distribution of customers according to policy types. **Car insurance** is most preferred by customers between the ages of 30-40. **Health insurance (Health)**, on the other hand, is more common among customers over the age of 40. **Life insurance** is particularly popular among customers over the age of 50.

Numerical Data:

The most common age group for car insurance: 30-40 years (35.7%)

Most common age group for health insurance: 40+ (45.2%)

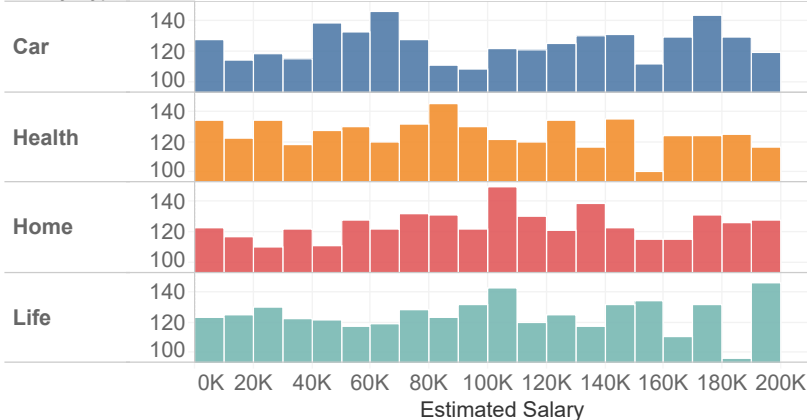
Most common age group for life insurance: Over 50 (25.4%)

Comment:

You can win over younger customers by offering long-term and affordable packages for car insurance. In health insurance, special advantages and comprehensive policies can be offered to older custo..

Salary Dist

Policy Type



This graph analyzes policy types according to customers' income groups. The average income was found to be **\$100,090.2**. Customers in the high income group generally prefer health and life insurance, while car insurance stands out in the middle income group.

Numerical Data:

Average income: \$ 100,090.2

Percentage of high-income customers: 45.8

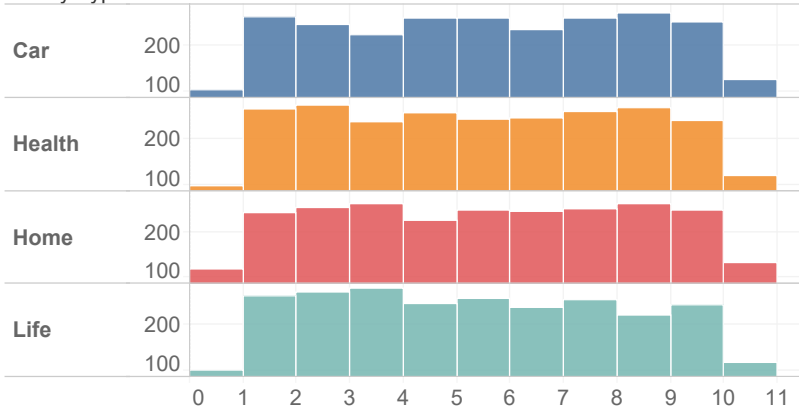
Proportion of middle-income customers choosing car insurance: 34.2

Comment:

Premium products (e.g. investment-oriented policies) can be offered to the high-income group. Sales can be increased by offering special payment options and flexible policies for the middle-income group.

Tenure

Policy Type



In this graph analyzing policy renewal periods and rates, the average policy duration of customers is **5.01 years**. However, it is noteworthy that renewal rates are low in some policy types.

Numerical Data:

Average policy duration: 5.01 years

Health policy renewal rate: 42.3

Vehicle policy renewal rate: 58.7

Comment:

Early renewal offers and loyalty programs can be offered to increase policy renewal rates. Customer satisfaction can be achieved by improving service quality, especially in health policies.