

Mini Project – Tableau

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1. Project Objective

The objective of the report is to explore **Car claims for insurance** (Car Owner information) dataset in Tableau and prepare a Managerial Report by explaining the following points. This Managerial report consists of the following:

- Business Objective Statement
- Perform Exploratory data analysis(EDA)
- Illustrate the insights based on visual graphs created in Tableau
- Create a story using the graphs and dashboards.

The sample Cars dataset is:

ID	KIDSDRIV	BIRTH	HOMEKIDS	YO	INCOME	PARENT1	HOME_VAL	MSTATUS	GENDER	EDUCATION	OCCUPATION	TRAVTIME	CAR_USE	BLUEBOOK	CAR_TYPE
945868698	0	12/3/1987	0	0	\$0	No	\$0	Yes	z_F	z_High School	Student	43	Private	\$2,600	z_SUV
242777133	0	2/18/1986	2	8	\$2,954	Yes	\$0	z_No	z_F	<High School	Clerical	21	Private	\$3,100	Sports Car
919557945	0	2/17/1986	2	0		Yes	\$0	z_No	z_F	Bachelors	Home Maker	31	Private	\$3,180	Sports Car
285745137	0	8/17/1985	0	9	\$14,484	No	\$0	z_No	z_F	<High School	Clerical	20	Private	\$2,950	Sports Car
194301482	0	10/18/1984	2	0	\$0	Yes	\$0	z_No	z_F	<High School	Home Maker	23	Private	\$14,500	z_SUV
968439150	0	2/15/1984	3	12	\$16,227	No		Yes	M	z_High School	Student	39	Private	\$20,770	Van
55084702	0	11/21/1983	3	0	\$0	Yes	\$0	z_No	M	Bachelors	Student	5	Commercial	\$1,500	Minivan
115937071	0	10/29/1983	3	11	\$11,719	No	\$74,994	Yes	M	z_High School	Clerical	51	Private	\$4,270	Minivan
92691593	0	10/19/1983	0	10	\$50,100	No	\$158,926	z_No	M	z_High School	z_Blue Collar	41	Commercial	\$19,430	Van
283591503	0	10/18/1983	1	0	\$0	Yes	\$0	z_No	z_F	<High School	Home Maker	54	Private	\$12,940	Minivan
283591503	0	10/18/1983	1		\$0	Yes		z_No	z_F	<High School	Home Maker	5	Private	\$13,950	Sports Car
587255384	0	7/7/1983	0		\$49,522	No	\$155,030	z_No	M	Bachelors	z_Blue Collar	24	Commercial	\$14,980	Minivan
953041750	0	8/18/1982	1	0		Yes		z_No	M	<High School	Student	32	Private	\$17,830	Van
587255384	0	7/7/1982	0	6	\$40,015	No	\$152,243	z_No	M	z_High School	z_Blue Collar	50	Commercial	\$23,400	Panel Truck
502111889	0	11/13/1981	2	9	\$6,284	Yes	\$0	z_No	M	<High School	Clerical	16	Private	\$20,130	Minivan
781268892	0	4/26/1981	2	14	\$479	No	\$0	Yes	z_F	z_High School	Student	20	Private	\$7,940	Sports Car
543743935	0	3/16/1981	0	0	\$0	No	\$0	Yes	z_F	z_High School	Home Maker	52	Private	\$9,970	z_SUV
502111889	0	11/13/1980	2	9	\$6,284	Yes	\$0	z_No	M	<High School	Clerical	33	Private	\$17,300	Van
128827399	0	7/12/1980	0	5	\$3,871	No	\$76,851	Yes	z_F	z_High School	Manager	49	Private	\$3,790	z_SUV
128827399	0	7/12/1980	0	5	\$3,871	No	\$76,851	Yes	z_F	z_High School	Manager	49	Private	\$3,790	Sports Car

Business Objective: To create a story in Tableau based on the insights derived from the data set.

2. Step by step approach

We shall follow a step by step approach to arrive to the final conclusion as follows:

1. Import data in Tableau Public
2. Perform Exploratory data analysis(EDA)
3. Illustrate the insights based on visual graphs created in Tableau
4. Create a story using the graphs and dashboards.

2.1. Import Data in Tableau Public

Please refer Appendix A for the URL published in Tableau to see the data.

2.2. Perform Exploratory Data Analysis(EDA)

Following are the Dimensions and Measures in the given dataset.

Dimensions:

- Birth
- Bluebook
- Car Age
- Car Type
- Car Use
- Clim Amt
- Education
- Gender
- Home Val
- Homekids
- ID
- Income
- Kidsdriv
- Mstatus
- Multi Select Criteria
- Occupation
- Oldclaim
- Parent1
- Urbanicity
- YOJ

Measures:

- Clim Freq
- Travtime

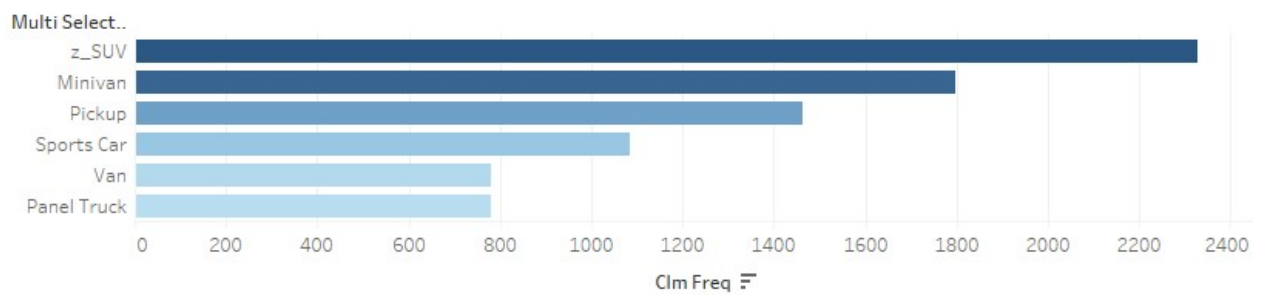
2.3. Illustrate the insights derived based on the visual graphs

The following bar chart shows which car type has claimed more insurance and travelled longer distances.

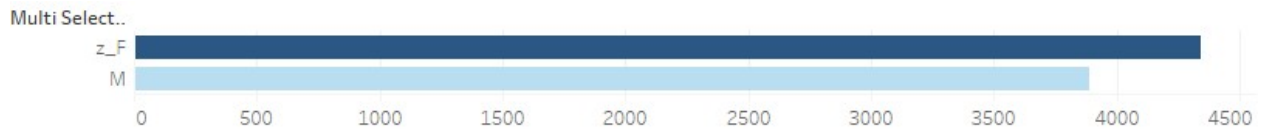
Darker shade shows the longer travel distances travelled.

The more the distances travelled, the more the claims.

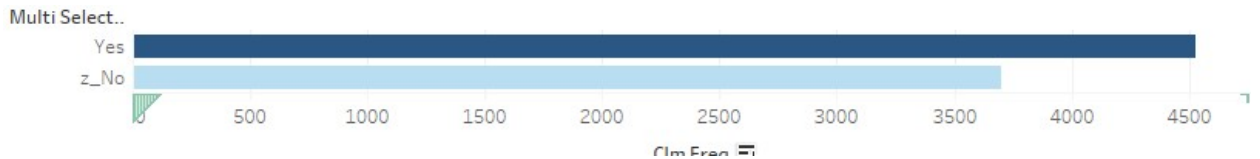
Below chart shows SUVs have claimed more insurance than the other car types and also have travelled longer distances.



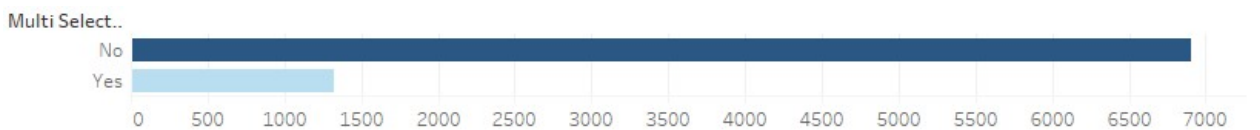
Similarly the following chart shows, Females have claimed more insurance and travelled longer distances.



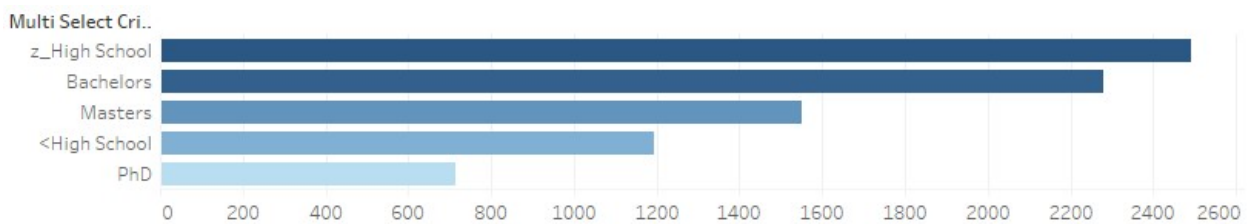
The following chart shows, Married owners have claimed more insurance and travelled longer distances.



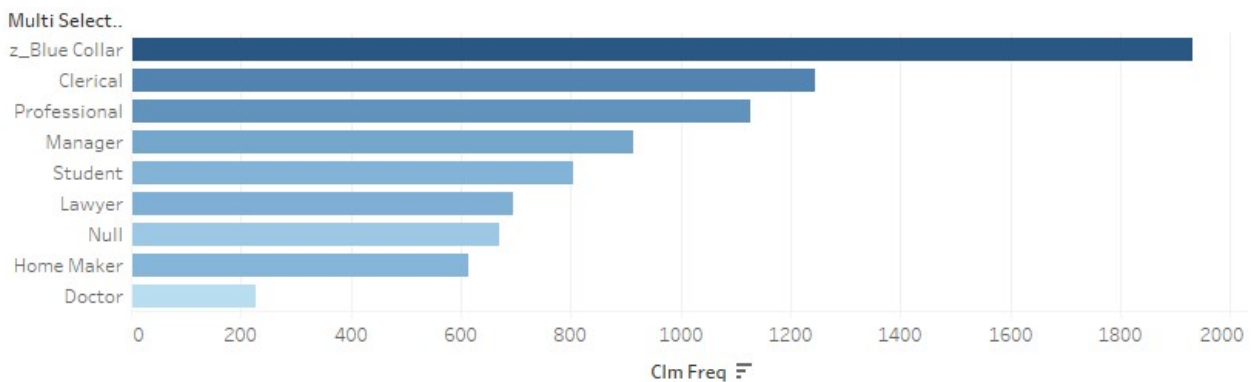
The following chart shows, owners who don't have parents have claimed more insurance and travelled longer distances.



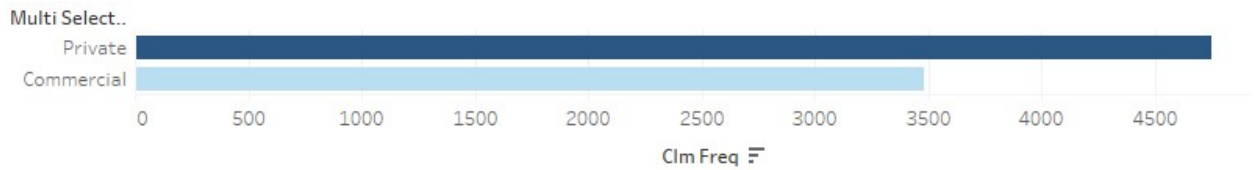
The following chart shows, High school graduates and Bachelor degree holders have claimed more insurance and travelled longer distances.



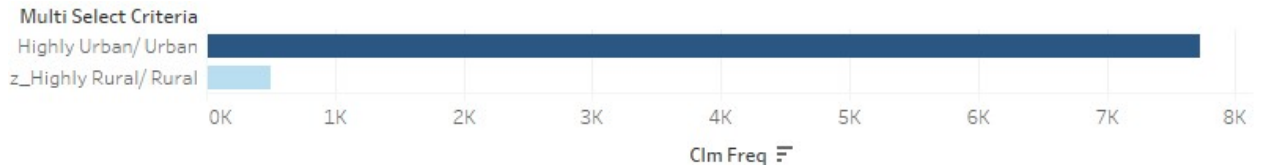
The following chart shows, Blue collared job holders have claimed more insurance and travelled longer distances.



The following chart shows, private car owners have claimed more insurance and travelled longer distances.

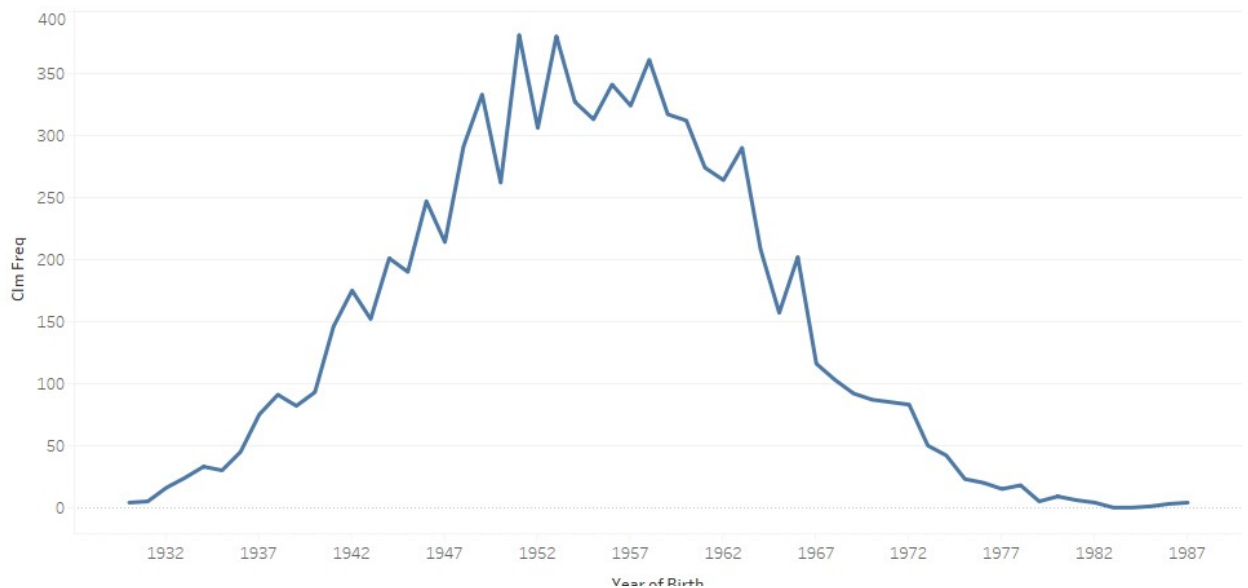


The following chart shows, urban car owners have claimed more insurance and travelled longer distances.



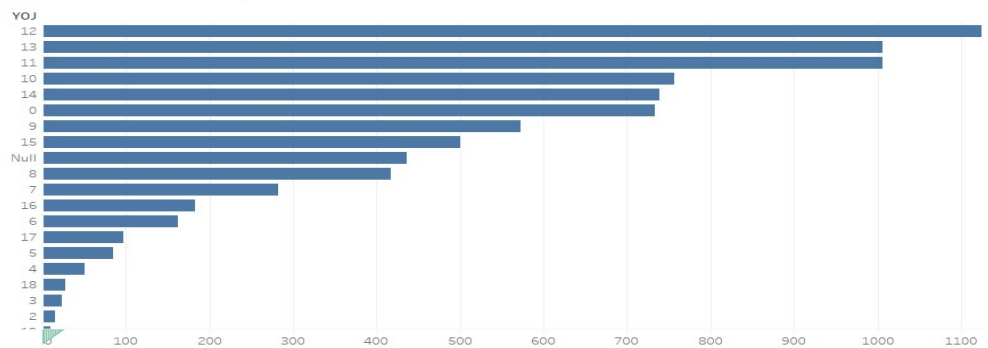
The following chart shows, urban car owners born between 1951 and 1953 have claimed more insurance than other age groups.

Age wise Claim



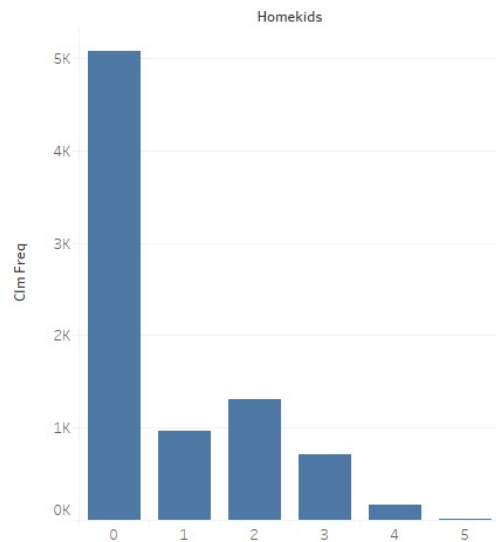
The following chart shows, owners who paid insurance for 12 yrs and 13 yrs have claimed more insurance than others.

Claims based on insurance years

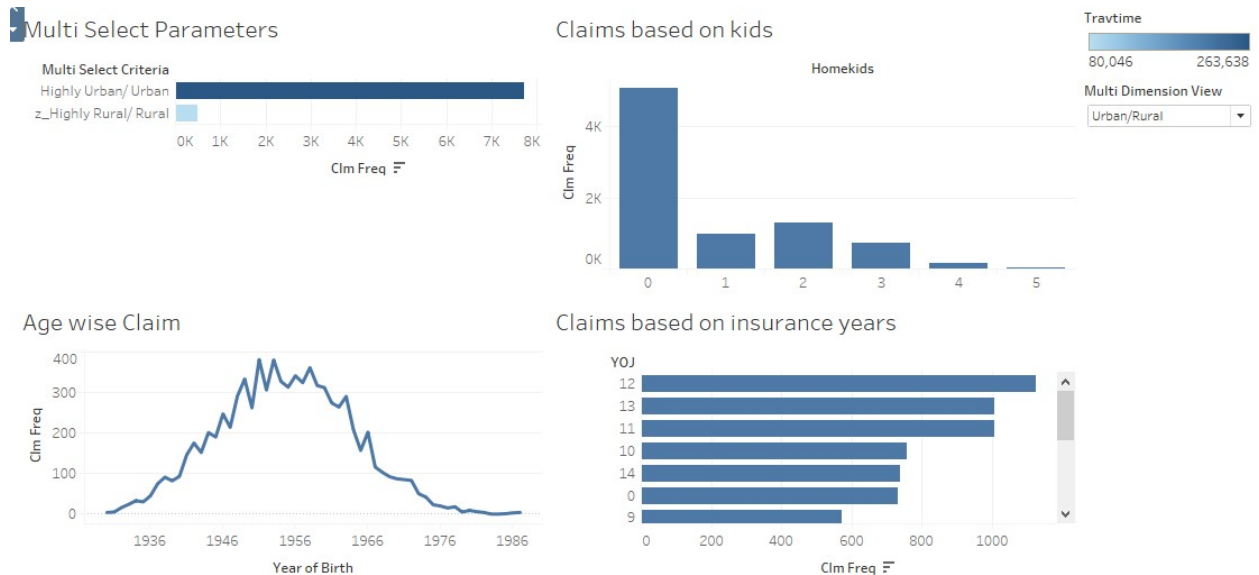


The following chart shows, owners who don't have kids have claimed more insurance. Also, owners who have 1 kid and more than 2 kids have claimed less shows that they are careful drivers.

Claims based on kids



The following dashboard shows, collating views of all the above insights.



The following chart shows, urban car owners have claimed more insurance and travelled longer distances.

2.4. Create a story using the graphs and dashboard

A story has been created by creating story points for each of the views shown above and published in the Tableau public.

Please refer Appendix A for the URL published in Tableau.

3. Appendix A – Tableau

URL:

https://public.tableau.com/profile/radhika6925#!/vizhome/CarInsuranceClaim_15697323342500/CarInsuranceClaimStory?publish=yes