Insurance Usecase

🎯 Delta ABC Motor Insurance (Name changed)

In today's competitive motor insurance landscape, data is the real driving force behind sustainable growth, customer retention, and profitability. But raw data scattered across Excel sheets, CRMs, and legacy systems often fails to translate into actionable business insights.

That's where this Power BI Dashboard comes in — it tells a story .From sales to underwriting.
In short, it's not just a dashboard — it's your business cockpit.

From Data Chaos to Clarity

- Track which regions or products perform best
- Understand lapse patterns and their financial impact
- Spot conversion gaps and missed sales opportunities

See What's Driving Growth — and What's Not

- Which products and regions bring the most revenue?
- How many policies are active today and how many have lapsed?
- Is our conversion rate improving month-over-month?
- Are new customers or returning customers driving sales?
- With historical and real-time data, business heads can act, not guess.

Manage Risk & Retention Proactively

Instead of waiting until it's too late, this dashboard allows you to:

- **Identify at-risk customers** whose policies are about to lapse
- **Build campaigns** for customers who didn't convert
- **Prioritize high-performing regions and segments** for **retention and upselling**

It's not just reporting — it's strategic foresight.

Empower Every Team with Self-Serve Intelligence

- KPI cards for executives
- Maps & charts for regional leaders
- Customer segmentation for marketing

Move Beyond Excel — Tell Stories with Data

Unlike static Excel reports, Power BI:

- **Refreshes data automatically**
- **Enables drill-downs and comparisons**
- **Offers mobile-friendly dashboards**
- **Connects directly to your data sources**

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Detailed Requirements

A. Executive Summary (KPI Cards)

- Total Policies
- Total Premium
- Conversion Rate
- % Previously Insured
- Active Policies Today
- Lapsed Policies
- Average Policy Tenure

B. Time Series & Trends

Visuals:

- Line Chart → Month vs:
  - Policies Count
  - Premium Amount
  - Active vs Lapsed
- Stacked Column → Month vs Policies Count by Product_Category

C. Regional and Product Mix Visuals:

- Treemap → Region and Product_Category by Premium_Amount
- Map Visual → Region-wise policy count or revenue
- Bar Chart → Top 2 regions/products by:
  - Policies issued
  - Revenue collected

D. Customer Behavior Visuals:

- Donut/Pie Chart:
  - Response → % converted vs not
  - Previously_Insured → returning vs new
- Bar Chart → Product_Category vs Conversion Rate

E. Policy Lifecycle Analysis

Visuals:

- Stacked Column → Region vs Active vs Lapsed

F. Advanced Drill-Downs

Decomposition Tree
Compare premium share across products over months
Premium distribution by category/region

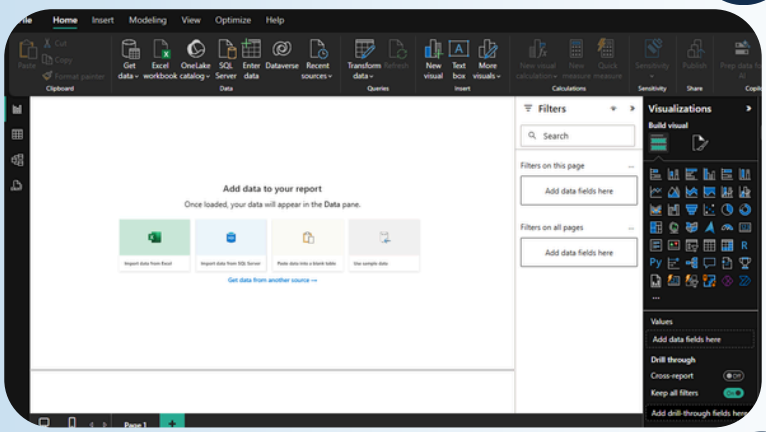
Filters & Slicers to Add:

- Region
- Product_Category
- Month/Year

Steps

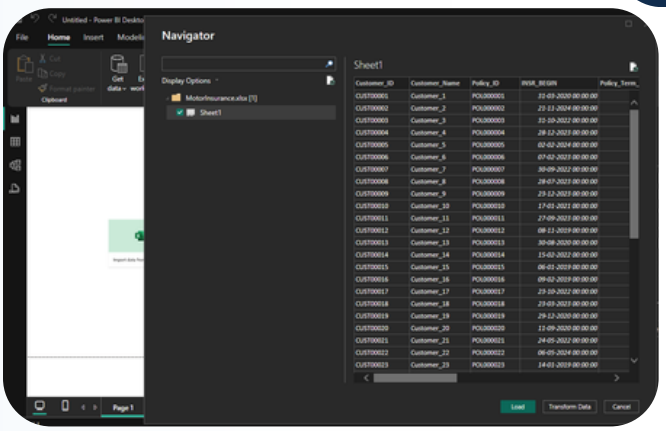
Get Data

1



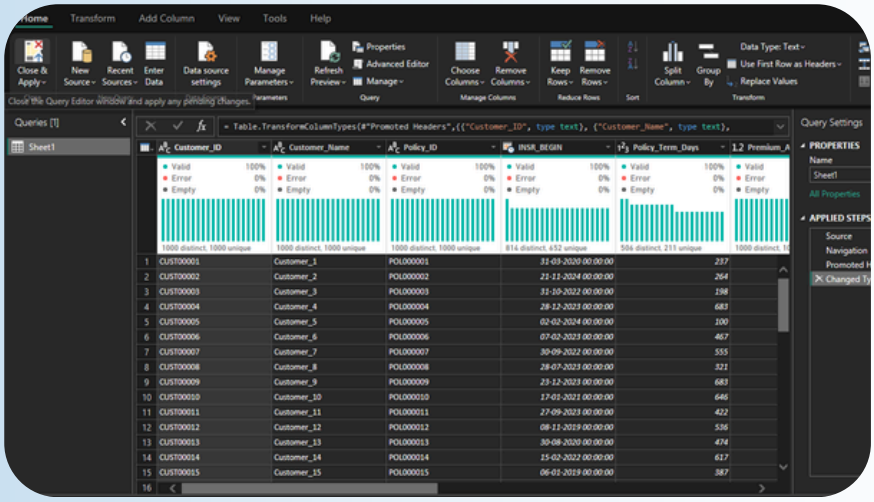
Load

2



Transform Data

3



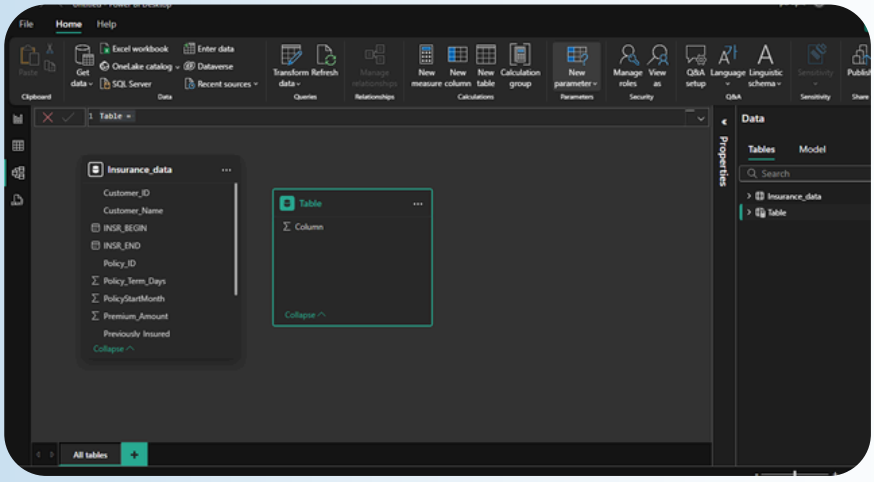
Name Changed

4

CLOSE & APPLY

Model View & Calendar Creation

5

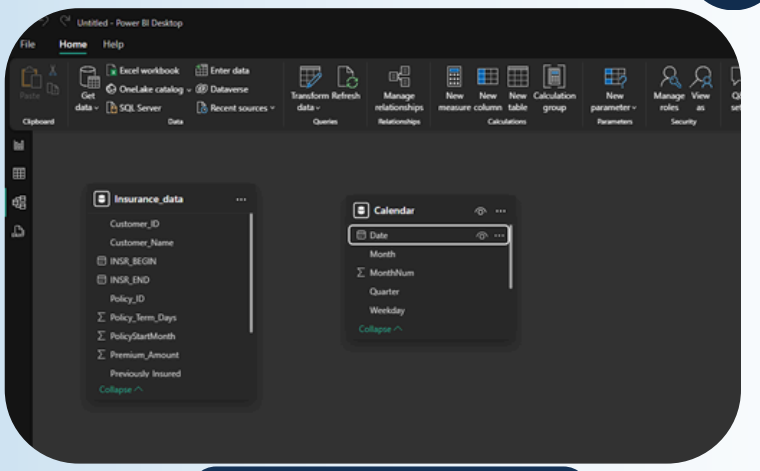


Calendar Dax

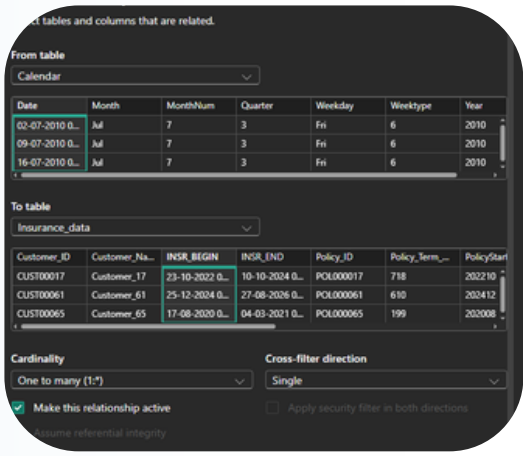
```
Calendar =
ADDCOLUMNS(CALENDAR(DATE(2010,1,1),DATE(2024,12,31)),

"Year", YEAR([Date]),
"MonthNum", MONTH([Date]),
"Month",FORMAT([Date],"mmm"),
"Quarter",FORMAT([Date],"Q"),
"Weekday", FORMAT([Date],"ddd"),
"Weektype",WEEKDAY([Date]))
```

Steps

Relationship Building 6

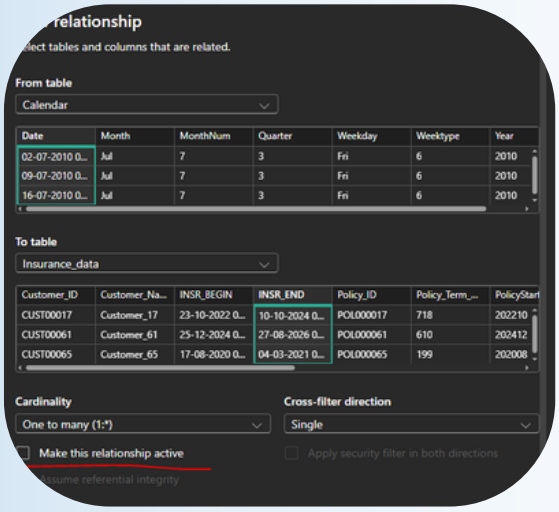


Date to INSR Begin 7

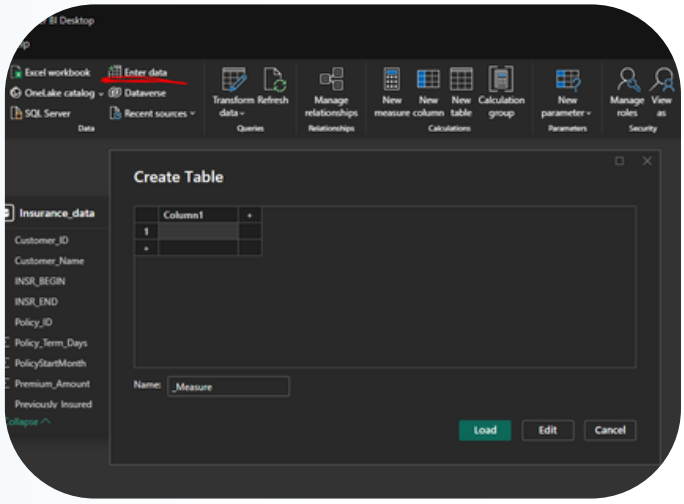


Date to INSR END 8

Dnt tick the relationship Active



Enter Data & _Measure Table Creation 9

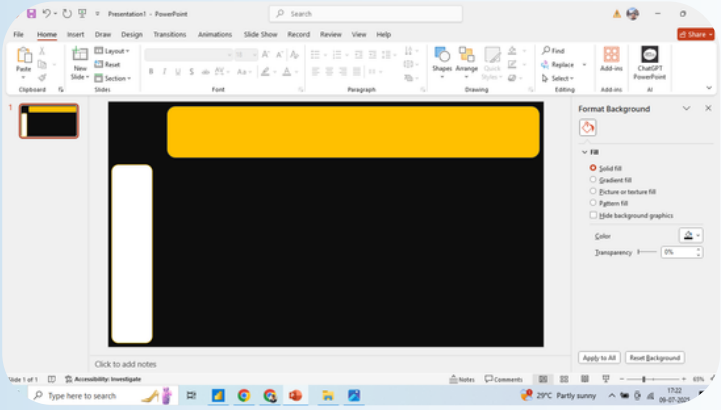


ALL KPIs

1. **Policies Count** = COUNTROWS(Insurance_data)
2. **Policies_Open**= [Policies Count]
3. **Policies_Closed** = CALCULATE([Policies Count],USERELATIONSHIP('Calendar'[Date],Insurance_data[INSR_END]))
4. **Average_Tenure_Policy** = AVERAGEX('Insurance_data',DATEDIFF(Insurance_data[INSR_BEGIN],Insurance_data[INSR_END],DAY))
5. **Active Policies** = CALCULATE([Policies Count],FILTER('Insurance_data','Insurance_data'[INSR_BEGIN] <= Today() && 'Insurance_data'[INSR_END] >= TODAY()))
6. **Lapsed Policies** = CALCULATE([Policies Count],FILTER('Insurance_data',Insurance_data[INSR_END] <today()))
7. **Conversion Rate** = DIVIDE(SUM('Insurance_data'[Response]),[Policies Count],0)
8. **Total Response** = SUM('Insurance_data'[Response])
9. **% previously _insured** = DIVIDE(SUM(Insurance_data[Previously_Insured]),[Policies_count],0)
10. **Total Premium** = SUM(Insurance_data[Premium_Amount])

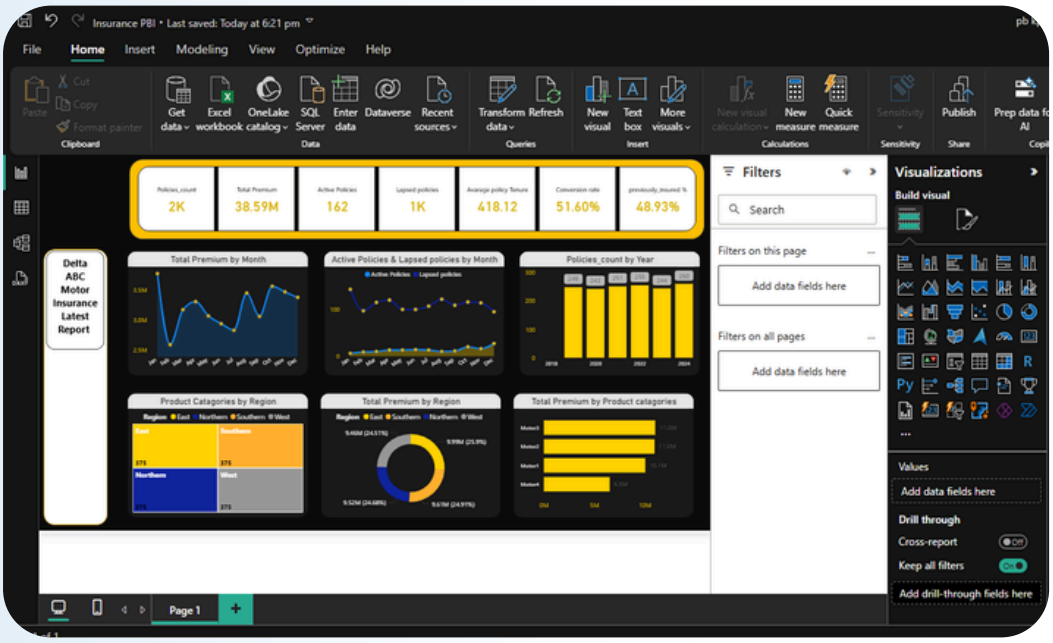
Steps

10 **PB Background in PPT**



Add all the KPIs and use color right color combo 11

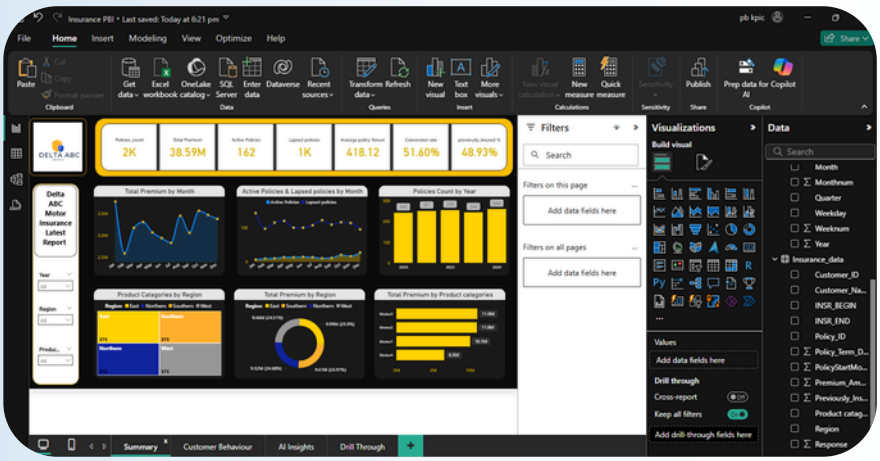
Use Heading and make other visuals as per the requirement 12



Steps

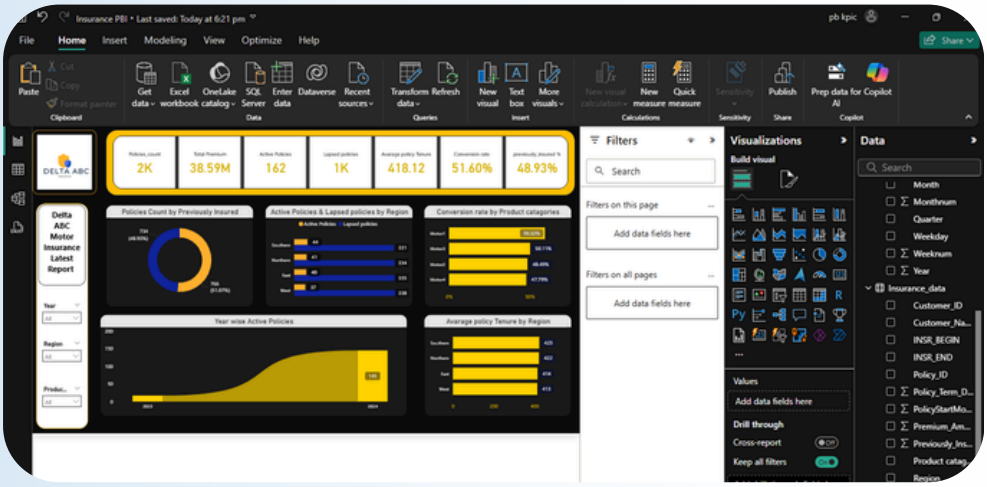
13

1st or Summary Page



2nd page about Customer behaviour

14



All about AI Insights

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