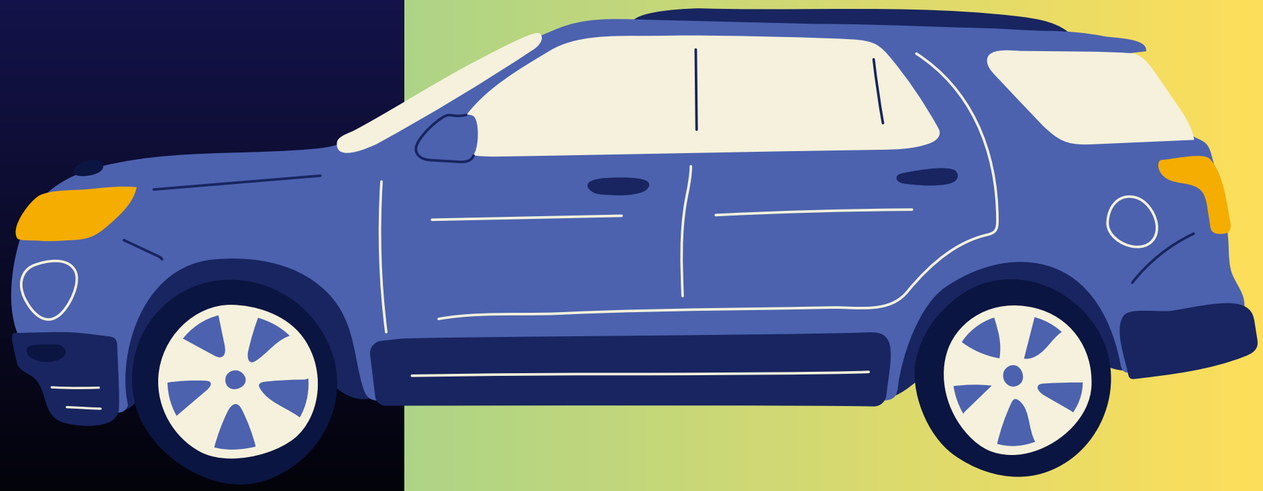
ONYX DATA

DataDNA
DATASET CHALLENGE

CAR INSURANCE

CAR CLAIM INSURANCE: UNVEILING INSURANCE PATTERNS DASHBOARD

Created by:- Dr.Neha Chaudhry



Car Claim Insights: Unveiling Insurance Patterns

DataDNA Dataset Challenge

Age Group: All | Car Make: All | Clear all slicers

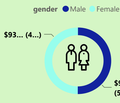
Total Claim Records	Average Age	Average Household Income	Average Car Age	Average Claim Frequency	Average Claim Amount	Maximum Claim Amount
37.54K	47	$147K	22.71	0.51	$50K	100.00K

1 Customer Demographic

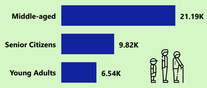
>>>>>'Exploring Policyholders' Characteristics and Behaviors'

Distribution of policyholders based on their marital status

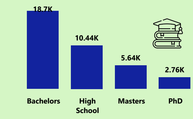
Understanding Gender Dynamics: Distribution of Policyholders



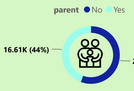
Age Groups in Focus: Distribution of Policyholders Across Age Categories



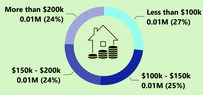
Mapping the distribution of policyholders across different education levels



Differentiating policyholders based on their parental status



Policyholder Distribution Across Household Income Bins



2 Car Details and Usage

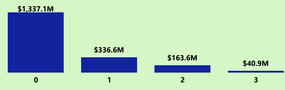
>>>>> 'On the Road: Analyzing Car Choices and Usage

Top Car Makes and Claim Patterns

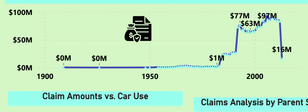
Top Car Models: Unveiling Claim Trends

Analyzing Claim Amounts by Car Color

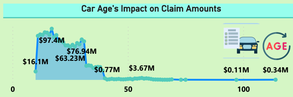
Claims Involving Kids Driving



Claim Amounts by Car Year

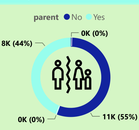


Car Age's Impact on Claim Amounts

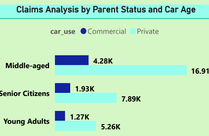


Claim Amounts vs. Car Use

Claims Analysis by Parent Status and Car Age



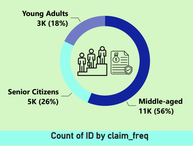
Claims Analysis by Parent Status and Car Age



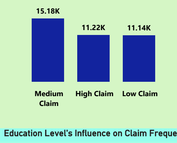
3 Insurance Claim Analysis

>>>>> 'Claims Unveiled: Discovering Patterns in Frequency, Amounts, and Zones'

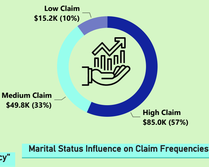
Age Group Impact on Claim Frequency



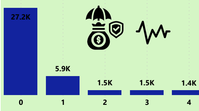
Claim Amount Categories and Policyholder Preferences



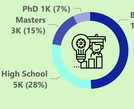
Claim Amount Categories: Unveiling Claim Patterns



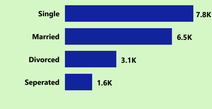
Count of ID by claim_freq



Education Level's Influence on Claim Frequency"



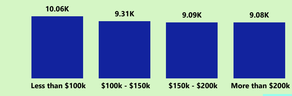
Marital Status Influence on Claim Frequencies



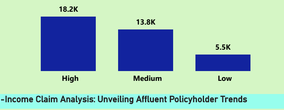
4 Financial Insights

>>>>>'Gain strategic advantage by understanding how income influences insurance dynamics'

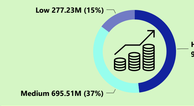
Diverse Income Landscape: Mapping Policyholders' Household Income



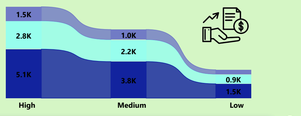
Income Level Breakdown: Policyholder Count and Incomes



Claim Costs Across Income Ranges



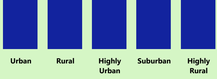
High-Income Claim Analysis: Unveiling Affluent Policyholder Trends



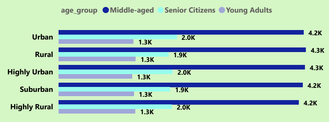
5 Regional Analysis and Performance

>>>>>'Exploring coverage zones, risk patterns, claim amounts, and top performance areas'

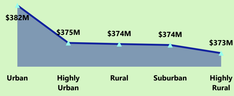
Coverage Zone Distribution: Exploring Geographic Claims Distribution



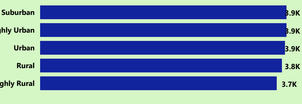
Age Demographics Across Coverage Zones: Analyzing Regional Age Distribution



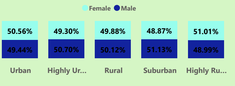
Coverage Zone-wise Claim Frequency



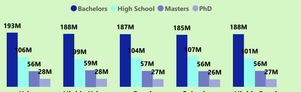
Coverage Zone-wise Claim Amount



Claim Amount by Gender and Coverage Zone



Claim Amount by Education and Coverage Zone



6 Key Insights and Actionable Recommendations

1. Customer Demographics Analysis
Key Insights: The analysis reveals that singles form the largest group of policyholders, middle-aged individuals are more likely to claim insurance, and policyholders with higher household income are prevalent.
Actionable Recommendation: Craft targeted insurance packages for middle-aged singles, keeping their income levels in mind to offer comprehensive coverage that resonates with their financial status.

2. Car Details and Usage
Key Insights: The analysis indicates that claims are notably higher for cars manufactured between 1992 and 2012, potentially due to specific features or trends during that period. The year '2006' stand out in terms of claims number. Additionally, Ford cars, especially private ones, have the highest claim frequency, and blue-colored cars consistently dominate in terms of claims.
Actionable Recommendation: Investigate the reasons behind the increased claims for cars manufactured from 1992 to 2012 to identify any specific factors contributing to the trend. Develop tailored coverage options for Ford car owners, especially for those with private vehicles. Consider the popularity of blue cars and design marketing strategies that resonate with this segment of policyholders.

3. Insurance Claim Analysis
Key Insights: Middle-aged individuals contribute the highest percentage of claims, and the average claim amount is notably high, suggesting the need for substantial coverage. Additionally, the analysis reveals that the highest claim frequency is observed for individuals with 0 claims.
Actionable Recommendation: Design insurance plans that cater to the specific needs of middle-aged policyholders, ensuring that their coverage is both comprehensive and fair in terms of claim settlements. Investigate the factors behind the high claim frequency for individuals with 0 claims and offer them personalized coverage options.

4. Financial Insights
Key Insights: High-income policyholders have a significant presence, with a corresponding high claim frequency, indicating a need for tailored policies.
Actionable Recommendation: Create premium structures that take into account the financial capabilities of high-income policyholders, providing them with coverage options that align with their earning potential.

5. Regional Analysis and Performance
Key Insights: Urban areas witness the highest claim count, while suburban regions report the highest claim frequency. Urban females and bachelor degree holders show elevated claim patterns.
Actionable Recommendation: Customize marketing campaigns for urban and suburban zones, offering policies that resonate with their lifestyles. Tailor coverage options for urban females and individuals with bachelor's degrees to meet their specific requirements.

Power BI

Created By:- Dr. Neha Chaudhry