

INSURANCE COMPANY MARKETING CAMPAIGNS

conversion rate in %

12% converted%
88% non converted%

previous_campaign...

- ☐ other_outcome
- ☐ successful
- ☐ unidentified
- ☐ unsuccessful

conversion_status

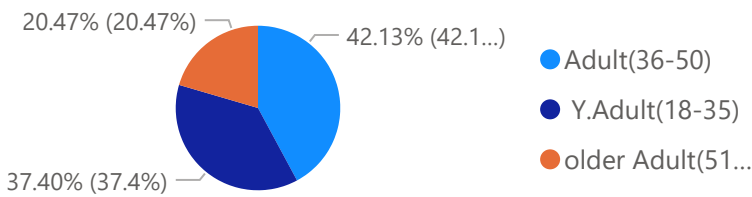
- ☐ converted
- ☐ not_converted

communication_channel

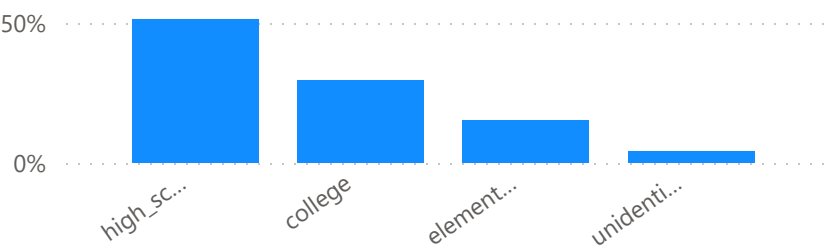
- ☐ landline
- ☐ mobile
- ☐ unidentified

Demographics

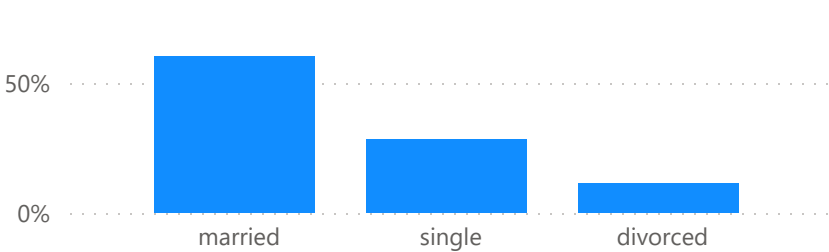
Age Brackets



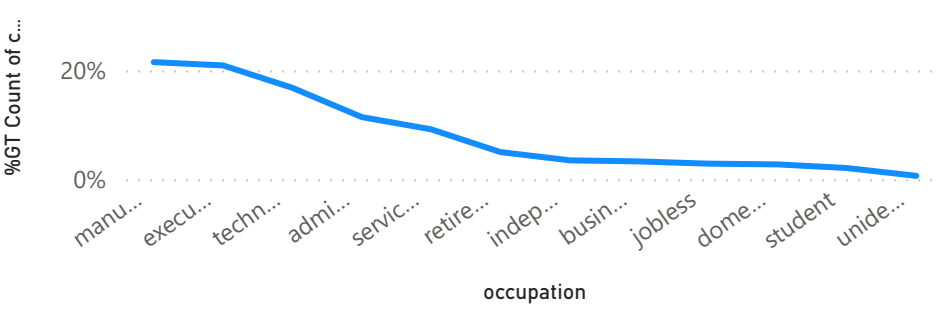
Education Level



Marital Status

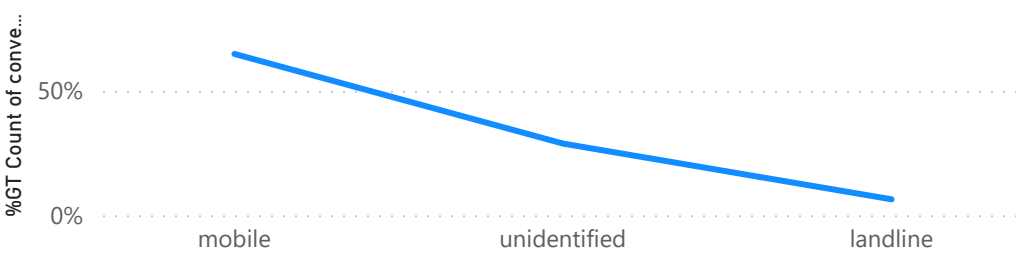


%GT Count of conversion_status by occupation

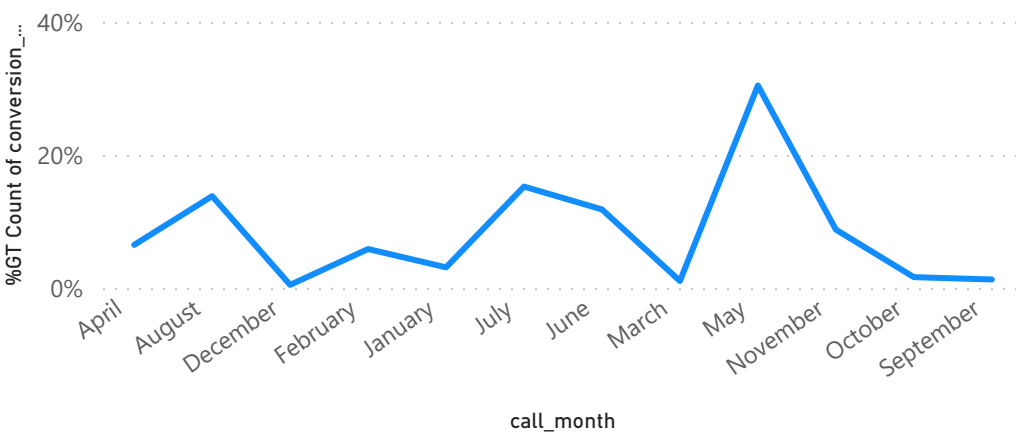


Communication channel

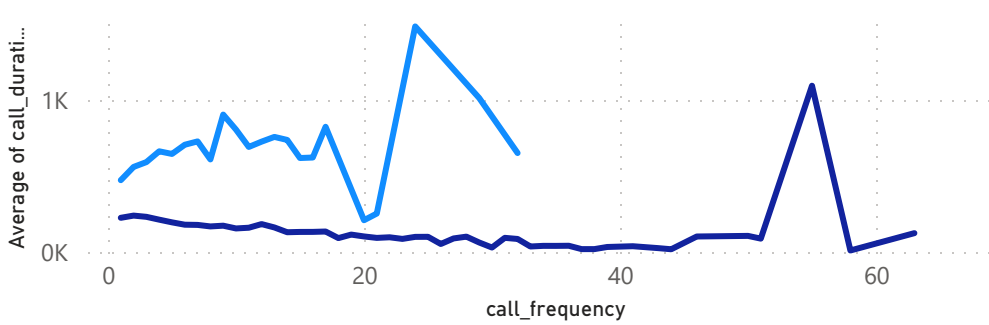
%GT Count of conversion_status by communication_channel



Calls per months



conversion_status



From the dashboard

I can up with some interesting insight:

1. Converted customers is about 12% which is quite low compare to non converted that is about 88%
2. The company should focus on previous campaigns done because about 65% of the successful campaigns converted, somethings can be introduced to win the rest of the 35% of the previously successful campaign
 - a. Asking for honest review from customers
 - b. Calling them during holidays and their special days can also make it very possible to close them againFinally, they can help massively by given referrals to this successful campaigns
3. Other outcome should be looked into to see possible improvements on 17% that is at the moment
4. From the dashboard serious marketing should be diverted to customers with high school and college education levels, they seems to buy more into company products
5. The company should stick more to mobile call than every other means of making calls to prospective clients because 83% of call made made for conversion but as soon as other medium of call was introduced that caused a sharp decline in conversion rate
6. A wide range of call diversion should be given to occupation executives which makes up to 25% of converted customers and also technical specialists roles of about 16% because higher conversion rate be gotten from these occupation categories
7. Surprisingly, the young adult(18–35) looks more interested in the service offered by the insurance with 42% conversion rate