Insurance Churn Customer Data Analysis

Select all	prod 1	prod 2	prod 3	prod 4

Total Customers	Lost Customers	Churn_Rate%	Active Policy holders
10K	2K	20.37%	5K

Region wise Customers

- 2K (24....)
- 3K (25...)
- 5K (50.14%)

region
- West
- North
- South
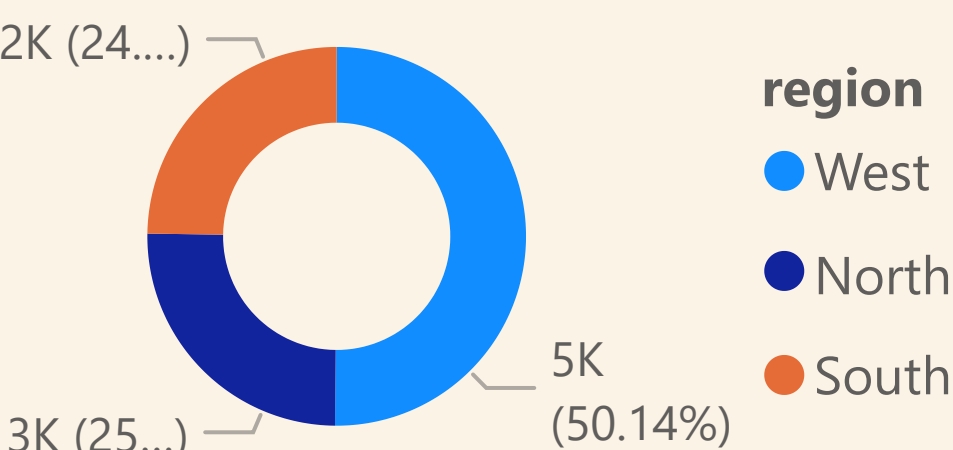
Product wise Total customers

- 0K (2.6...)
- 5K (45.9%)
- 5K (50.84...)

Insurance Pol...
- prod 1
- prod 2
- prod 3
- prod 4

Churn_Rate%

15.0%

20.37%

0.00%   100.00%

Annual Income_Groups

- 4.5K
- 2.6K
- 2.5K
- 0.4K
- 0.1K

10k-10... 100k-1... >150k 1k-10k 1-1k
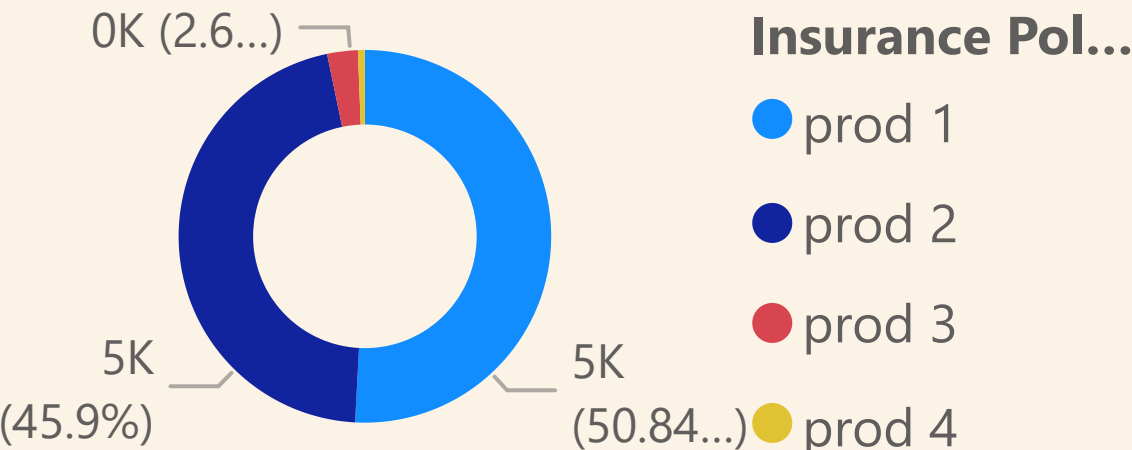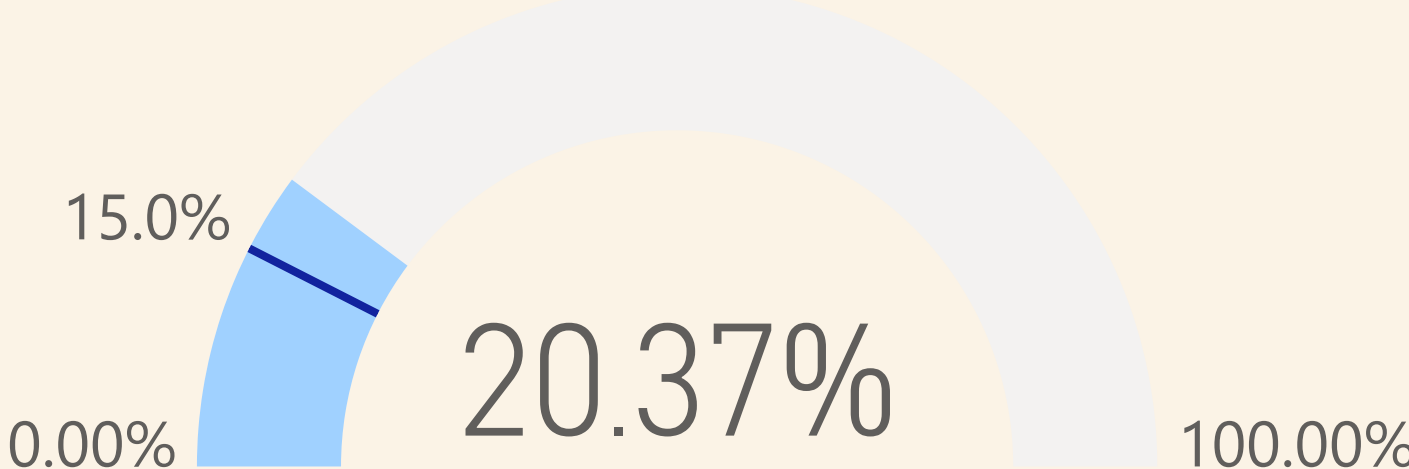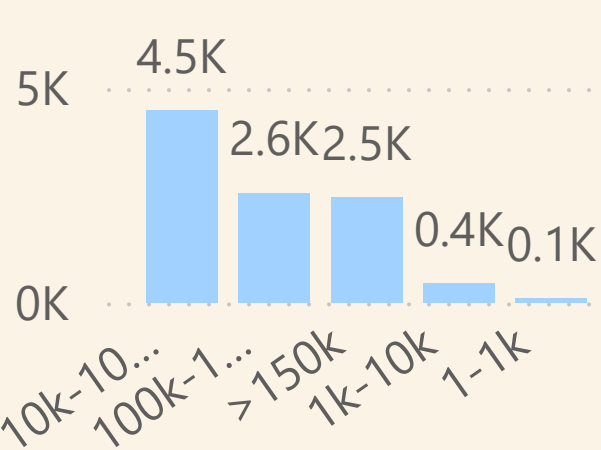
Gender Ratio amongst Customers

- 5K (45.43%)
- 5K (54.57%)

gender
- Male
- Female
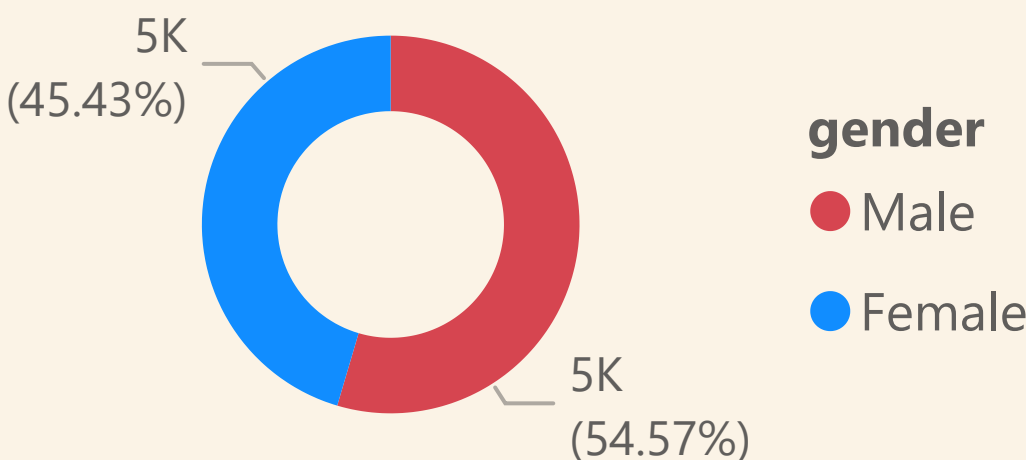
Online_policy_access_status

- 3K (2...)
- 7K (70....)

online_poli...
- Online A...
- Not onli...
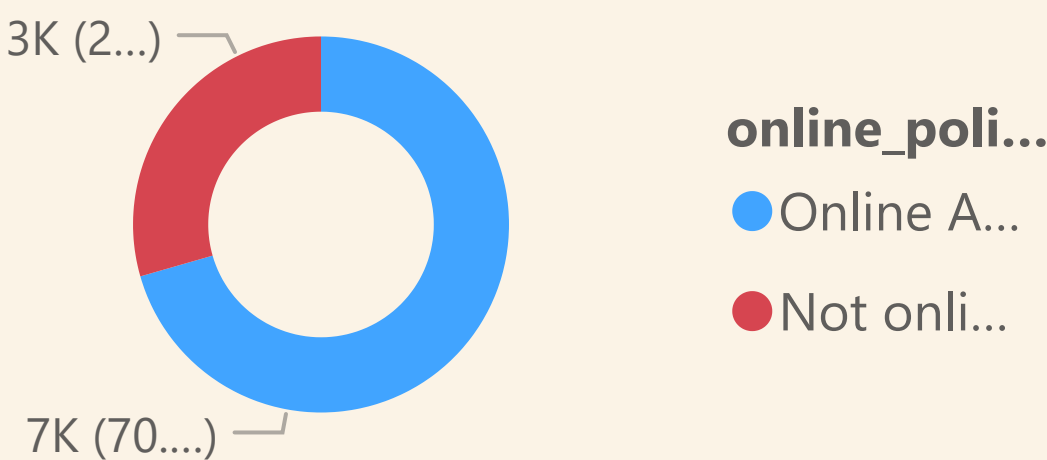
Total Customers and Churn_Rate% by Age_groups

Age group	Value
31-40	
41-50	2K
21-30	2K
51-60	1K
61-70	0K
>71	
<20	0K

Customer_score_groups

- 4K
- 2K
- 0K

601-... 701-... 501-... >800 401-... <400

Churn_Rate% by Age_groups

- Total Customers
- Churn_Rate%

1429

50%

Churn_Rate%

Total Customers

0%

<20   >71   21-30   31-40   41-50   51-60   61-70
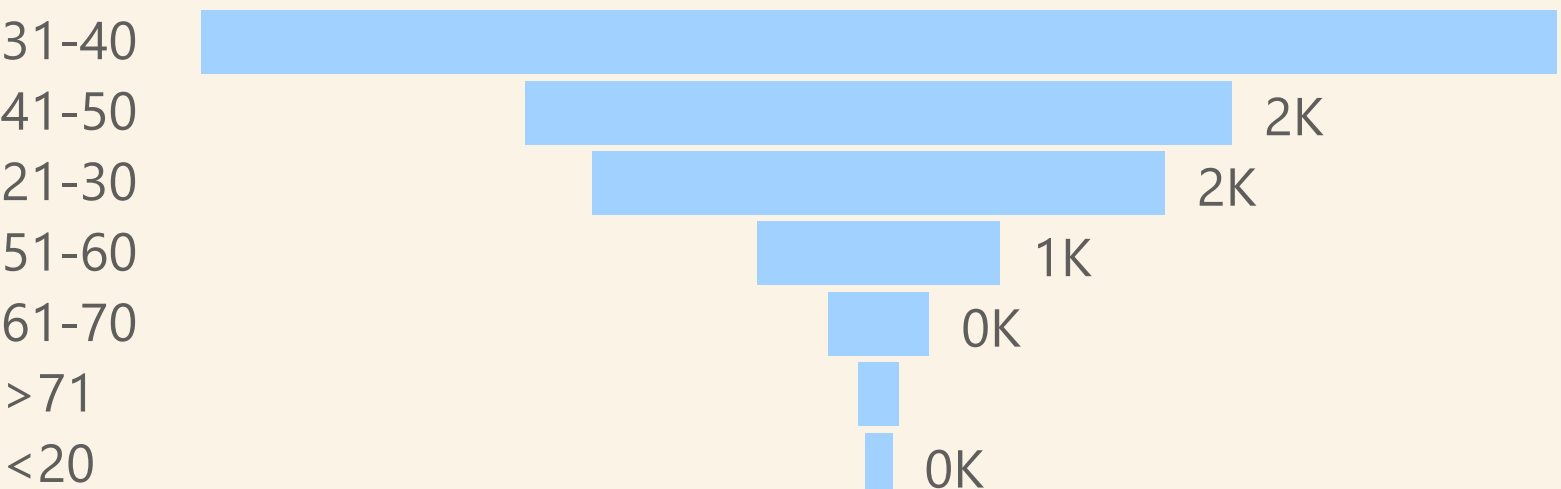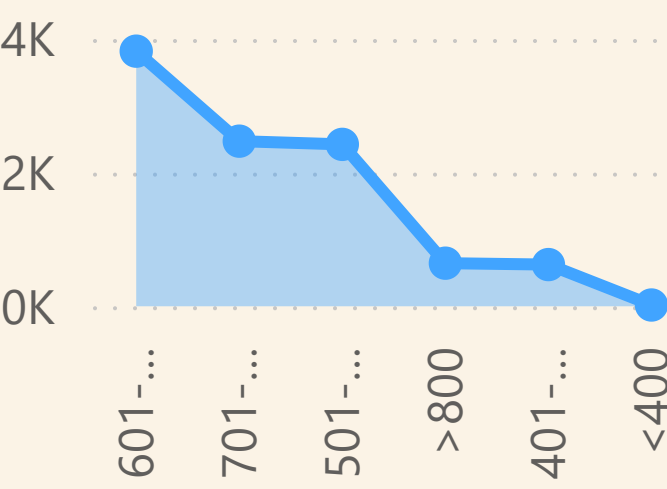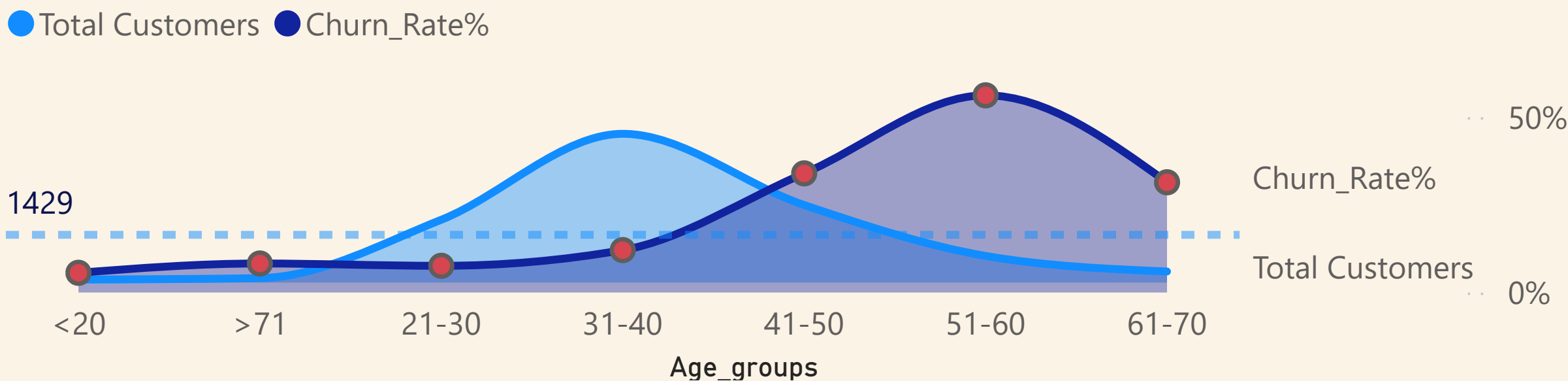
Age_groups

Churn_Rate% byCustome_score

- Total Customers
- Churn_Rate%

- 3.8K
- 19.91%
- 21.17%
- 100.00%
- 19.72%
- 19.69%

100%

50%

0%

601-700   701-800   501-600   >800   401-500   <400

Customer_score_groups
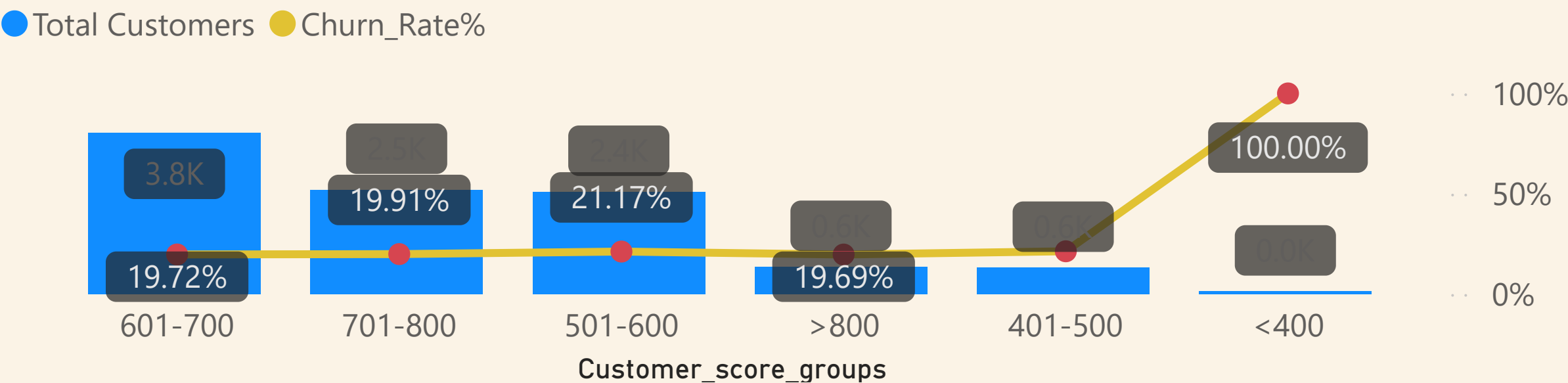
Insurance Churn Customer Data Analysis

Detailed Analysis through Decomposition Tree

Premium_paid_... ✕	Customer_score... ✕	💡 Age_groups ✕
0	<400	

Churn_Rate%
20.37%

- 1k-10k
  100.00%
- >200k
  55.88%
- 100k-200k
  25.02%
- 10k-100k
  20.53%
- **0**
  13.82%
- >800
  12.72%

- **<400**
  100.00%
- 401-500
  15.42%
- 501-600
  13.83%
- 601-700
  13.65%
- 701-800
  13.50%

- **31-40**
  100.00%
- 41-50
  100.00%
- 51-60
  100.00%
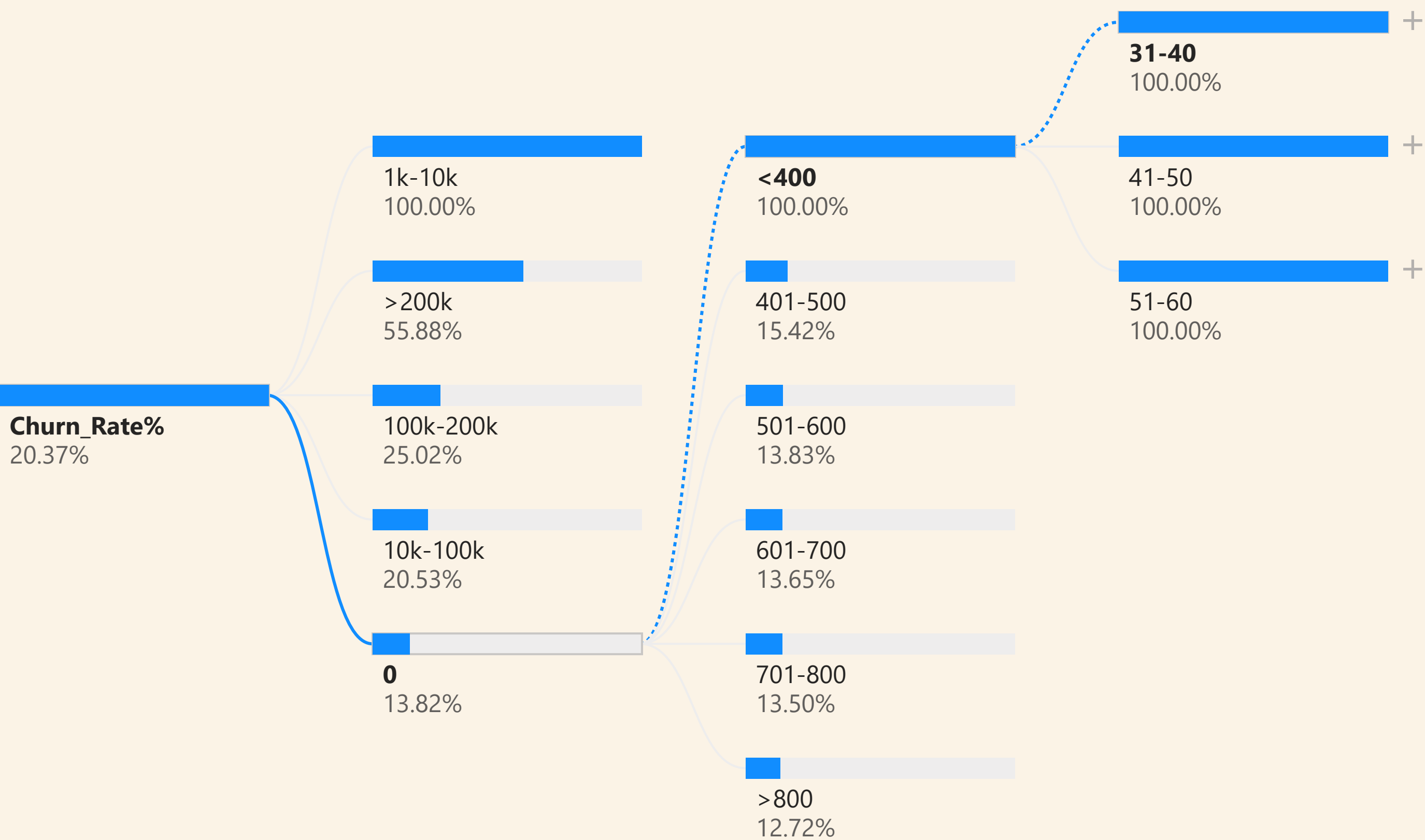
Detailed Analysis through Key Influencer Chart

Key influencers   Top segments   👍 👎

What influences Churn_Rate% to [Increase ▼] ?

When...   ....the average of
                           Churn_Rate% increases by

Age_groups is 51-60 ——→ 25.42%

Insurance Polices is prod 3 ——————→ 40.47%

Age_groups is 61-70 → 20.31%

AnnualIncome_groups is
1k-10k ——→ 26.84%

Insurance Polices is prod 4 ————→ 39.03%

Customer_score_groups is
<400 ————→ 37.81%

Sort by: Impact   <u>Count</u>