

# Insurance Claims & Customer Insights

Customer Demographics: Understanding Our Policyholders

## Key Drivers of Insurance Claims: The impact of Smoking & More

Age Group

All

Children

All

Claim A...

All

Key influencers

Top segments

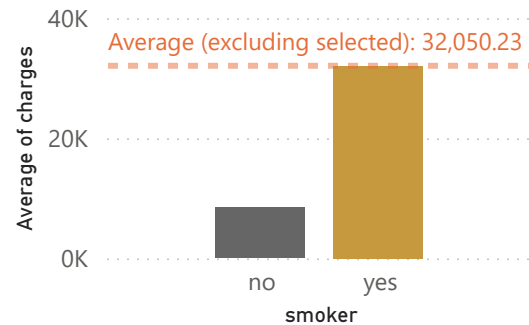
What influences charges to

Decrease

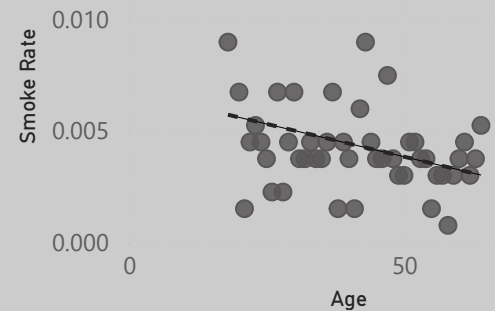
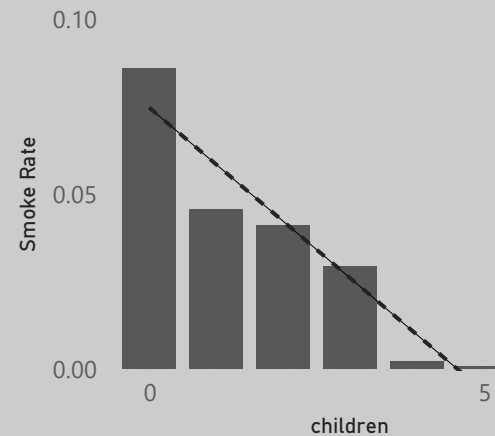
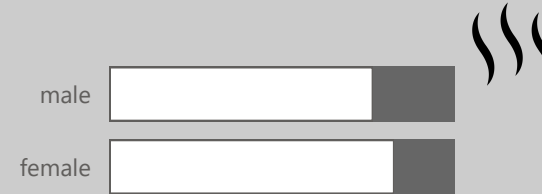
smoker is no

23.62K

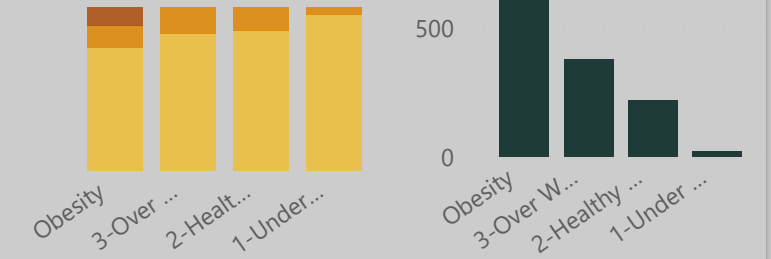
← charges is more likely to decrease when smoker is no than otherwise (on average).



☐ Only show values that are influencers



Clai... 0-20K 20K-40K



Age Group BMI Group children sex

region	1-Under Weight	2-Healthy weight	3-Over Weight	Obesity	Total
southeast		2.99%	5.61%	18.61%	27.20
northwest	0.52%	4.63%	7.92%	11.21%	24.29
southwest	0.30%	3.51%	7.55%	12.93%	24.29
northeast	0.75%	5.38%	7.32%	10.76%	24.22
Total	1.57%	16.52%	28.40 %	53.51%	100.00