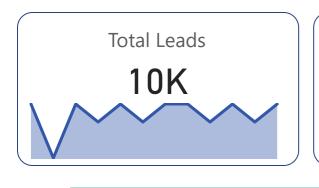
Insurance Performance Analytics

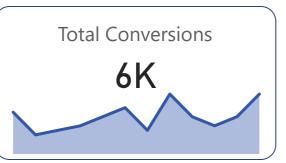
Insurance Analytics

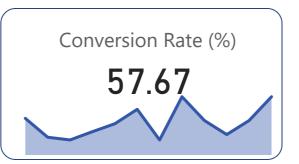
Suburban

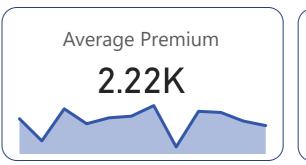
Sales Analytics

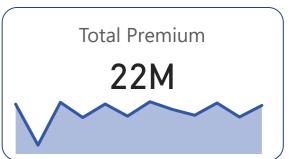
Customer 360











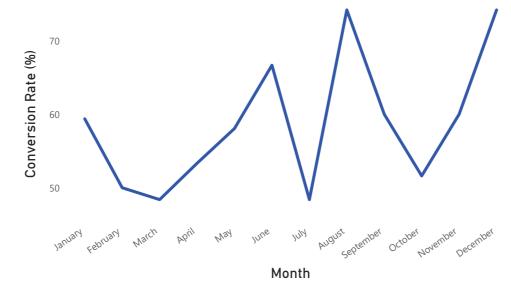
Conversion Rate (%) by Region and Policy Type

Select all

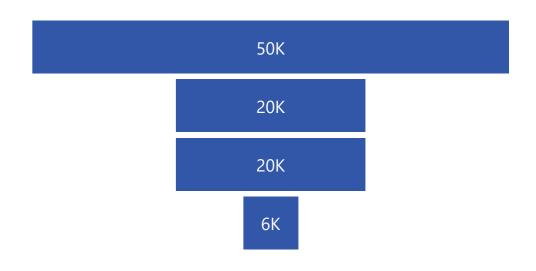


Conversion Rate (%) by Month

Rural

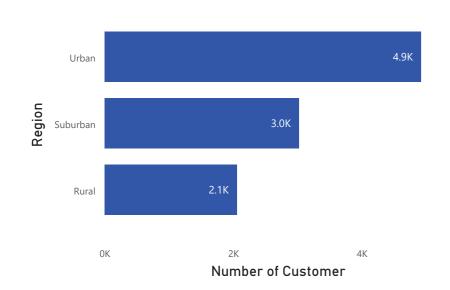


Website Visits to Final Conversion

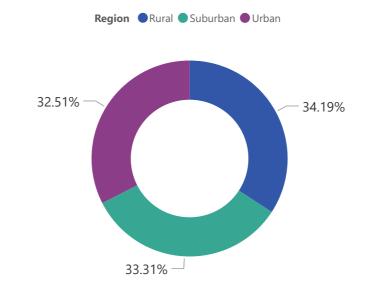


Urban

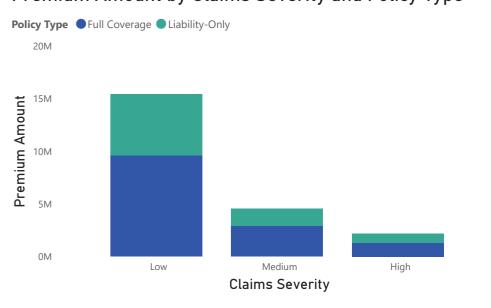
Number of Customer by Region



ClaimsFree Conversion Rate by Region



Premium Amount by Claims Severity and Policy Type





Sales Analytics Insurance Analytics Customer 360 Select all Suburban Urban Rural Senior Customer % Repeated Customer ClaimsFree Customers **Total Customer Conversion Customer** 0.16 4K 5K 10K 6K Customer Count by Marital Status and Policy Type Average Premium and Converted Customers by Age (bins) **Policy Type** 2246 Full Coverage 2243 Liability-Only 2500 2,240 2234 Average Premium Customer Count 1500 1000 2225 2221 2219 2216 2215 2217 2216 2,200 500 0 20 30 40 50 60 70 80 90 Widowed Married **Marital Status** Age (bins) Claims Severity and Claims Frequency by Region Conversion Rate by Source by Source of Lead Claims Frequency by Claims Severity and Policy Type Claims SeverityClaims Frequency Source of Lead Referral Online Agent **Policy Type** Full Coverage Liability-Only Low 4K Claims Severity Claims Severity 32.47% 33.86% 2.4K 0.6K 1.5K 33.67% High 1.0K 0K Rural Suburban Urban 0K 1K 3K 4K Claims Frequency Region