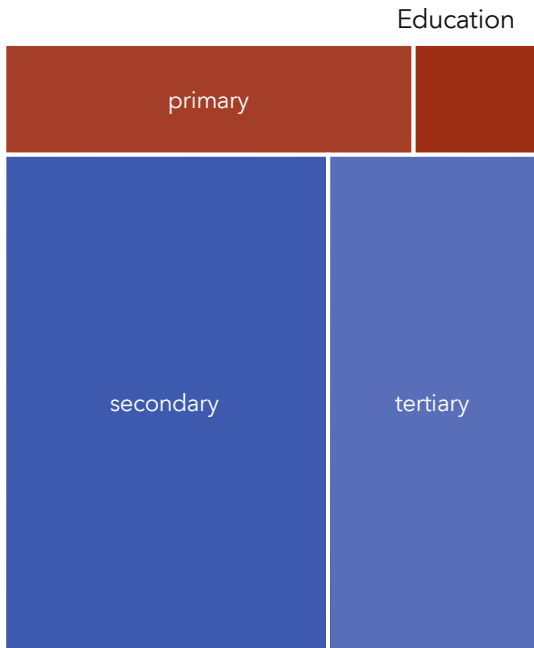
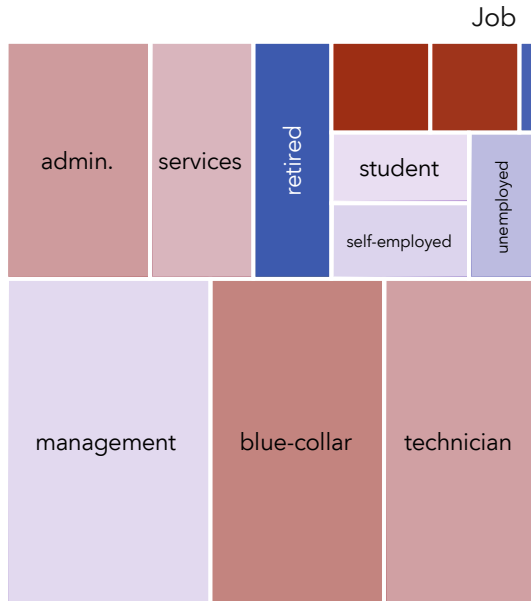


Target Customer Profiles

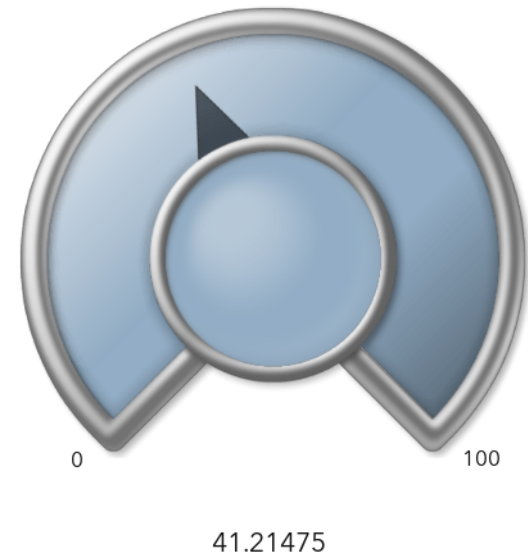
Customer count by Education



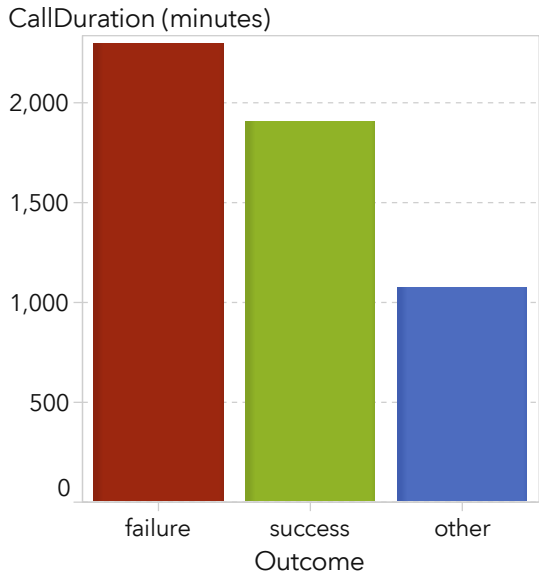
Customer count by Job Occupation



Average Customer Age



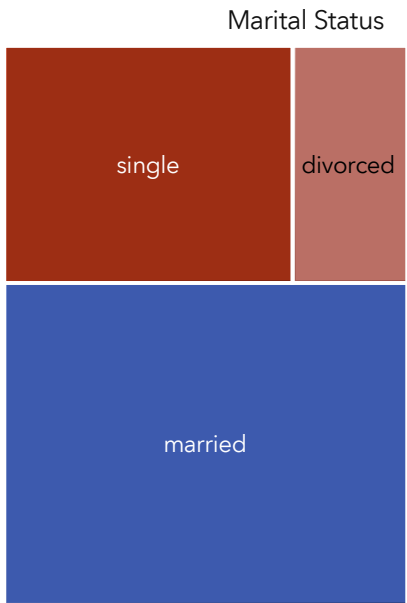
Average Call Time by Outcome



[A1.1](#)

[A1.2](#)

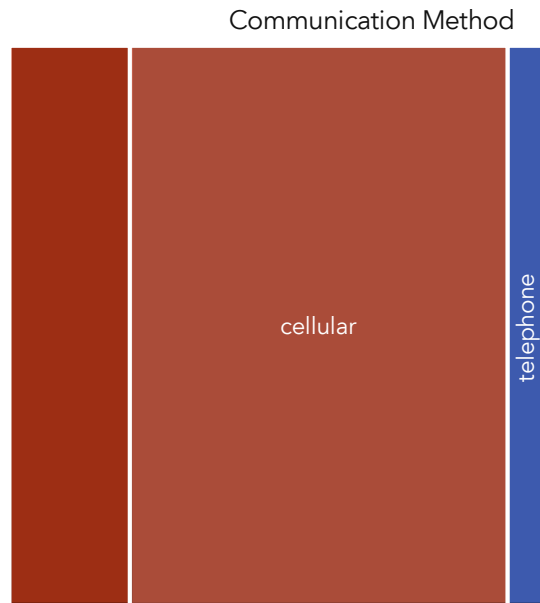
Customer count by Marital status



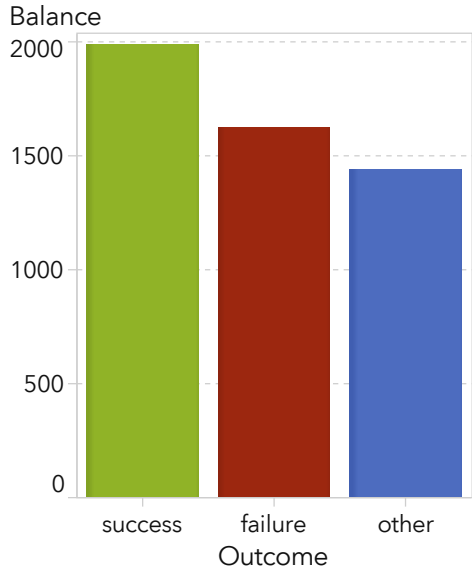
Product Ownership

HasCarIns...	HasHouseInsurance	HasCarLoan
No	No	No
		Yes
Yes	Yes	No
		Yes
	No	No
		Yes
Total	Yes	No
		Yes

Customer count by Communication Method



Average Balance by Outcome

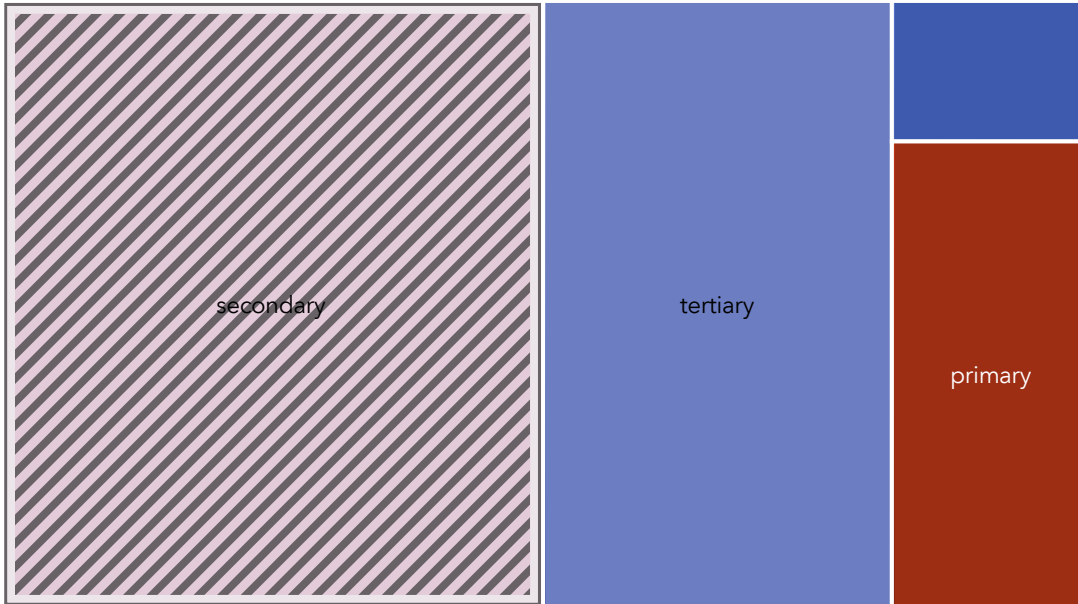


[A1.3](#)

Target Customer Success Rate

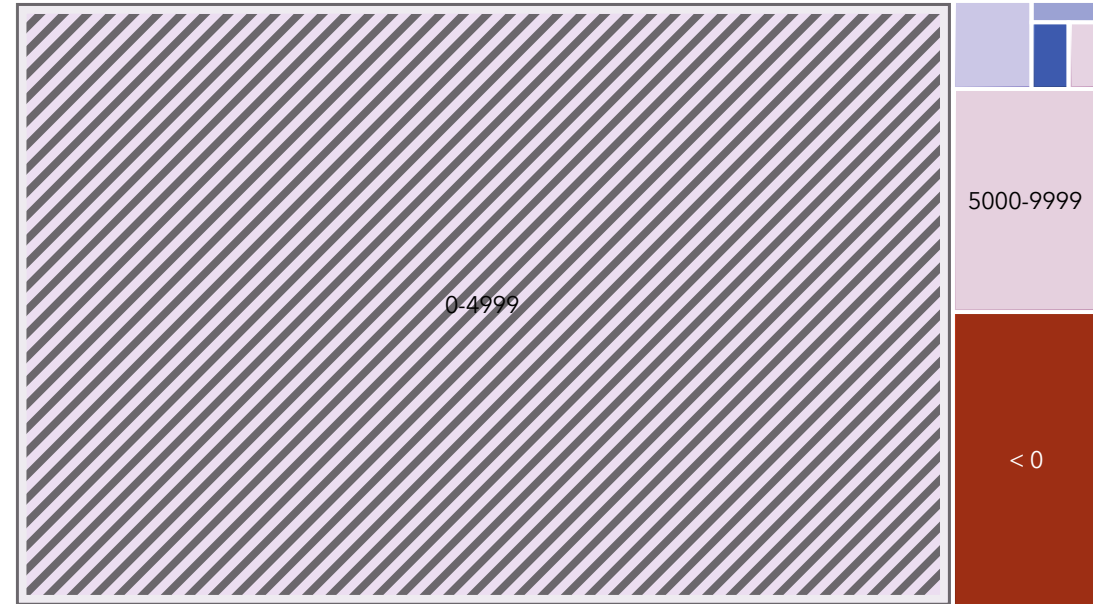
Education

Education



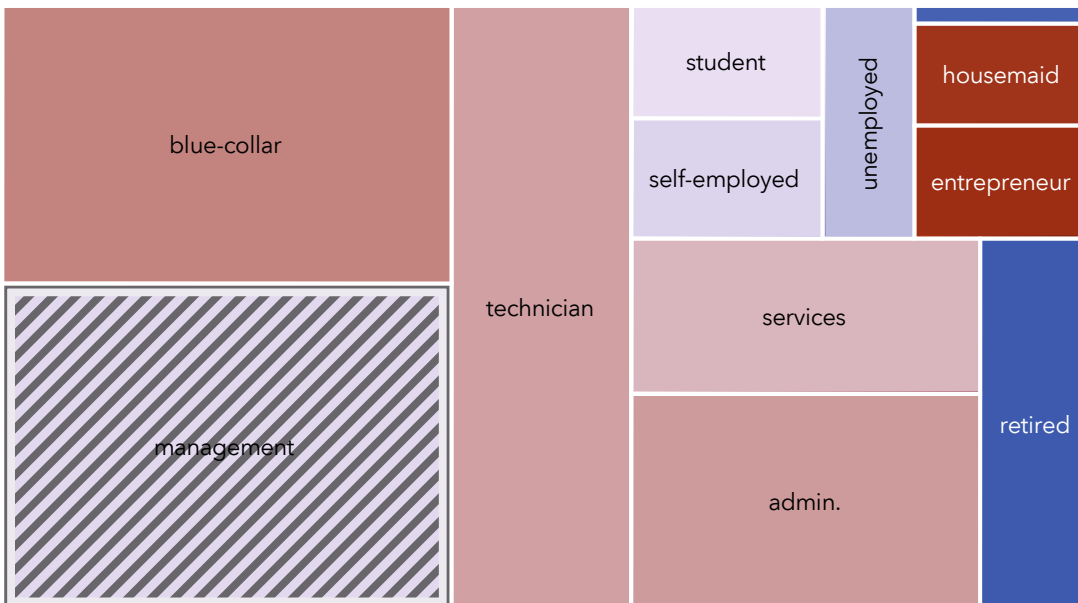
Account Balance

Balance Group



Job Occupation

Job



Age Group

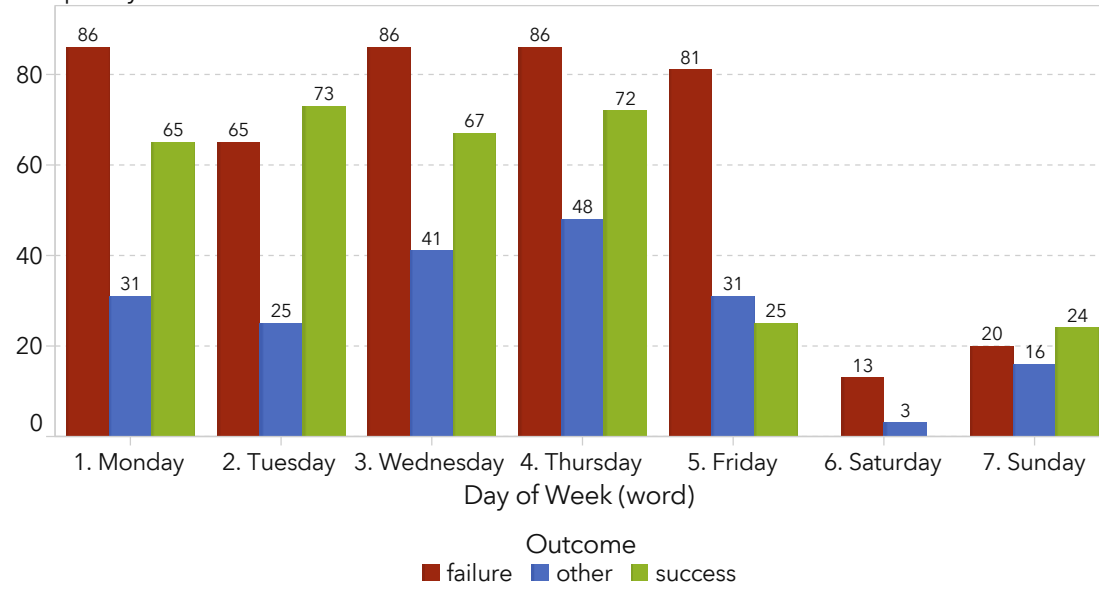
Age Group



Sale Team Performance

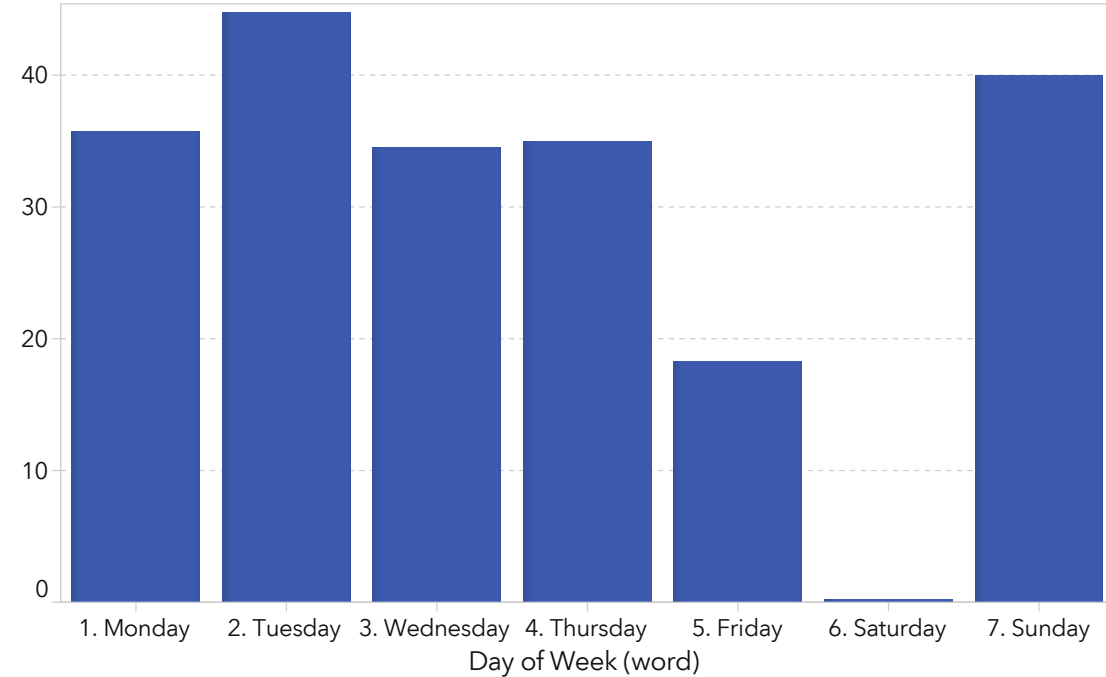
Call Volume (grouped by day and outcome)

Frequency

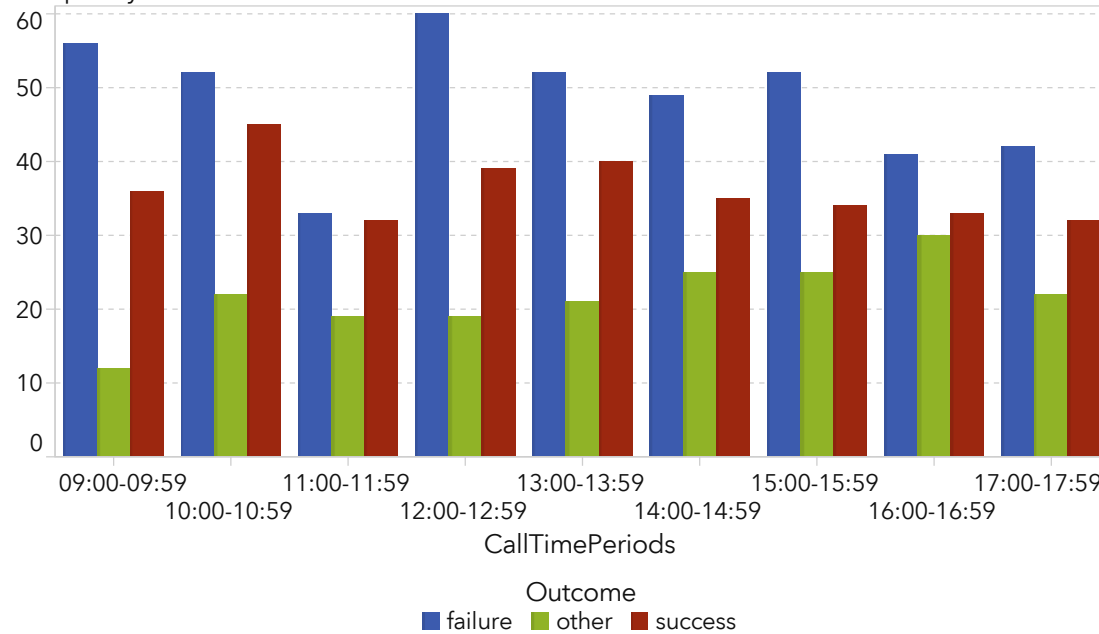


▼ [A2.1](#)

Success Rate (%)

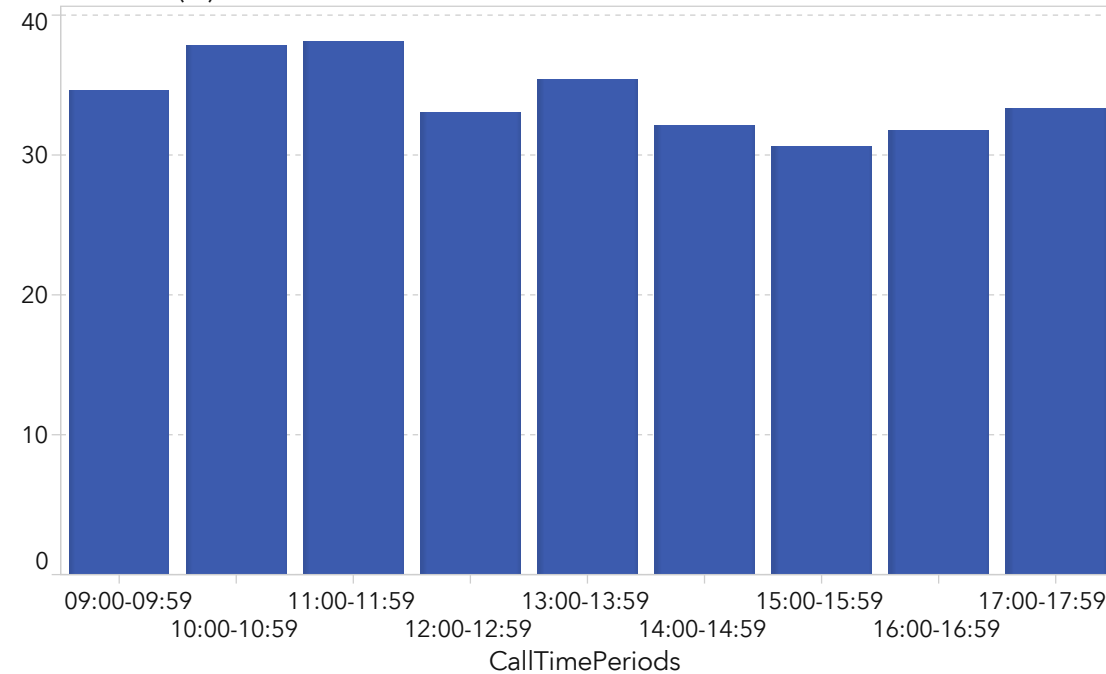


Frequency



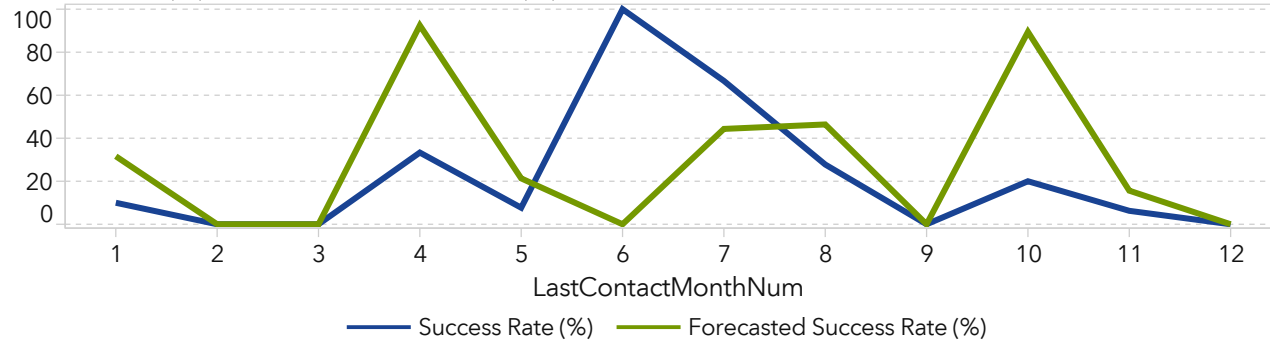
▼ [A2.2](#)

Success Rate (%)



New Sale Success Performance (Actual vs. Forecast)

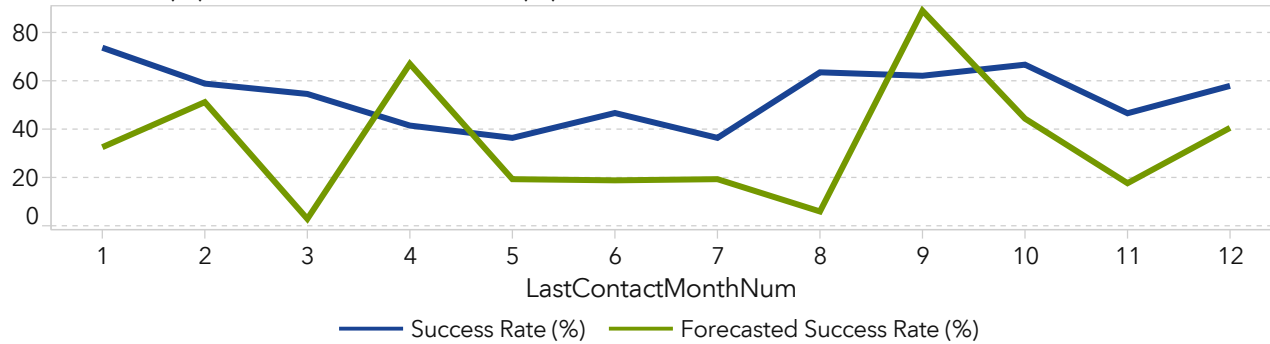
Success Rate (%) / Forecasted Success Rate (%)



▼ [A3.4](#)

Renewal Success Performance (Actual vs. Forecast)

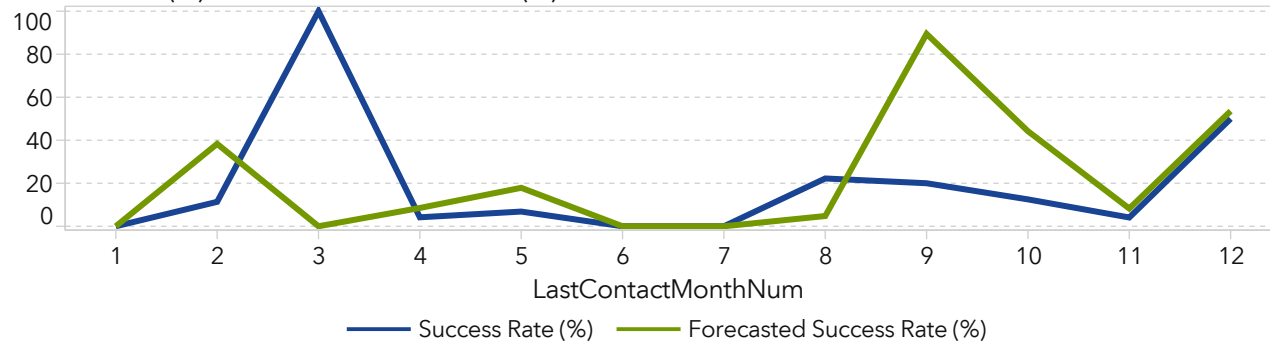
Success Rate (%) / Forecasted Success Rate (%)



▼ [A3.5](#)

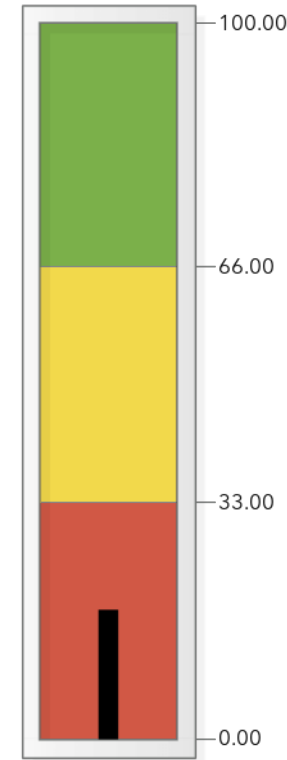
Cross Sell Performance (Actual vs. Forecast)

Success Rate (%) / Forecasted Success Rate (%)



▼ [A3.6](#)

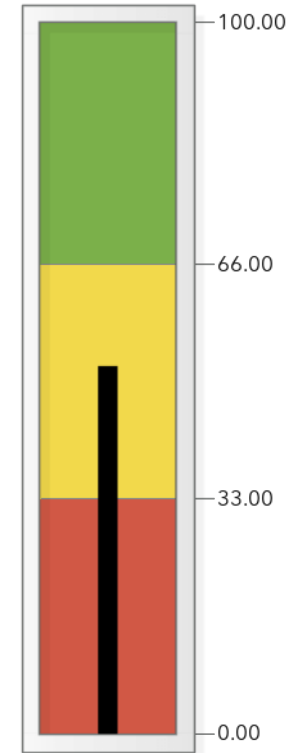
New Customer Sale Success Rate (%)



18.09

▼ [A3.1](#)

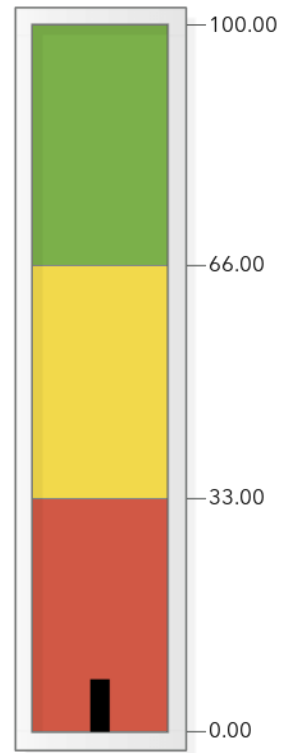
Renewal Success Rate (%)



51.72

▼ [A3.2](#)

Cross Sale Success Rate (%)



7.40

▼ [A3.3](#)

[A1.1](#)

Average Customer Age

Display Rules

KPI
0 ≤ x < 100

[A1.2](#)

Average Call Time by Outcome

Filters

Communication Method In(ALL)
Outcome NotMissing

Display Rules

Graph
■ success
■ failure
■ other
■ Other

[A1.3](#)

Average Balance by Outcome

Filters

Outcome NotMissing

Display Rules

Graph
■ success
■ failure
■ other
■ Other

[A2.1](#)

Call Volume (grouped by day and outcome)

Filters

Outcome NotMissing

[A2.1](#)

Call Volume (grouped by day and outcome)

Display Rules

Graph

■ success

■ failure

■ other

[A2.2](#)

Bar Chart 1

Filters

Outcome NotMissing

[A3.1](#)

New Customer Sale Success Rate (%)

Filters

(Customer Relation In('None')) AND Customer Relation NotMissing

Display Rules

KPI

■ $0 \leq x < 33$

■ $33 \leq x < 66$

■ $66 \leq x \leq 100$

[A3.2](#)

Renewal Success Rate (%)

Filters

(Customer Relation In('Car and House Insurance'; 'Car Insurance'; 'Car Insurance, Car Loan and House Insurance')) OR Customer Relation Missing

Display Rules

KPI

■ $0 \leq x < 33$

■ $33 \leq x < 66$

■ $66 \leq x \leq 100$

[A3.3](#)

Cross Sale Success Rate (%)

Filters

(Customer Relation In('Car Loan'; 'Car Loan and Car Insurance'; 'House Insurance'; 'House Insurance and Car Loan')) OR Customer Relation Missing

Display Rules

KPI	
<div></div>	$0 \leq x < 33$
<div></div>	$33 \leq x < 66$
<div></div>	$66 \leq x \leq 100$

Filters

(Customer Relation In('None')) AND Customer Relation NotMissing

Filters

(Customer Relation In('Car and House Insurance'; 'Car Insurance'; 'Car Insurance, Car Loan and House Insurance')) OR Customer Relation Missing

Filters

(Customer Relation In('Car Loan'; 'Car Loan and Car Insurance'; 'House Insurance'; 'House Insurance and Car Loan')) OR Customer Relation Missing