



# CAR INSURANCE ANALYSIS FOR OPERATION



**Total Customers**  
37541

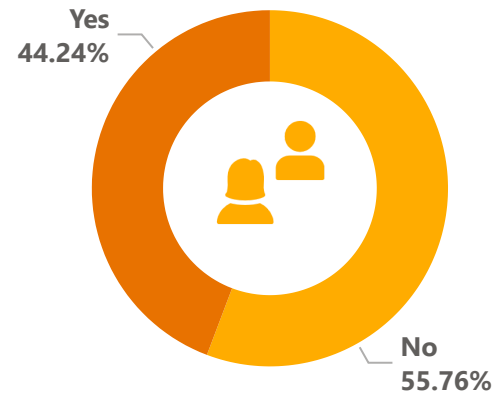


**Average Claim Amount**  
50,028.51



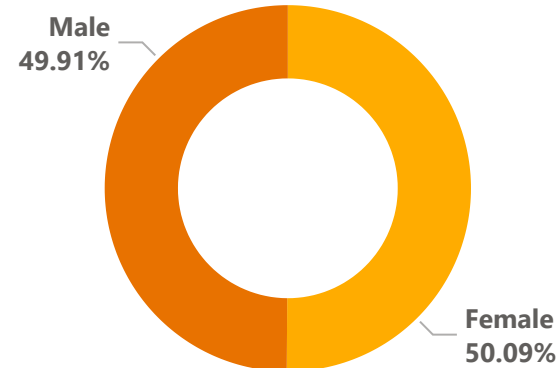
**Average Household Income**  
147,247.41

Percentage of Parents Customers



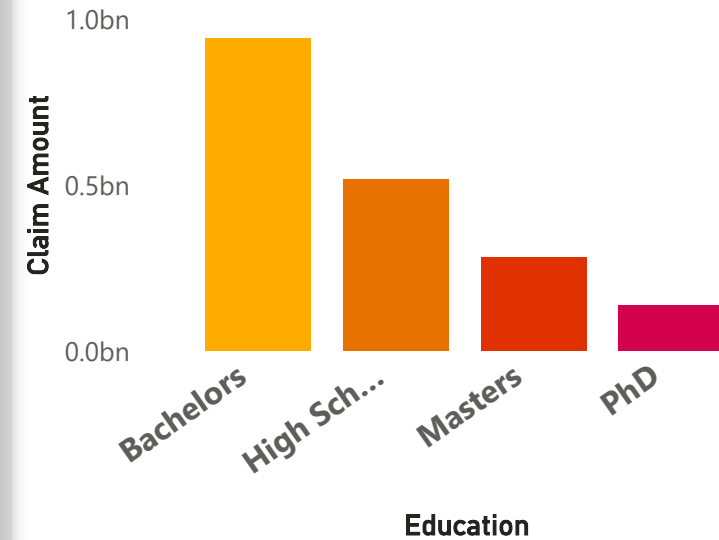
parent ● No ● Yes

Percentage of Gender



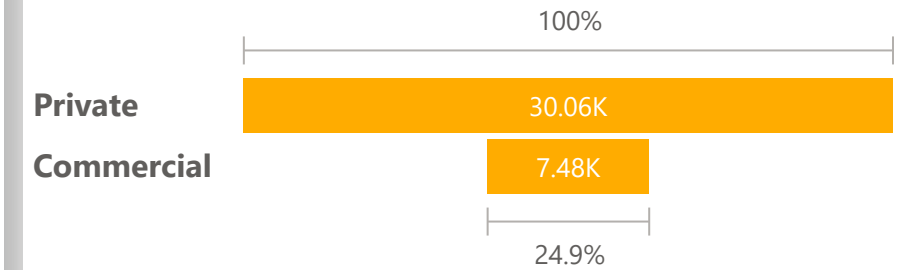
gender ● Female ● Male

Claim Amount by Education

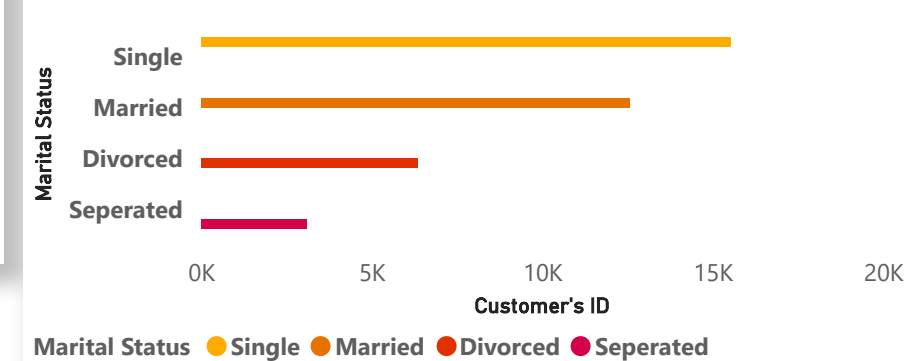


Education ● Bachel... ● High ... ● Masters ● PhD

ID by Car Use

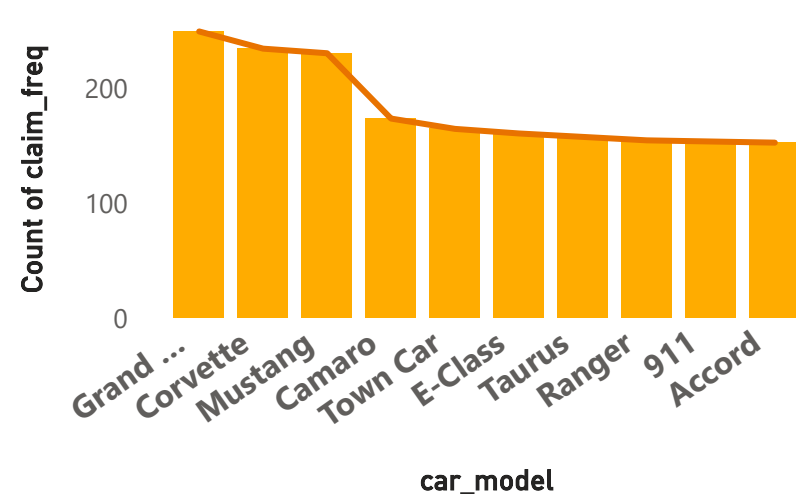


Customers by Marital Status



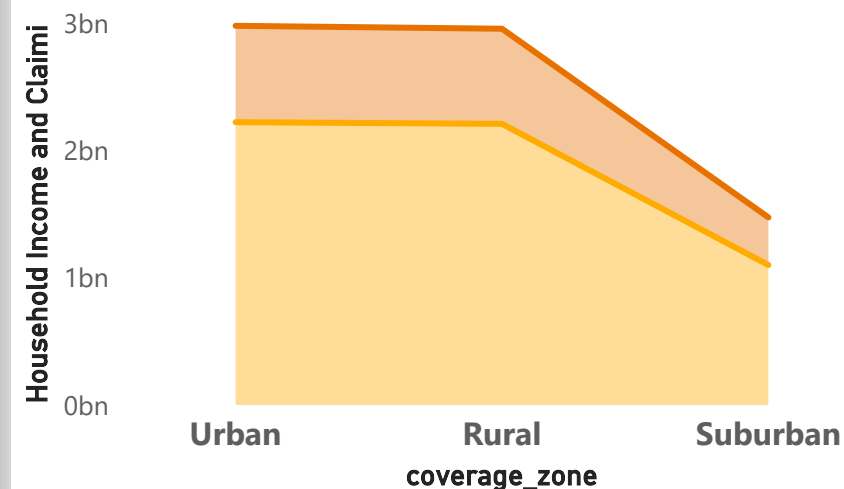
Marital Status ● Single ● Married ● Divorced ● Seperated

Claim Freq and Car Color by Car Model



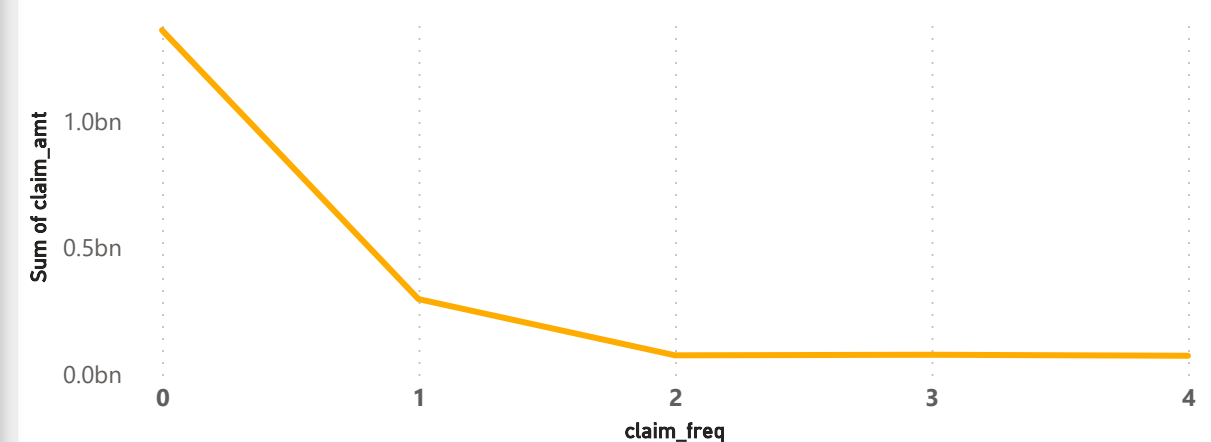
● Count of claim\_freq ● Count of car\_color

HouseHold Income and Claim by Coverage Zone



● Sum of household\_income ● Sum of claim\_amt

Sum of claim\_amt by claim\_freq



# INSIGHTS AND RECOMENDATION

- This analysis consist of 37,541 customers with an average claim amount of \$50,028 and an average household income of \$147,247.
- From the total number of customers there are 44% parents while 56% are not parents which indicates most of our customers are not parents although not widely significant.
- The ratio of gender for male is 49% while for female its 51%, which means there are more females than male customers although there are no significant difference
- Most of our customers use their vehicle for private use and not commercial use, which indicates there would be a better maintenance for their vehicle and the rate of claims will be lower because most of them use their vehicle for private use.
- The level of education of most of the people who comes for claim is Bachelors degree, then high school to Masters degree while the list is Phd holders. This can be associated with the level of maturity and how to handle different situations while driving  
It can be recommended that the operation teams should ensure high schoolers and Bachelor degree holders have all the necessary equipments or instruments needed before driving
- Most of the customers are single and married while the least are divorced and separated, this is logical and can be associated with stability and responsibility of the customers. It can also be recommended that the operation team/marketing team focus their marketing campaign towards single and married people
- The higher the household income, the higher the claim as indicated in the analysis. Also, the household Income in Urban areas where the highest, next to rural area and then Sub-urban areas, this trend was the same with household claims. This means that people in Urban areas with higher Income have the ability to pay more for insurance compared to people in other areas.
- For the claim amount and claim frequency, this indicated that those people who come frequently for claims are come for lower amount of claim as the total amount of claim gets lower as the frequency reduces.