



Data Vision

Hello!

Agenda

01

Mission

02

Data Cleaning

03

Feature Engineering

04

Key Findings

05

Future Recommendations

06

Conclusion

07

Questions

Data Vision : Revolutionizing Your Business Strategy

SecureClaim : Visualizing the Statistics

Age Category

- ☐ Elderly
- ☐ Middle Aged
- ☐ Young Adult

Customer Category

- ☐ Established Client
- ☐ Long-Term Client
- ☐ New Client

Claim Severity

- ☐ High
- ☐ Low
- ☐ Medium

Education Level

- ☐ Associate
- ☐ College
- ☐ High School
- ☐ IS

Fraud Reported

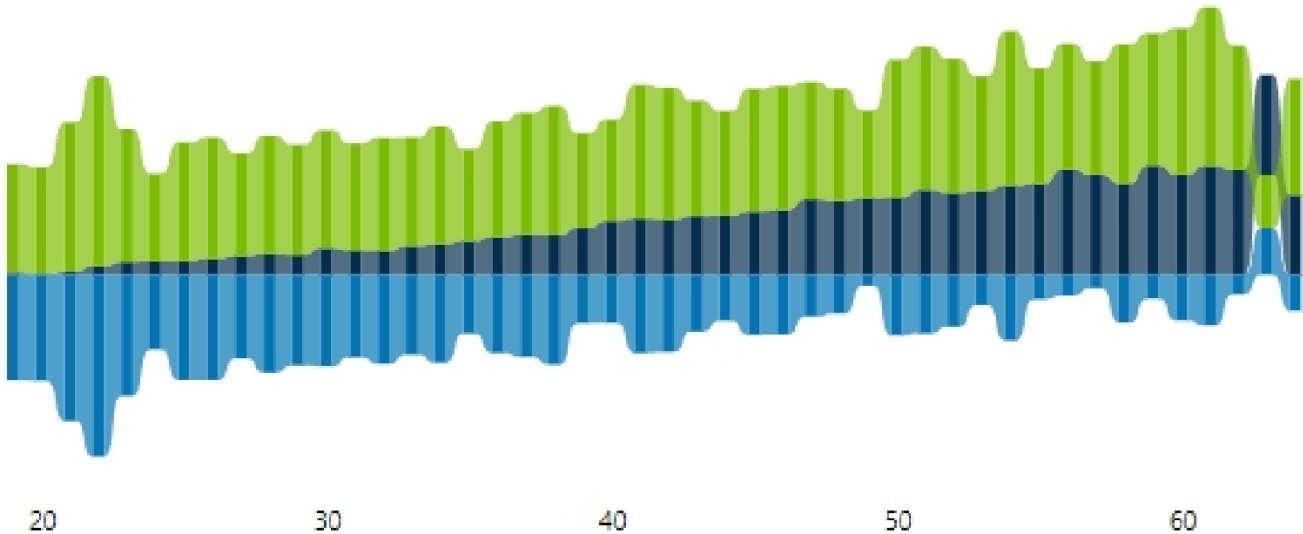
- ☐ N
- ☐ Y

Insured Relationship

- ☐ husband
- ☐ not-in-family
- ☐ other-relative
- ☐ unrelated

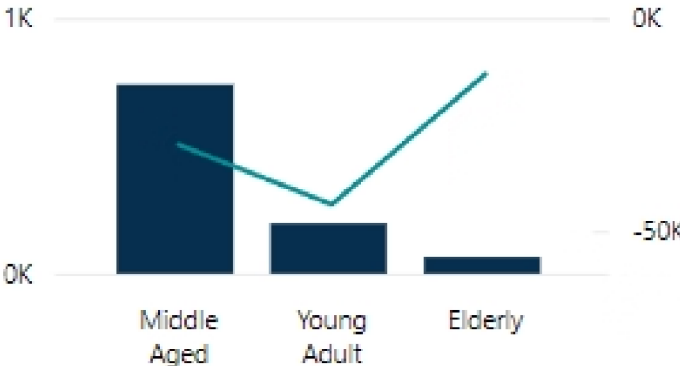
Average Net Value of Customer by Age

● Average Premiums Paid ● Average Claims Amount ● Average Net Value

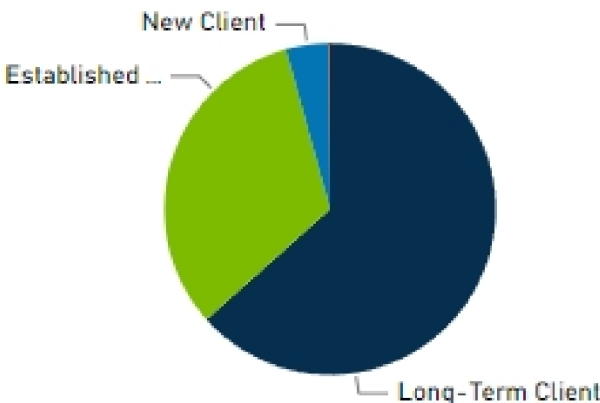


Distribution of Customers by Age

● Count of age ● Average of net_value_of_customer



Distirbution of Fraud Reported



Average Net Value

-31,38K

Average Total Premiums Paid

21K

Average Total Claims Amou...

52,76K

Average Claim Severity Ratio

43,73

Months As a Customer



1 Mission

Our Mission

Maximize Profitability With
Unprecedented Precision



Leveraging data to unlock hidden insights
and drive smarter decisions.

What is our solution?

Data cleaning

Building a solid
foundation



Feature Engineering

Enhancing our analysis



Insight Generation

Visual statistics using
PowerBI



2 Cleaning the Data

01

Removing Unnecessary Columns



02

Removing Rows of High Missing Data



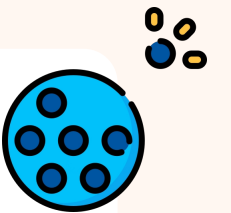
03

Statistical Driven Imputation



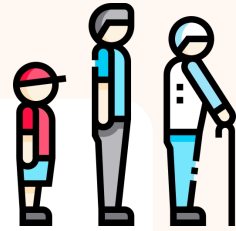
04

Correct Outliers



3 Feature Engineering

01 **Age Categorization**



02 **Customer Categorization**



04 **Total Premiums Paid**



03 **Claim Severity Ratio**

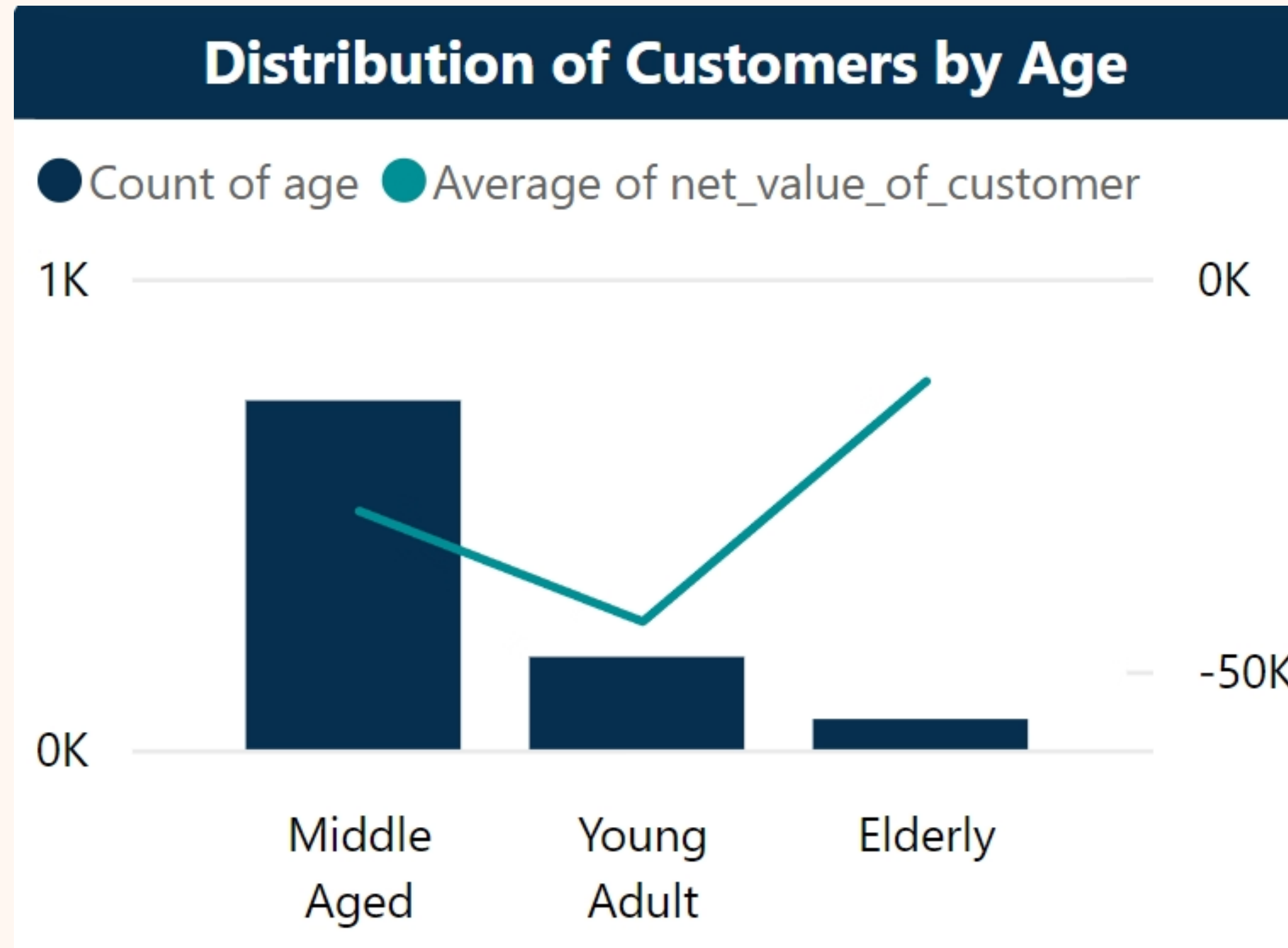


06 **Customer Net Value**



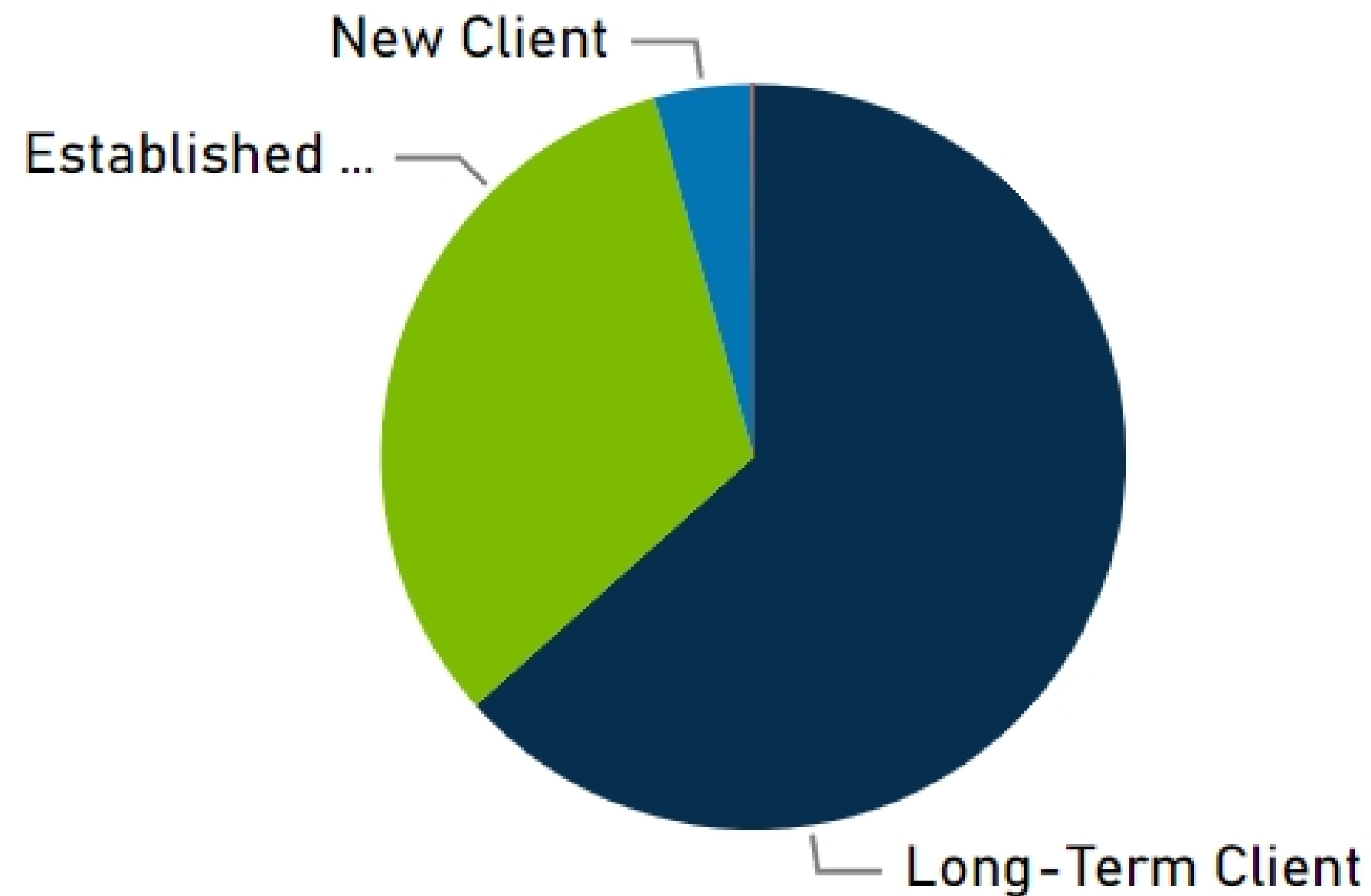
4 Key Findings

Age and Average Net Value



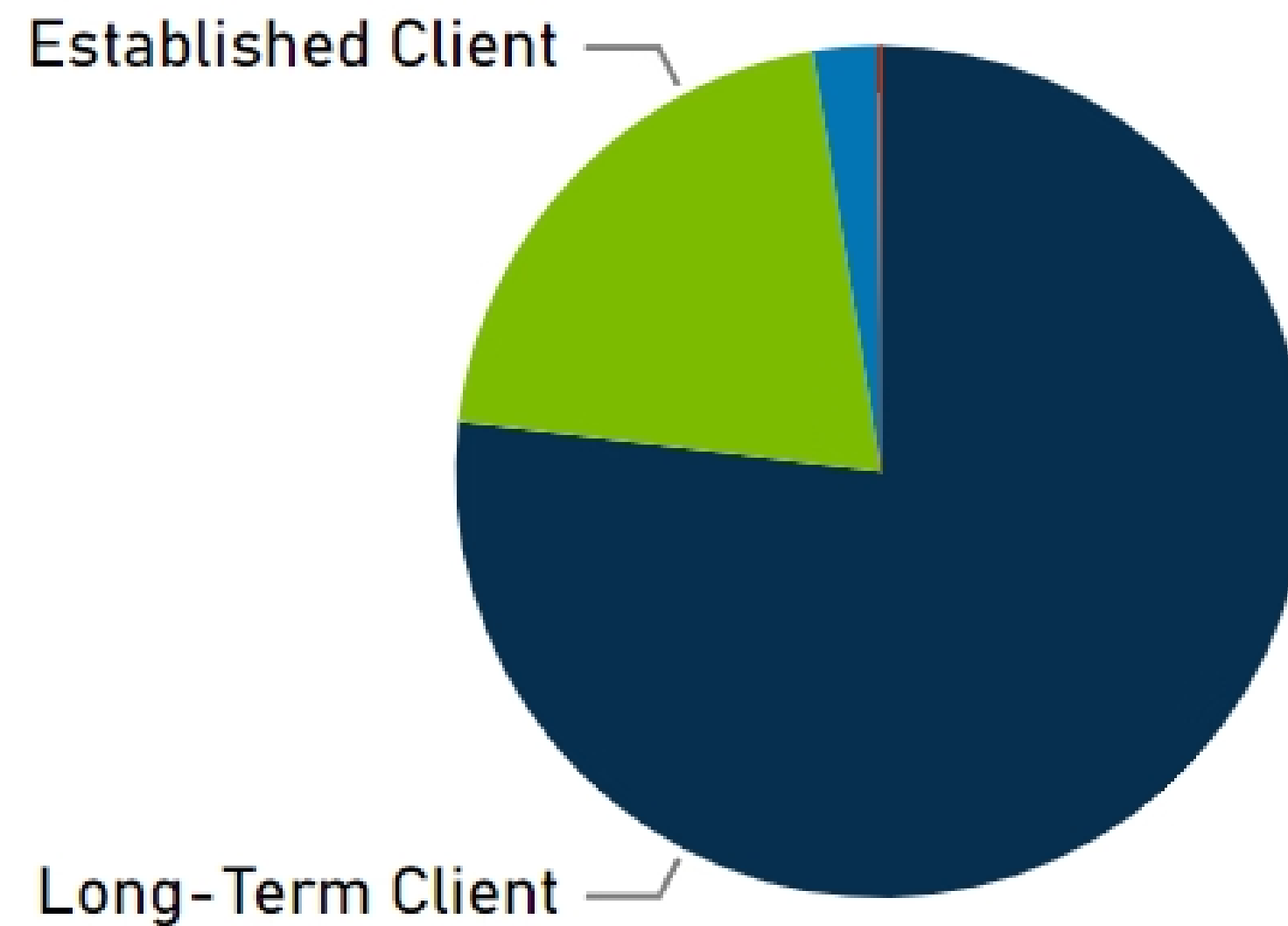
Customer Categories and Average Net Value

Distirbution of Customer Categories

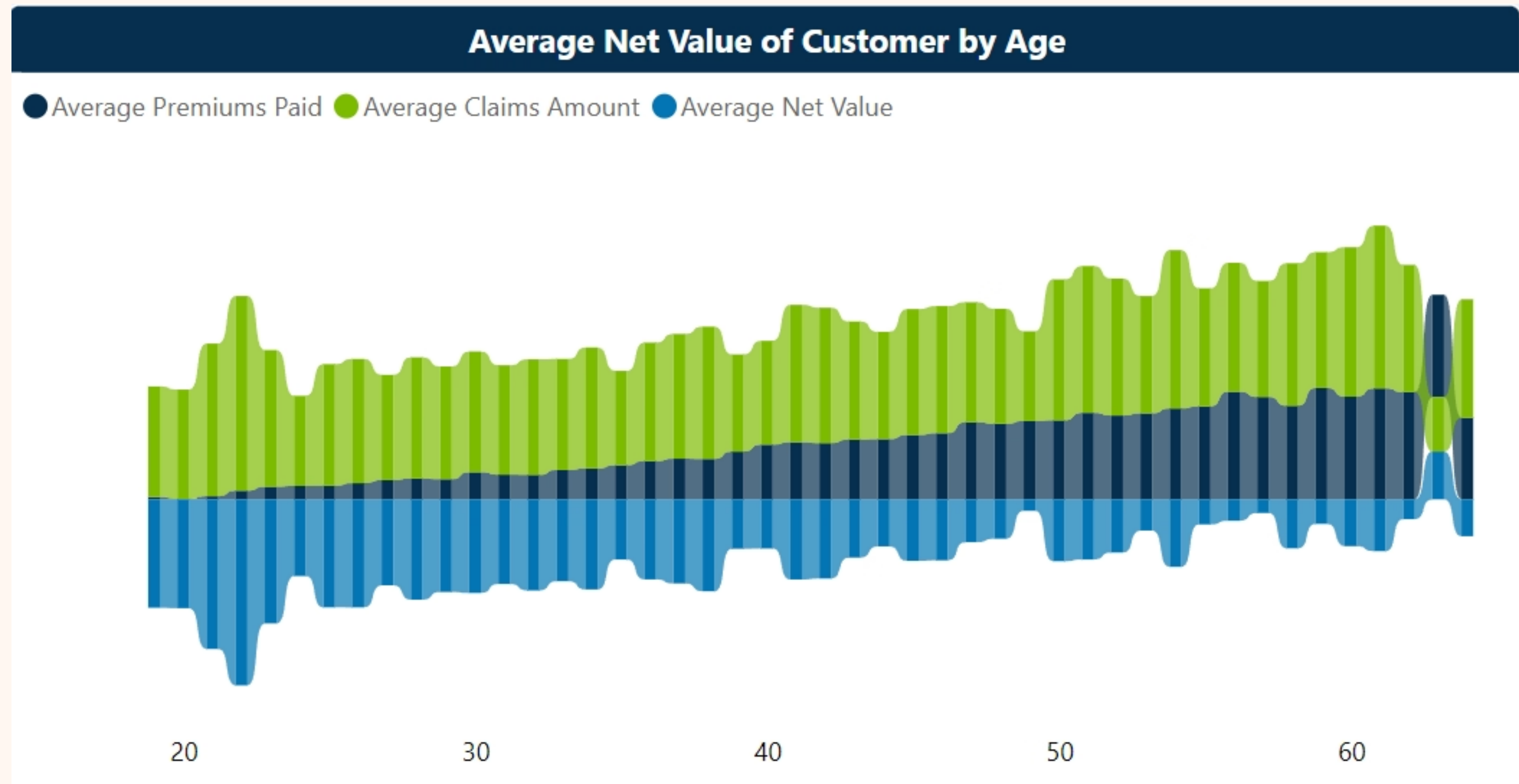


Customer Categories and Age – Middle Aged

Distirbution of Customer Categories



Average Customer Net Value



5 Future Recommendations

01

Targeted Marketing and Retention Strategies



03

Risk Mitigation and Premium Adjustment



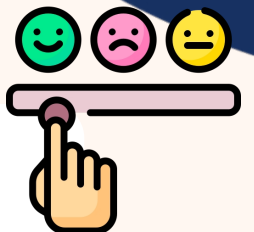
02

Segment-Specific Offerings



04

Enhanced Customer Experience



06

Continuous Monitoring and Adaptation



7 Closing Thoughts

Thank You!



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