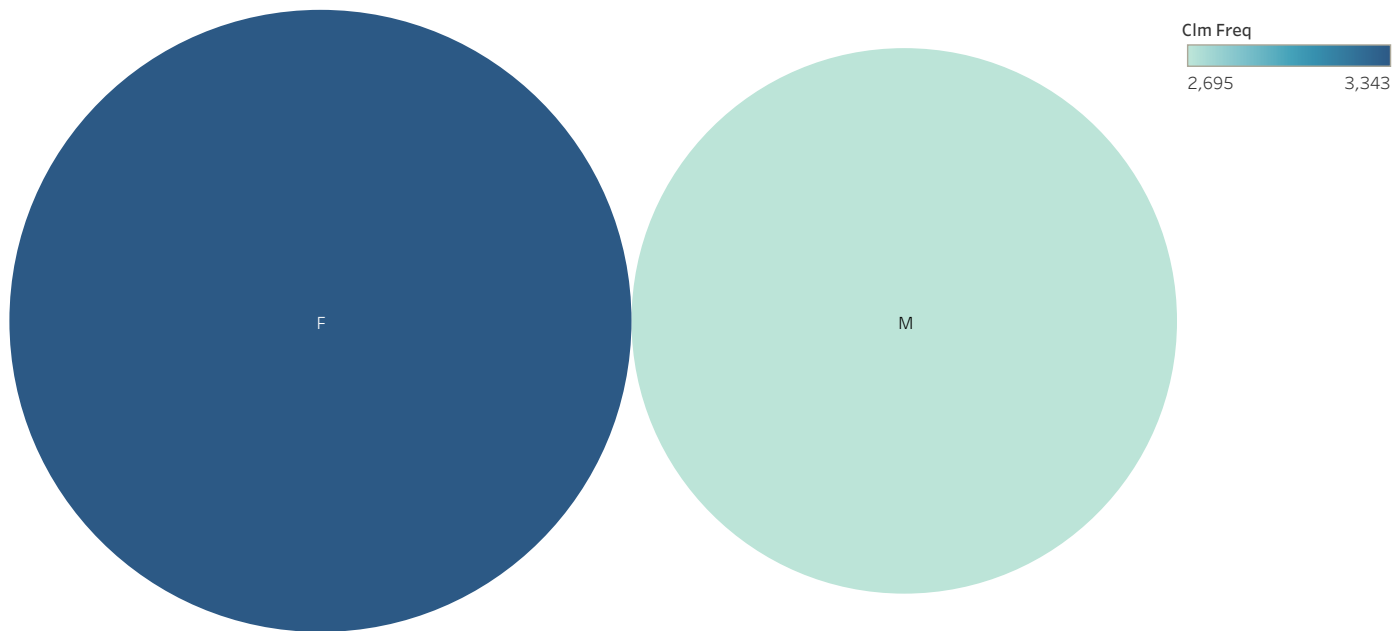


# Storyboard

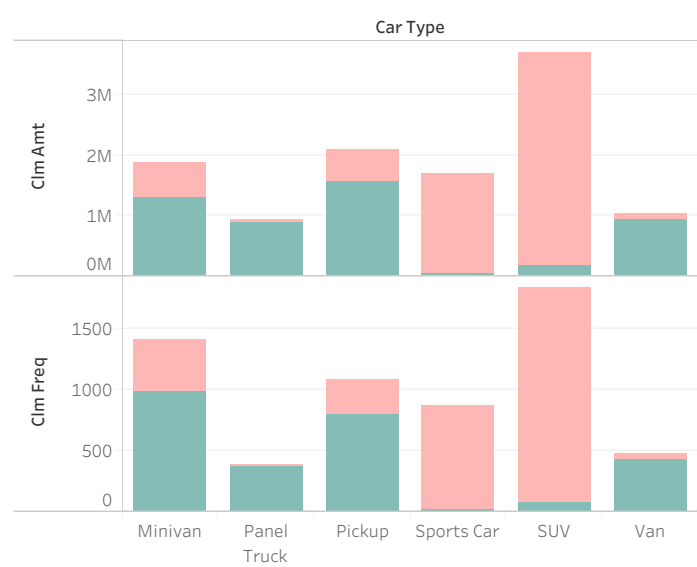
Female customers have higher claim frequency and claim amount.	SUV cars have higher claim amount and frequency...	SUV cars for Private use driven by women have highest Claim amount	Customers wit Blue Collar occupation have higher claim freq..
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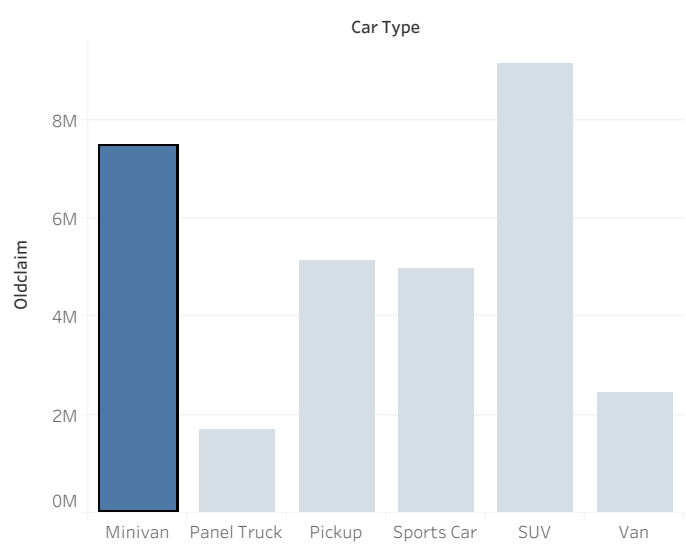
# Storyboard

Female customers have higher claim frequency and claim amount.	SUV cars have higher claim amount and frequency...	SUV cars for Private use driven by women have highest Claim amount	Customers wit Blue Collar occupation have higher claim freq..
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CarType-Gender

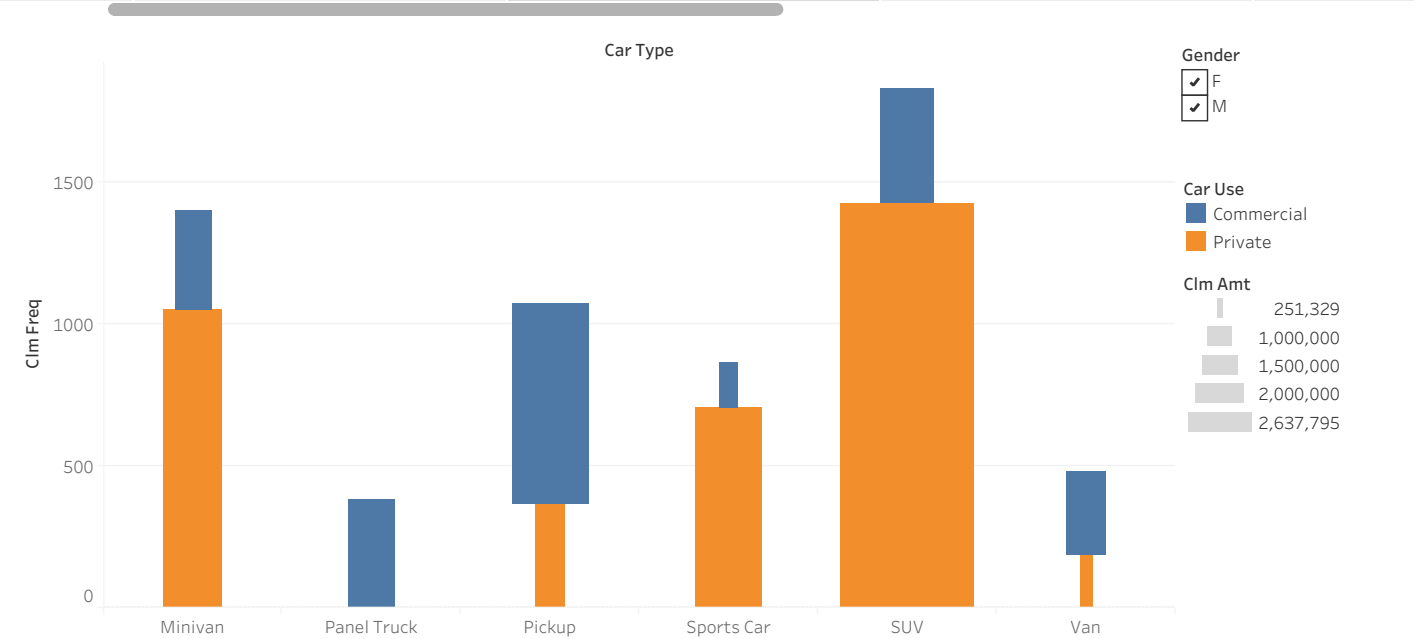


CarType-OldClaim



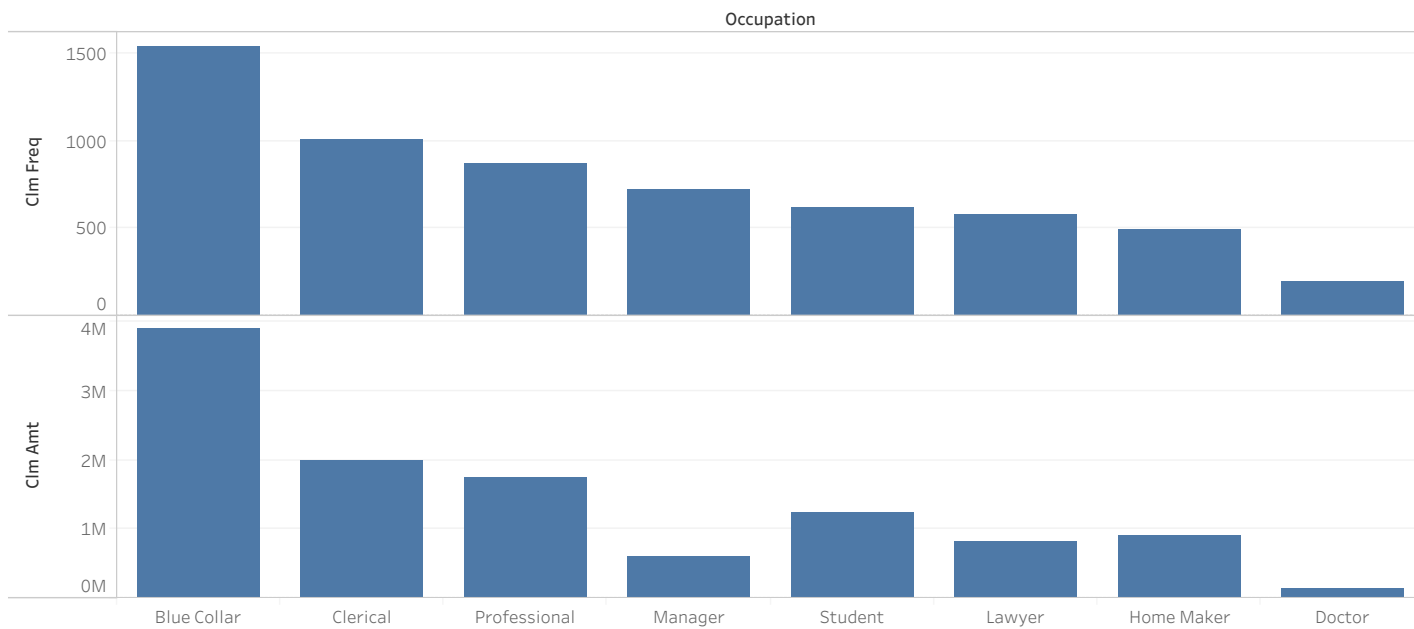
# Storyboard

Female customers ha..	SUV cars have higher claim amount and frequency...	SUV cars for Private use driven by women have highest Claim amount	Customers wit Blue Collar occupation have higher claim frequency and amount.	High Schoolers and Blue collare..
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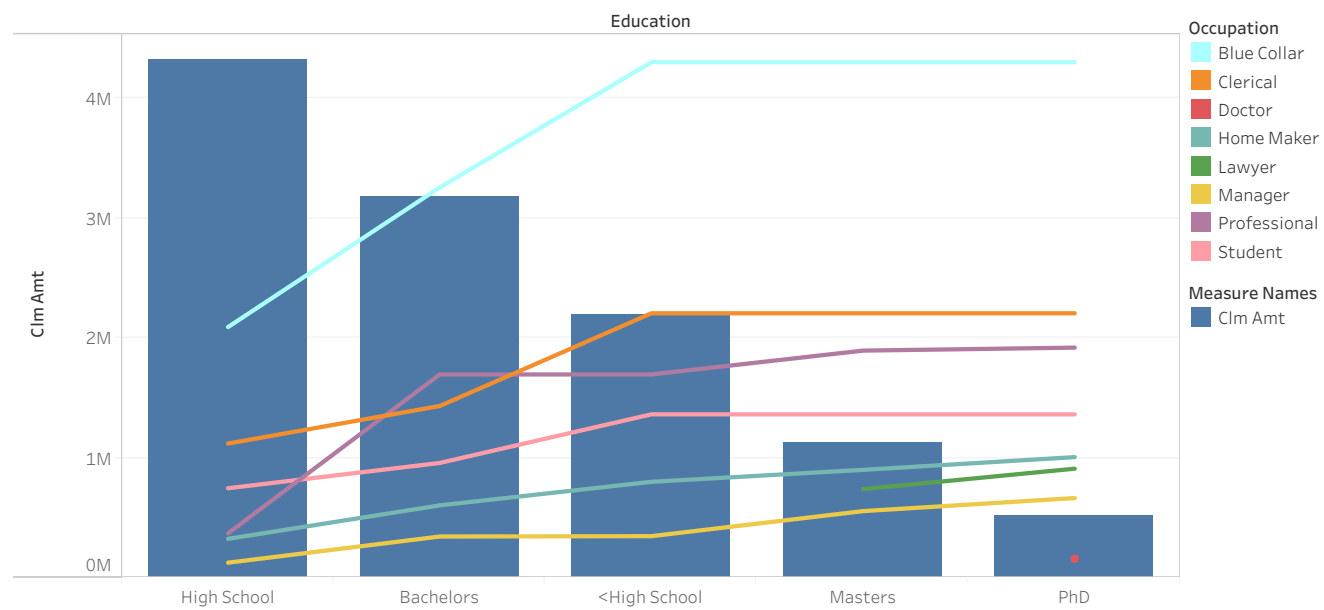
# Storyboard

SUV cars have higher claim ..	SUV cars for Private use driven by women have highest Claim amount	Customers wit Blue Collar occupation have higher claim frequency and amount.	High Schoolers and Blue collared have highest claim amount...	Claim amount and frequency decre..
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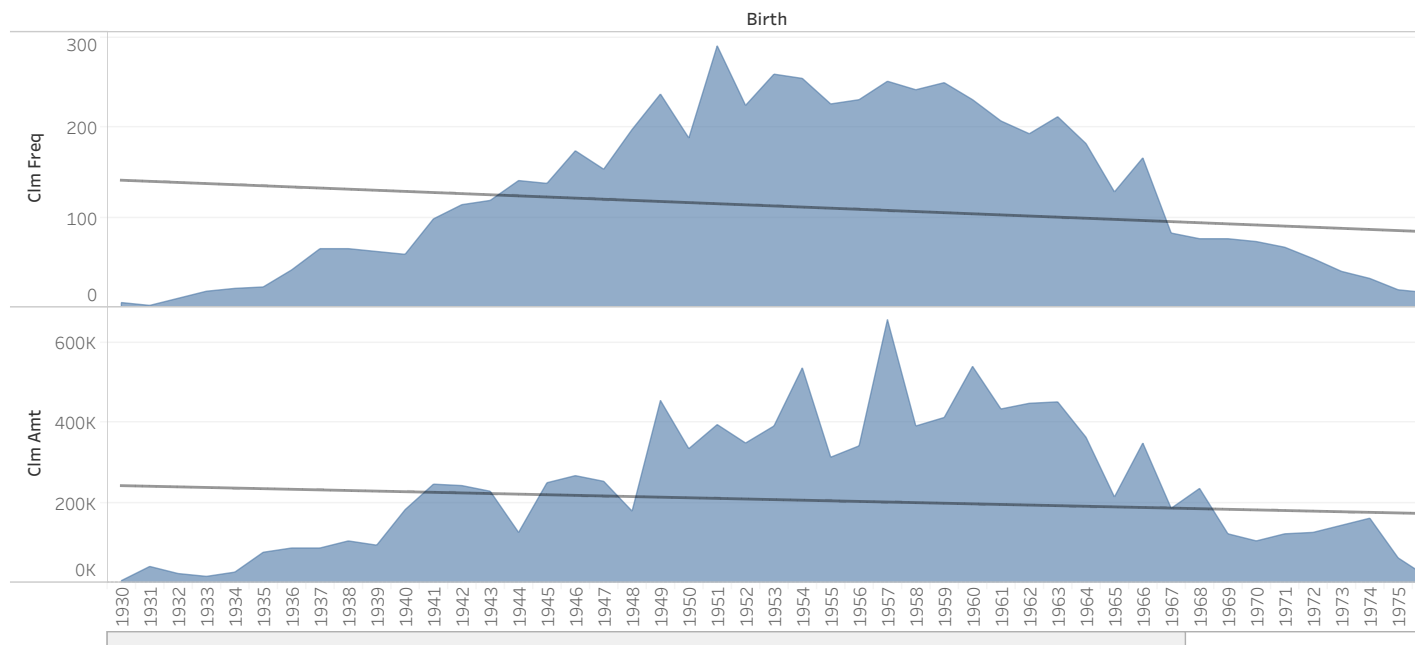
# Storyboard

SUV cars for Private use dr..	Customers wit Blue Collar occupation have higher claim frequency and amount.	High Schoolers and Blue collared have highest claim amount...	Claim amount and frequency decreases for newer customers. Has a positive impact o..	Customers with education High s..
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# Storyboard

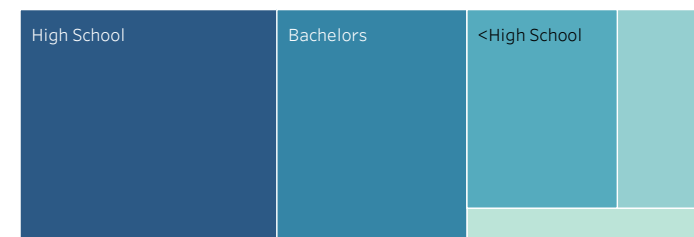
Customers wit Blue Collar oc..	High Schoolers and Blue collared have highest claim amount...	Claim amount and frequency decreases for newer customers. Has a positive impact o..	Customers with education High school and Masters have higher claims. Of them, wo..	Summary
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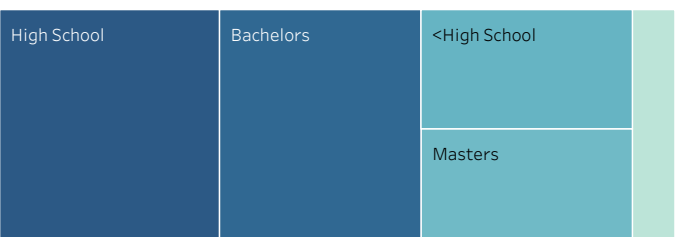
# Storyboard

High Schoolers and Blue collared have highest claim amount...	Claim amount and frequency decreases for newer customers. Has a positive impact o..	Customers with education High school and Masters have higher claims. Of them, wo..	Summary
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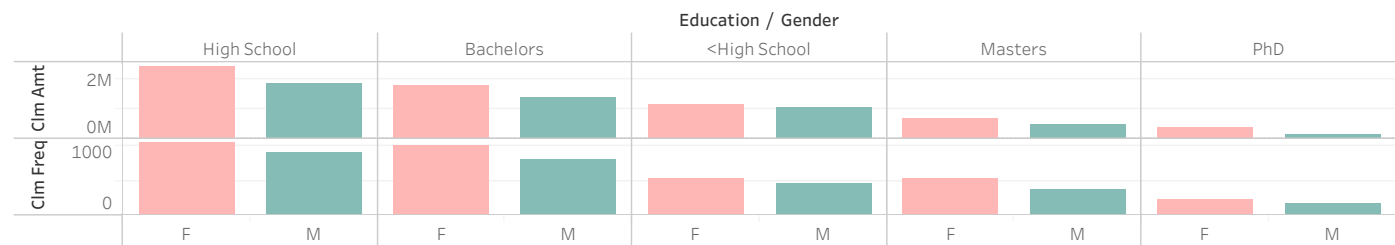
Edu-ClmAmt



Edu-ClmFreq



Edu-Gender



# Storyboard

High Schoolers and Blue collared have highest claim amount...	Claim amount and frequency decreases for newer customers. Has a positive impact o..	Customers with education High school and Masters have higher claims. Of them, wo..	Summary
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- Female drivers have higher claim
  - Car type:SUV have highest claim
  - Blue collared customers have highest claim
  - Customers with high school and bachelor degree have highest claim
  - Car age and Urbanicity have no significant contribution
1. Plan for Female customers with SUV, having high school/ bachelor degree need tp be revisted to decrease their intensity
  2. Better plans for Doctors on humanity lines can be introduced to positively impact the business
  3. Plans to attract younger crowds need to be intoduced
  4. Cream customers : Blue collared, high house value, high claim frequency - exciting deals and offers can be offered for loyalty
  5. Cheaper, short term plans for home makers and students can be introduced