# Customer Behavior Analysis Report

In the insurance industry, there are some groups of people who generated high profit while others generated less. In this report, we are going to explore what groups of people could be very beneficial for an insurance company. The report will include analysis of: gender, marital status, education level, income ranges, and payment timeliness, and provide the recommendations of whom the company needs to focus on.
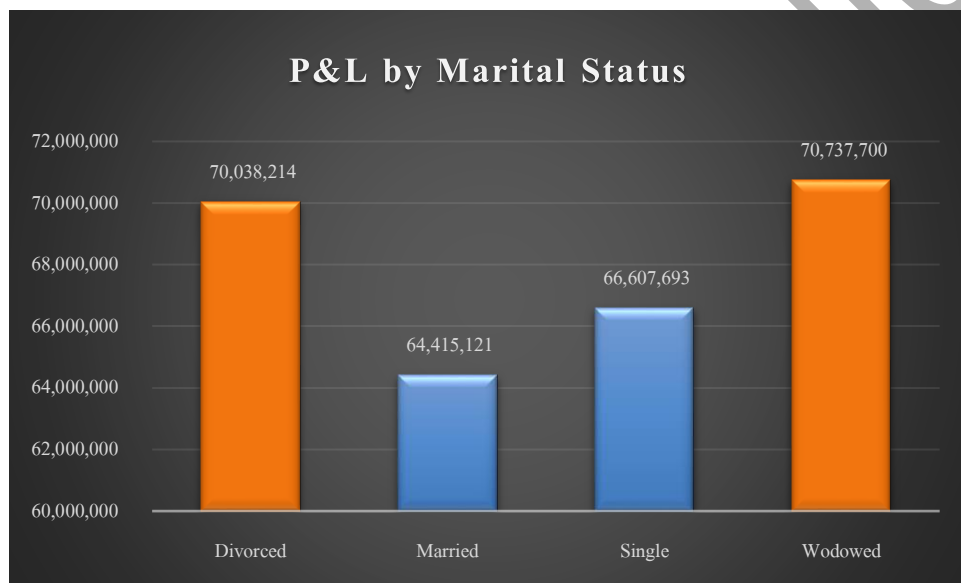
1. Analysis by Gender

Our analysis indicates that female customers generated the highest profit of $93M, outperforming other genders. This was closely followed by other gender category with a profit of $91M and male customers with $87M. This suggests a strong engagement and profitability among our female customer base, highlighting the importance of tailoring our products and marketing strategies to better serve and attract this segment.
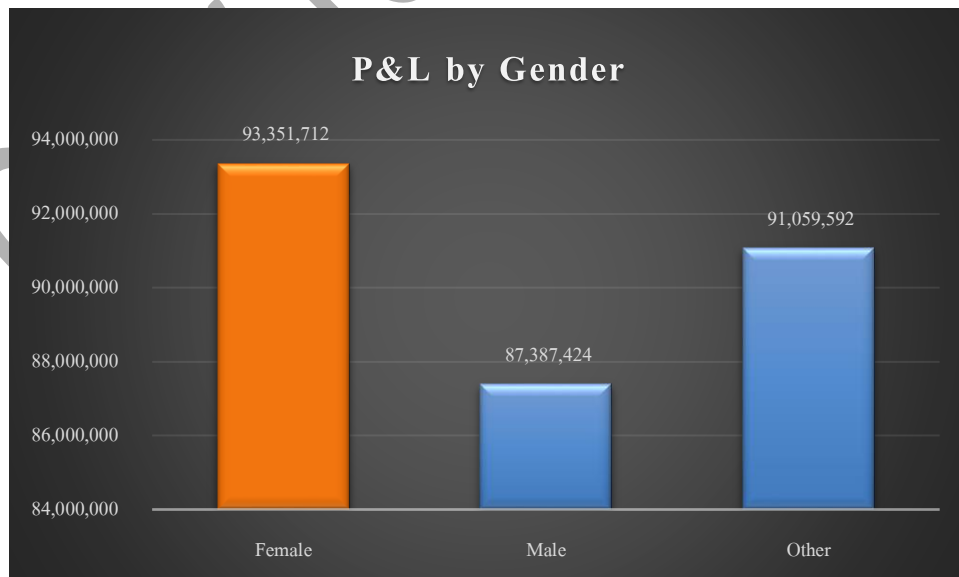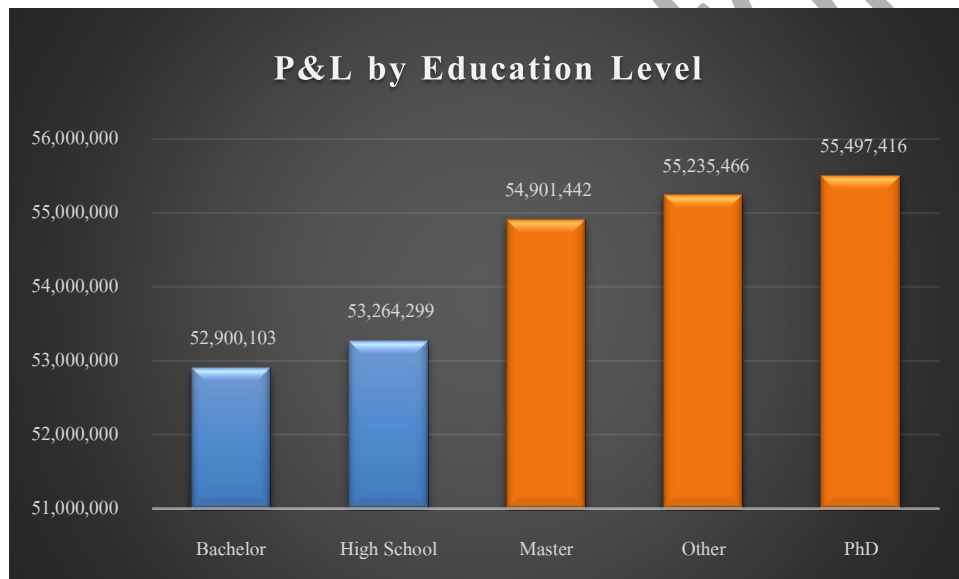
2. Analysis by Marital Status

In terms of marital status, Widowed and Divorced customers are our top profit generators, each bringing in $70M. This is followed by Single customers at $66M and Married customers at $64M. The data suggests that our products resonate well with individuals who are Widowed or Divorced, presenting an opportunity to further enhance offerings catering to their specific needs and lifestyles.

P&L by Marital Status chart showing: Divorced 70,038,214; Married 64,415,121; Single 66,607,693; Wodowed 70,737,700
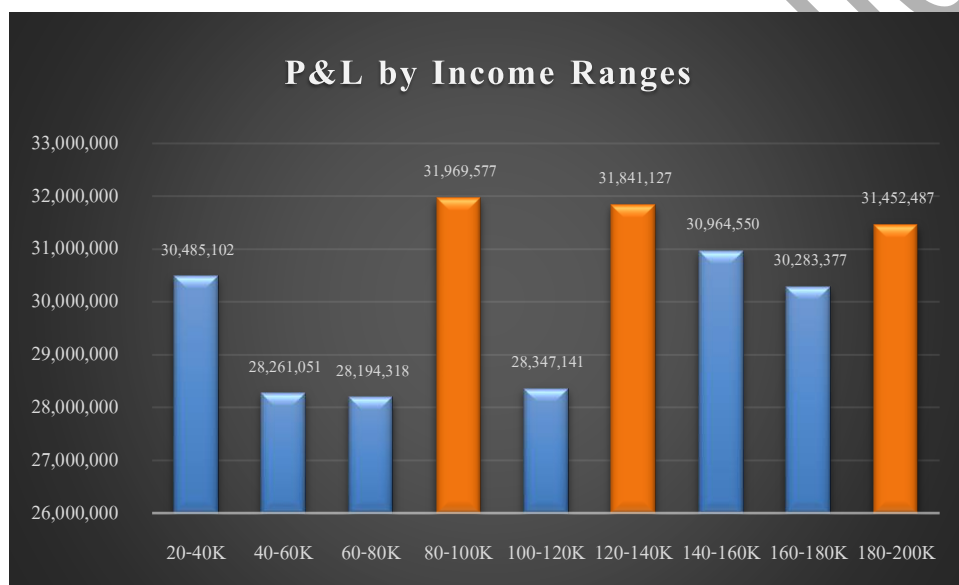
3. Analysis by Educational Level

Educational background also plays a significant role in profitability. Customers with a PhD, Other educational backgrounds, and Master's degrees have generated the highest profit, each contributing $55M. This is slightly higher than those with Bachelor degrees and High School education, who have contributed $53M each. This pattern suggests that our higher-educated customers find more value in our offerings, pointing to the potential of premium or specialized products.

P&L by Education Level chart showing:
- Bachelor: 52,900,103
- High School: 53,264,299
- Master: 54,901,442
- Other: 55,235,466
- PhD: 55,497,416

4. Analysis by Income Ranges

Income levels significantly impact profitability. The top three income bins generating the highest profit are 80-100K, 120-140K, and 180-200K, with each segment generating approximately $31-32M. This indicates that our higher-income customer segments are more profitable, possibly due to their ability to opt for more comprehensive coverage or higher-value policies.

P&L by Income Ranges

Income Range	Value
20-40K	30,485,102
40-60K	28,261,051
60-80K	28,194,318
80-100K	31,969,577
100-120K	28,347,141
120-140K	31,841,127
140-160K	30,964,550
160-180K	30,283,377
180-200K	31,452,487

5. Analysis by Payment Timeliness

Finally, payment timeliness is a crucial factor in our profitability. Customers who consistently pay timely have generated a profit of $140M, compared to those with delayed payments, who have contributed $131M. This emphasizes the importance of incentivizing timely payments and perhaps introducing measures to mitigate the risks associated with delayed payments.
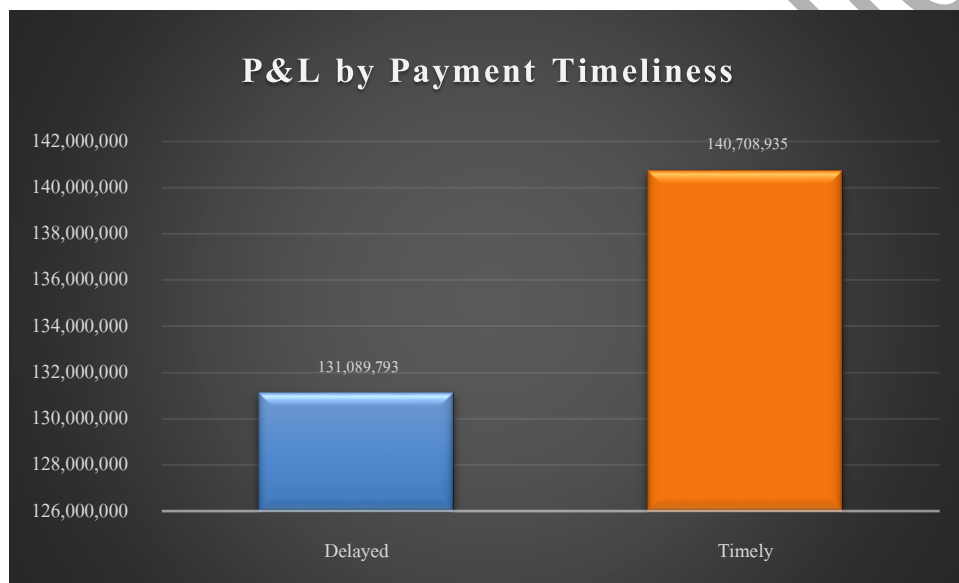
Recommendation

From the information above, there will be the following recommendations:

1. Enhance Focus on Female Customers: Increase targeted marketing and tailor products to the most profitable segment, females, to boost engagement and revenue.

2. Develop Specialized Products for Widowed/Divorced Individuals: Introduce insurance products catering to the unique needs of widowed and divorced customers, who are significant contributors to profit.

3. Premium Services for Educated Customers: Offer premium or specialized services to customers with higher education levels (PhD, Master's) who show higher profitability.

4. Target High-Income Segments: Concentrate marketing efforts on the income brackets of 80-100K, 120-140K, and 180-200K for increased returns.

5. Incentivize Timely Payments: Implement loyalty programs or discounts for customers making timely payments, enhancing profitability, and reducing financial risks.

However, we recognize that this is your decision and would welcome your opinion.

Disclaimer

This report aims to only be part of references in portfolio, the dataset used is not from the real case and is different from the real-world practice. Please do not use the report commercially.