Customer Segmentation based on Product Category and Sub Category

Left pie chart — Product Category

Legend: Capital Ac... · Health · Business · Motor · Life · Property · Mortga... ▶

- Capital Accumulation 4.2K (34.24%)
- Health 2.44K (19.91%)
- Business 2.44K (19.85%)
- Motor 0.89K (7....%)
- Life 0.87K (7.09%)
- Property 0.57K (4.63%)
- Mortgaged 0.51K (4.17%)

Right donut chart
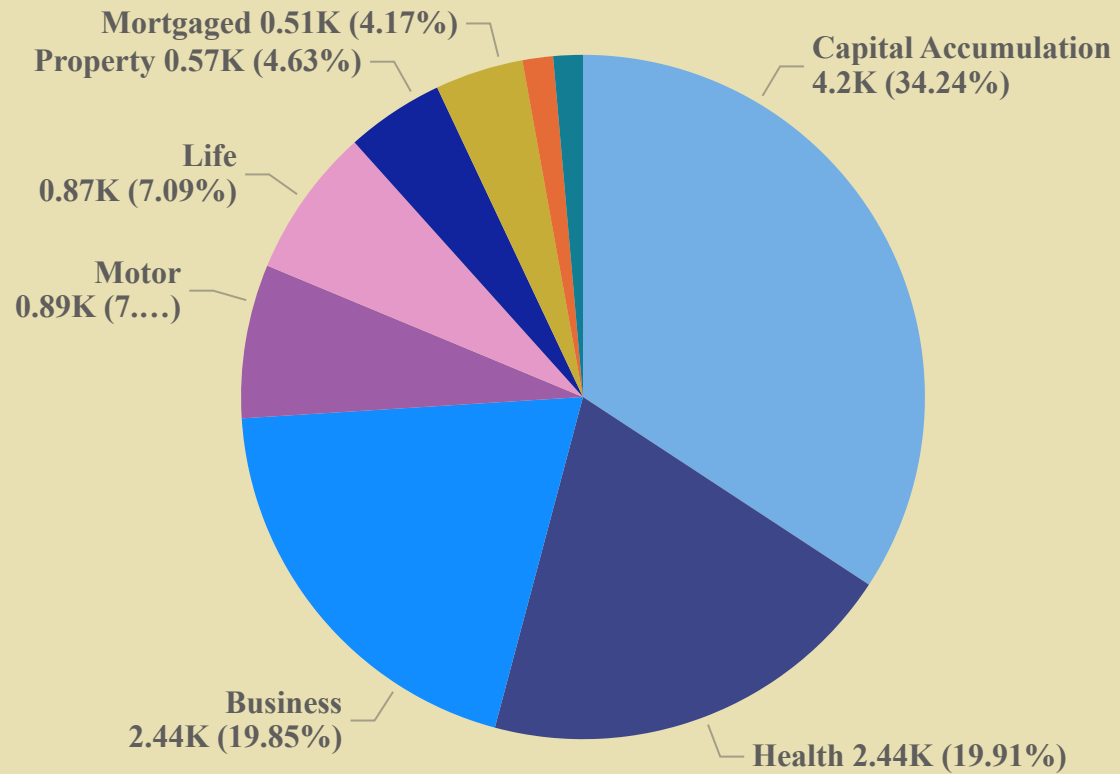
Legend: Capital ... · Health · Business · Motor · Life · Property · Mortga... · Family P... · Other

- Periodic Premium 1.81K (14.14%)
- Single Pre... 2.81K (2...%)
- Hospital Care 0.68K (5.28%)
- Outpatient Care 1.85K (14.39%)
- Mortgaged Business 0.17K (1.29%)
- Non Mortgaged 2.3K (17....%)
- Motor Plus 0.38K (2...%)
- Motor Stan... 0.53K (4....%)
- Borrower Life I... 0.69K (5.4%)
- Non Mortgaged 0.57K (4.43%)
- Personal ... 0.18K (1.38%)