

TABLEAU VISUALS AND DASHBOARD PLAN.

1. Member & Contribution Overview Dashboard

The main goal is to understand who the members are and how financially active they are in the system.

Key Tableau Questions:

- Who are our members by income level, age group, or employment/subsidy status? Use stacked bars, treemaps, or sunburst charts with filters.
- How do contributions vary over time across different regions or income groups? Use line charts with time filters and region/income slicers.
- Which regions are meeting, exceeding, or falling short of their contribution targets? Use a bar chart or bullet chart with contribution targets.
- What is the trend of new member registrations and dropouts over time? Area chart or dual-line with filters by status: new vs. exited.

Filters/Slicers:

- Region, Age Group, Subsidy Status, Employment Status, Time (monthly/quarterly).

2. Service Utilization & Claims Dashboard

The main goal is to show how members use services and how claims are handled.

Key Tableau Questions:

- Which healthcare services are most and least utilized? Use heatmap or treemap by service type and volume.
- How does service utilization compare across regions or facilities? Use horizontal bar chart by region, with service type filter.
- What is the claim approval rate across time and service types? Use dual-axis line or bar chart: claims submitted vs. approved vs. rejected.
- Are there cost outliers in the claims process? Use scatter plot: claim cost vs. average service cost per member or per facility.

Filters/Slicers:

- Service Type, Region, Facility, Claim Status, Time, Member Category.

3. Executive Summary Dashboard

The main goal is to provide high-level KPIs and quick insights for decision-makers.

Key Tableau Questions:

- What are the top 5 KPIs? Use KPI cards: total members, average contribution, % subsidized, avg. utilization, approval rate.
- How have our core indicators changed over the last 12 months? Use sparklines or mini-line charts for each KPI.
- Which regions or segments need immediate attention (e.g., lowest contributions, highest claim rejection)? Highlight table or color-coded map with thresholds.

Filters/Slicers:

- Time, Region, Member Type, Service Category.