



# Insurance Performance Analytics

Insurance Analytics

Sales Analytics

Customer 360

Total Leads

10K

Total Conversions

6K

Conversion Rate (%)

57.67

Average Premium

2.22K

Total Premium

22M

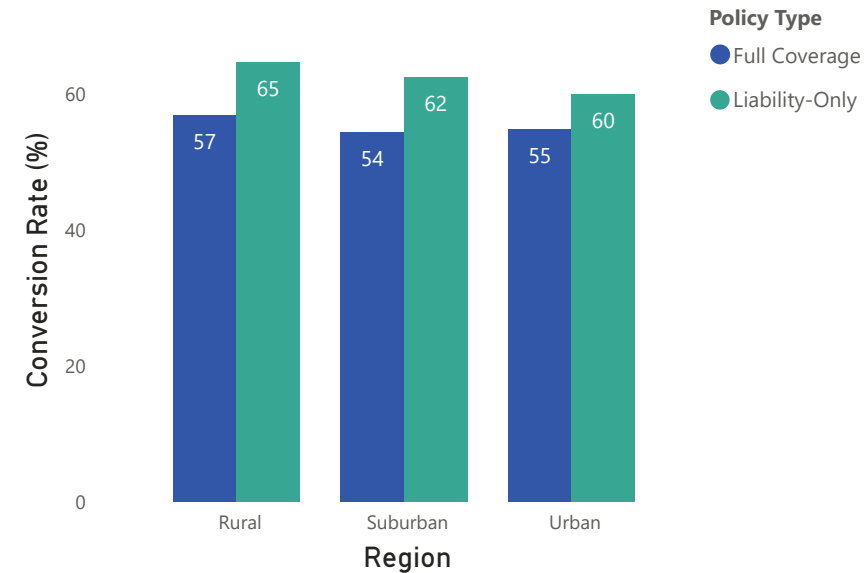
Select all

Rural

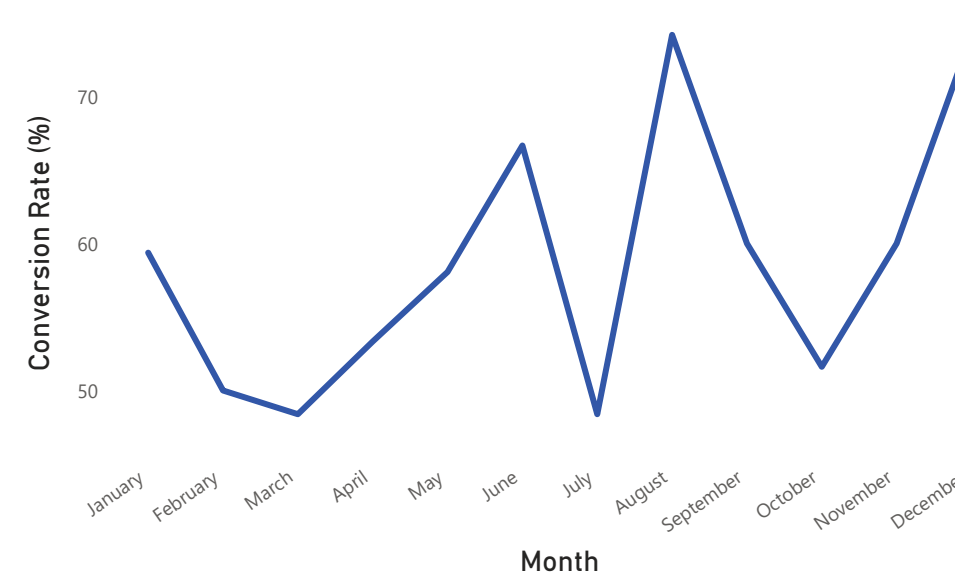
Suburban

Urban

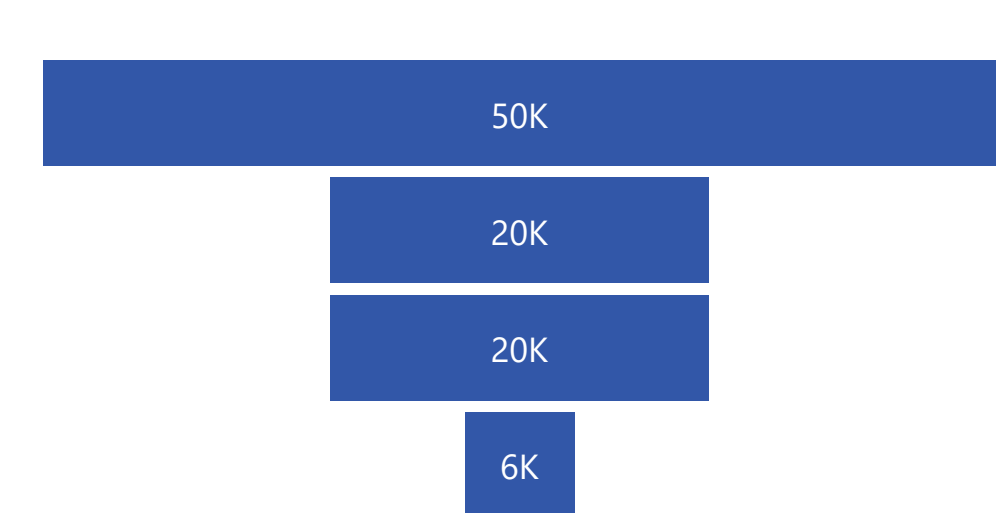
Conversion Rate (%) by Region and Policy Type



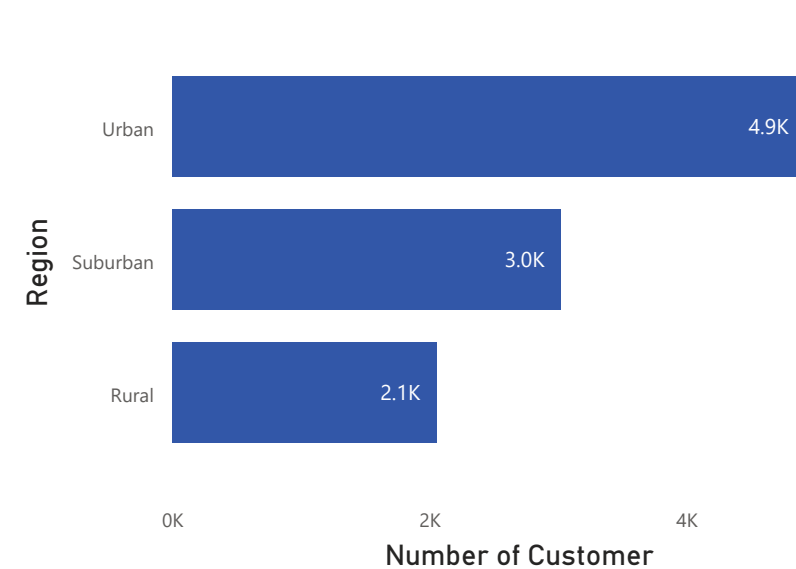
Conversion Rate (%) by Month



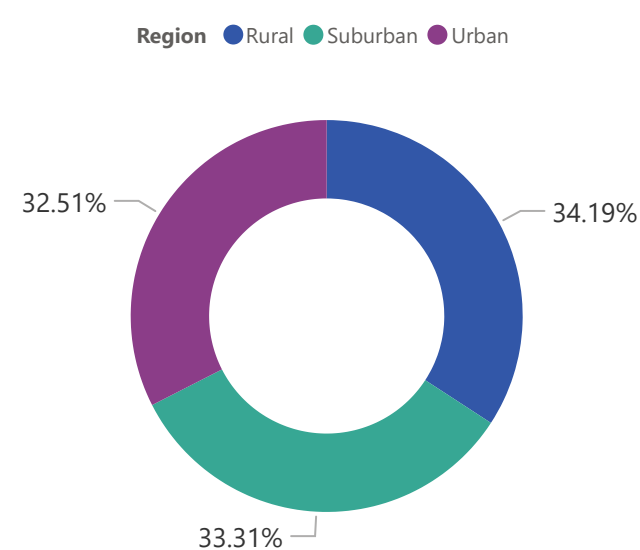
Website Visits to Final Conversion



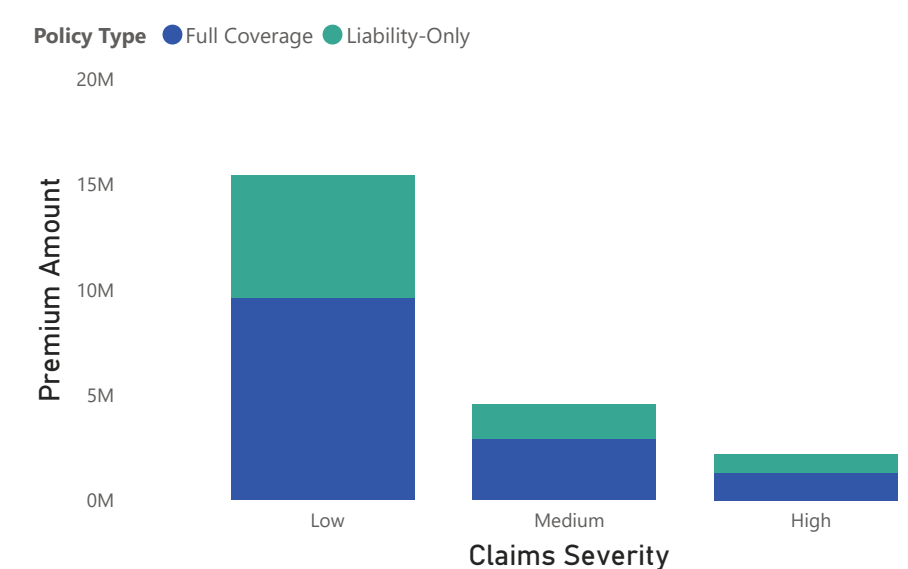
Number of Customer by Region



ClaimsFree Conversion Rate by Region



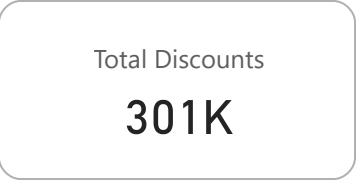
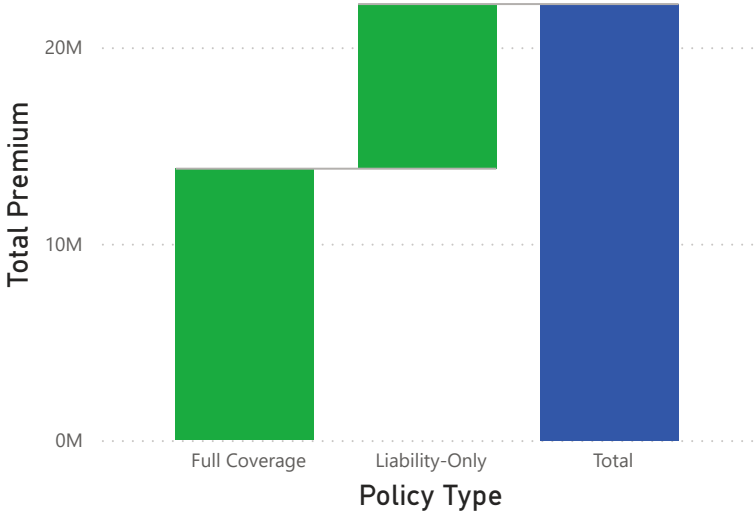
Premium Amount by Claims Severity and Policy Type



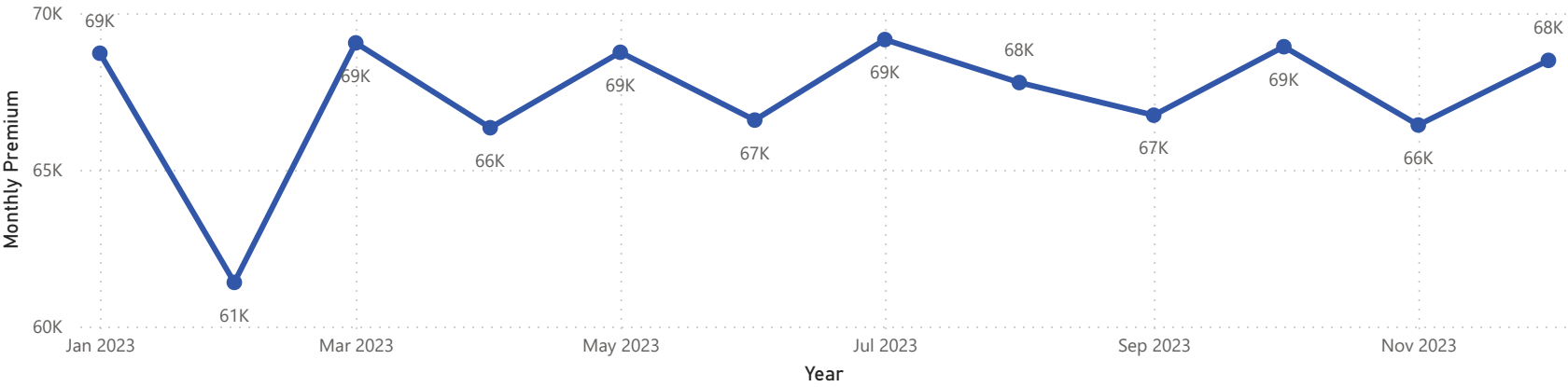


Total Premium by Policy Type

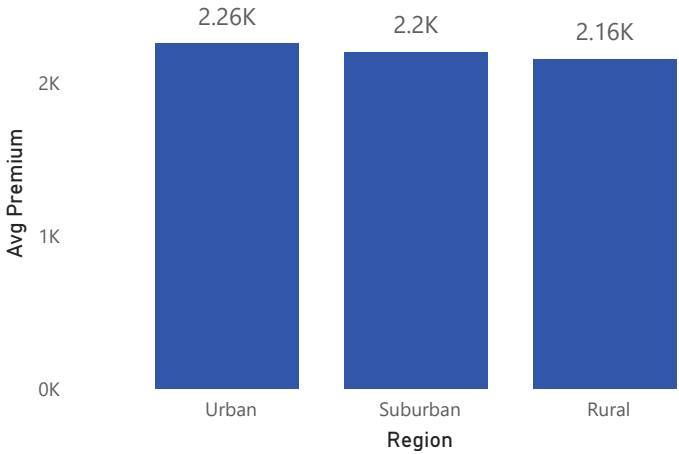
● Increase ● Decrease ● Total



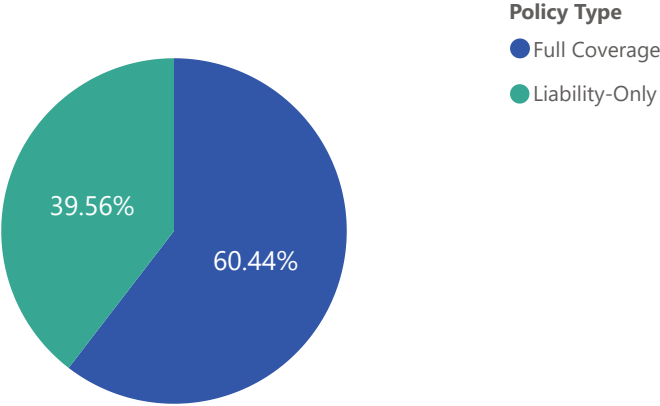
Monthly Premium by Year and Month



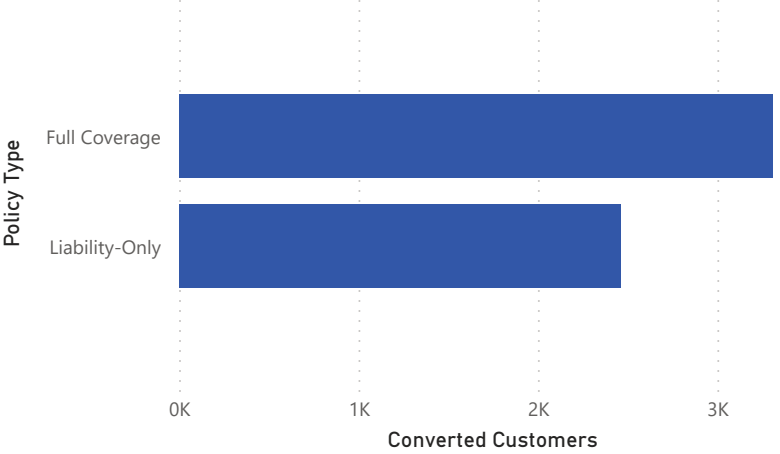
Avg Premium by Region



Website Visits and Quotes Requested by Policy Type



Converted Customers by Policy Type





Select all

Rural

Suburban

Urban

Insurance Analytics

Sales Analytics

Customer 360

Total Customer

10K

Conversion Customer

6K

ClaimsFree Customers

4K

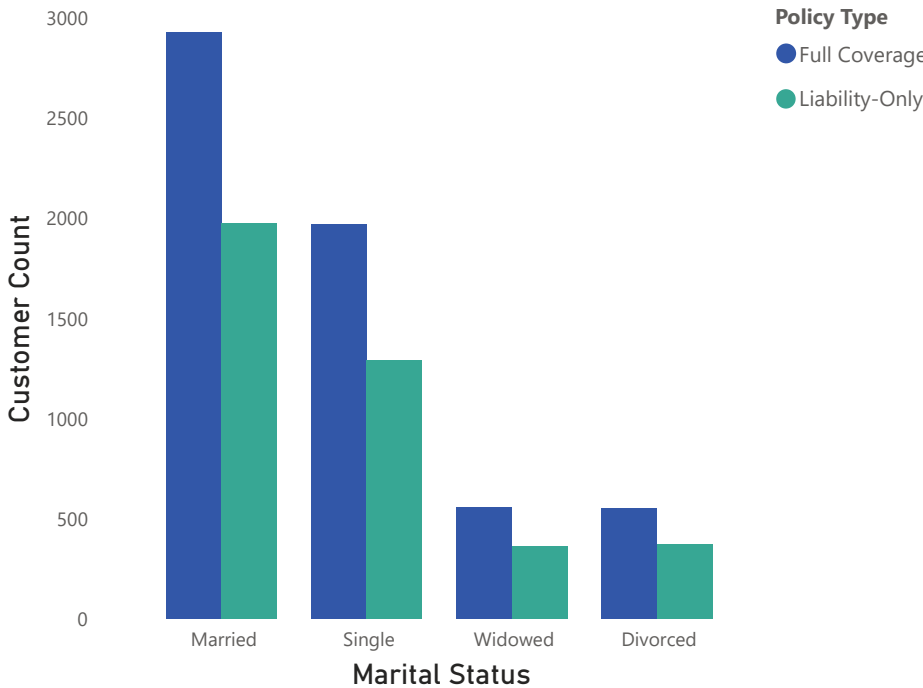
Repeated Customer

5K

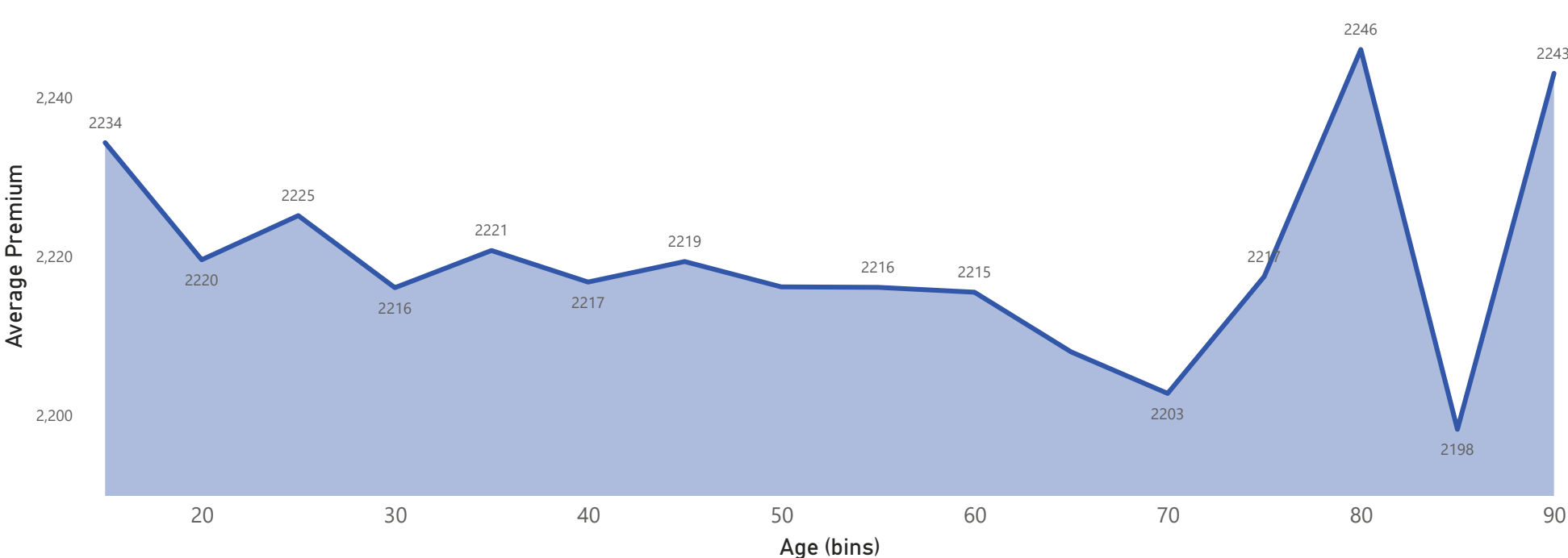
Senior Customer %

0.16

Customer Count by Marital Status and Policy Type

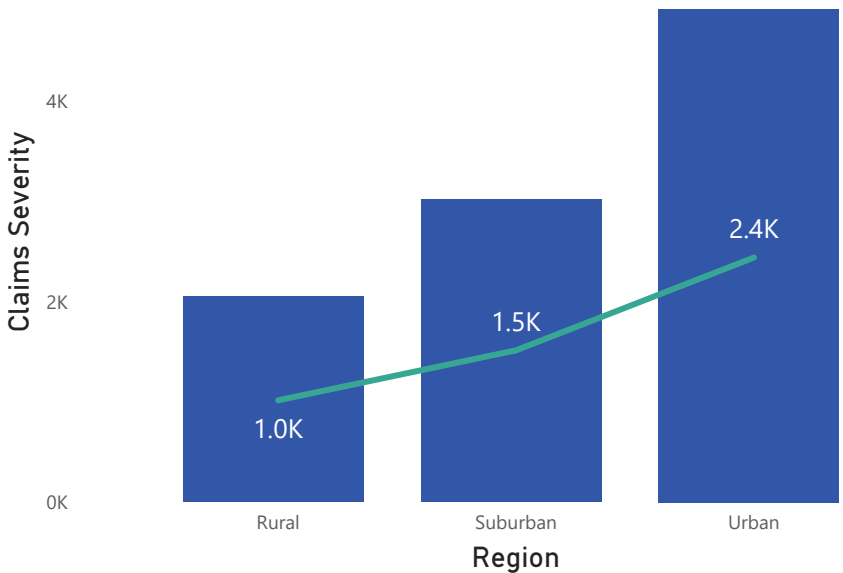


Average Premium and Converted Customers by Age (bins)



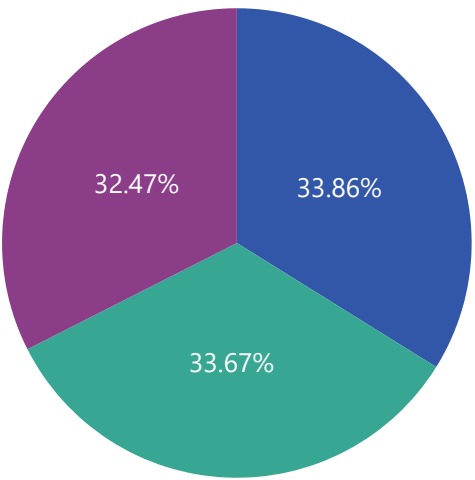
Claims Severity and Claims Frequency by Region

Claims Severity Claims Frequency



Conversion Rate by Source by Source of Lead

Source of Lead Referral Online Agent



Claims Frequency by Claims Severity and Policy Type

Policy Type Full Coverage Liability-Only

