



# AUTOPLUS INSURANCE

DASHBOARDING CASE STUDY



# About Us



AutoPlus Insurance is a leading insurance provider operating in multiple states in the United States.

At AutoPlus, we are committed to safeguarding your journeys and providing you with peace of mind on the road. With a relentless focus on customer satisfaction and a deep understanding of your unique needs, we strive to be your trusted partner in navigating life's uncertainties.

Our vision is to redefine the insurance experience by putting you at the center of everything we do. We believe that insurance is not just about policies; it's about building relationships and providing comprehensive protection that goes beyond expectations.

# Problem Statement



The company aims to improve customer satisfaction and retention by understanding customer behavior and preferences better.

You have been tasked with analyzing the provided dataset to create an interactive Excel dashboard that provides valuable insights into customer demographics, policy information, and customer interactions.

The dashboard should enable the company to make data-driven decisions and implement strategies to enhance customer experience and increase policy renewals.



# Data Dictionary



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### Dataset Source:

<https://www.kaggle.com/datasets/ranja7/vehicle-insurance-customer-data>

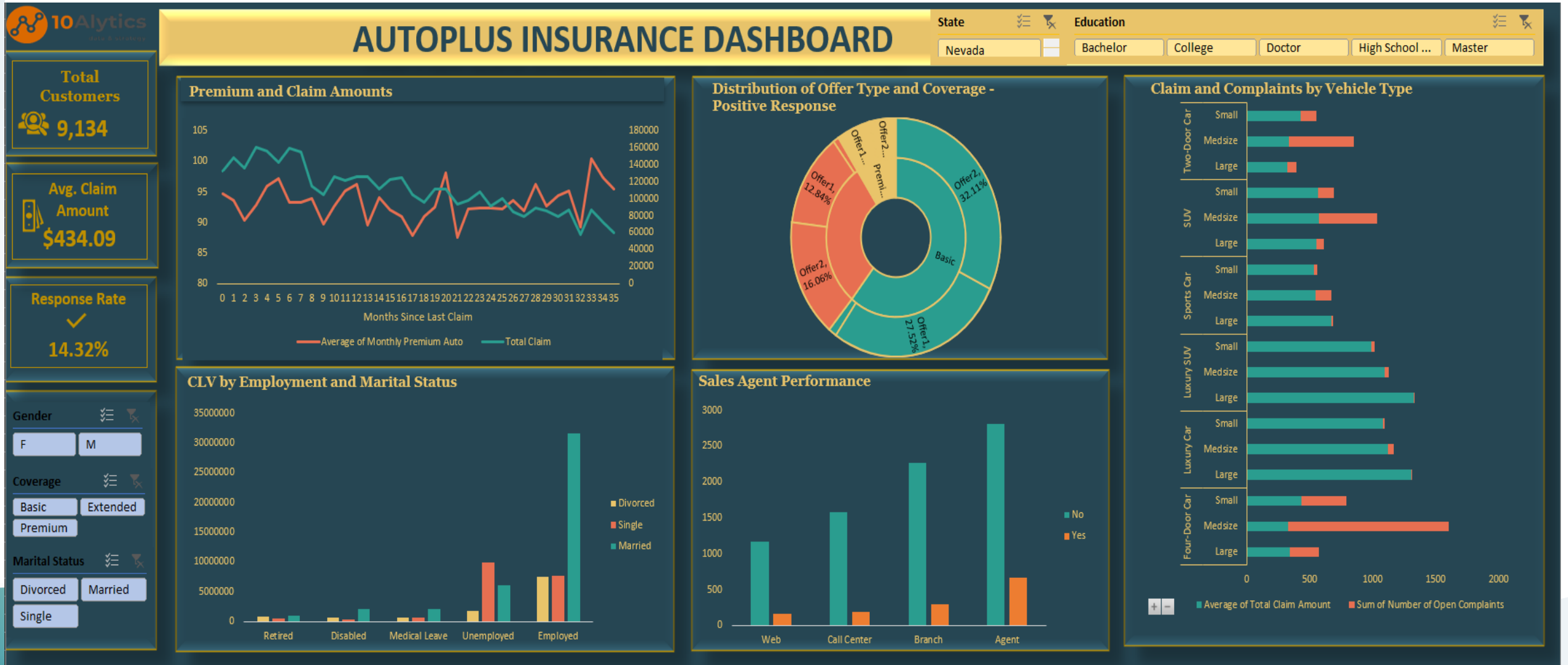


# Tailored Analysis

- 01 / Track the trend of Monthly Premiums paid and Claims made for customers based on their last claim period.**
- 02 / What is the distribution of Renew Offer Types within each Coverage category?**
- 03 / Compare claim amounts and complaint frequency for different Vehicle Sizes by Vehicle Class.**
- 04 / Analyze Customer Lifetime Value (CLV) for employment and marital status segments and identify potential high value customers?**
- 05 / Which education levels and gender groups are more likely to respond positively or negatively?**
- 06 / How effective are our sales channels?**



# Final Dashboard



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**Create a detailed analysis  
and upload on LinkedIn**

**(Tag @10Alytics)**