Project Report

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Client Project Number: CDACL-001 - Automobile Insurance Complaints Rankings

# Introduction

The project 'Automobile Insurance Complaints Rankings' focuses on analyzing automobile insurance complaint data to provide business insights that can help improve customer satisfaction and operational performance. The objective is to identify complaint trends, company-specific issues, and service quality benchmarks across different providers.

# Project Overview

The project aims to assist insurance companies by providing a dashboard that visually represents complaint data. This includes the total number of complaints, upheld and not upheld cases, fact-based complaints, year-wise trends, and premium comparisons. Using this information, businesses can monitor their performance, identify weak areas, and make informed decisions.

# Tools and Techniques Used

- Microsoft Excel: For data cleaning and preprocessing.  
- Microsoft Power BI: For building interactive dashboards and visuals.  
- Techniques: Aggregation, Ratio Analysis, Year-wise Trends, Company-wise Comparisons.

# What I Did

I started by cleaning the dataset using Excel, ensuring all missing and inconsistent values were resolved. Then I used Power BI to develop a dynamic dashboard that includes total complaints, upheld rates, yearly trends, and company performance analysis. The visualizations helped in identifying patterns and actionable insights.

# Key Insights

- Total complaints were about 23,000; only 11.4% were upheld.  
- GEICO General had the highest complaints (~3,000), followed by Allstate and Country-Wide.  
- Premiums increased yearly, but complaints didn’t decrease proportionally.  
- The years 2011 and 2014 showed unusually high complaint volumes.

# Recommendations for Business Improvement

1. Improve complaint resolution processes to increase upheld rates.  
2. Closely monitor companies with high complaint volumes.  
3. Enhance customer education to reduce fact-based complaints.  
4. Investigate operational issues during years with high complaint spikes.  
5. Use high-performing companies as benchmarks.  
6. Implement AI-based tools and CRM systems for better handling.

# Conclusion

This project delivered a robust dashboard and analysis framework to help automobile insurance companies understand and improve their customer complaint management. The data-driven insights can guide strategic decisions and foster long-term customer satisfaction and business efficiency.