| **Analysis Focus** | **Plan** | **Purpose** | **Illustration** |
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| **Objection Breakdown Analysis** | Breakdown the count of objections by state, LOB, and month. | Understand regional and business-specific trends in objections. | Stacked Bar Chart, Line Chart |

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| **Impact on Financial Metrics** | Analyze total written premium and rate changes post-objection handling. | Evaluate financial impact to optimize pricing and negotiation. | Combination Chart (Bar and Line) |

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| **Objection Difficulty Categorization** | Categorize states and LOB into easy, moderate, and difficult based on objection rounds and counts. | Prioritize resources and tailor strategies for varying difficulty. | Bubble Chart, Heat Map |

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| **Theme-Based Objection Analysis** | Count objections by the 9 main themes and identify the most common ones. | Develop targeted responses and enhance team training. | Pie Chart, Treemap, Bar Chart |

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| **Identification of Repeated Objections** | Identify if specific questions are asked repeatedly and share insights quarterly. | Reduce redundancy with standardized responses for common questions. | Frequency Distribution Table, Word Cloud |

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| **Correlation Analysis Between Rates and Objections** | Determine if higher rates lead to more objections. | Adjust pricing strategies based on correlation insights. | Scatter Plot, Regression Line |

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| **Identification of New Types of Objections** | Regularly analyze data to identify emerging types of objections. | Recognize and address emerging objections promptly. | Time Series Line Chart, Bar Chart |

| **Proposed Analysis** | **Plan** | **Purpose** | **Illustration (Visual Representation)** |
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| **Objection Breakdown Analysis** | Breakdown the count of objections based on state, LOB, and month. | Understand regional and business-specific trends in objections to better target training and response strategies. | **Stacked Bar Chart** for LOB and state-wise breakdown; **Line Chart** for month-wise trend analysis. |

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| **Impact on Financial Metrics** | Analyze the total written premium and rate changes post-objection handling. | Evaluate the financial impact of objections to optimize pricing and negotiation strategies. | **Combination Chart (Bar and Line)** showing premium volume changes and rate changes side-by-side for easy comparison. |

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| **Objection Difficulty Categorization** | Categorize each state and LOB into easy, moderate, and difficult based on objection rounds and counts. | Prioritize resources and tailor strategies for different levels of objection difficulty to improve efficiency. | **Bubble Chart** where the size of the bubble indicates difficulty level; **Heat Map** for a geographical representation of difficulty by state. |

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| **Theme-Based Objection Analysis** | Count objections by the 9 main themes and identify the most common ones. | Pinpoint prevalent objection themes to develop targeted responses and enhance team training. | **Pie Chart** or **Treemap** for visualizing the proportion of objections by theme; **Bar Chart** for detailed counts of objections per theme. |

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| **Identification of Repeated Objections** | Identify if specific questions are asked repeatedly and share insights quarterly. | Reduce redundancy in handling objections by creating standardized responses for common questions. | **Frequency Distribution Table** with highlights for the most repeated questions; **Word Cloud** to show the most common questions visually. |

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| **Correlation Analysis Between Rates and Objections** | Determine if higher rates lead to more objections. | Adjust pricing strategies to balance competitiveness with objection volume, potentially improving conversion rates. | **Scatter Plot** showing the correlation between rates and objection volume; **Regression Line** to indicate trends and relationships. |

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| **Identification of New Types of Objections** | Regularly analyze data to identify emerging objection types. | Stay proactive by recognizing and addressing new objections promptly. | **Time Series Line Chart** to show trends of new types of objections over time; **Bar Chart** for frequency counts of new types. |