June 4, 2023

Yaresh Vijayasundaram

Great Learning

BATCH: PGPDSBA.O. SEP22.A

DVT – PROJECT

Post Graduate Program in Data Science and Business Analytics

**Problem Statement:**

Consider that you are a Lead Data Analyst at an Insurance Claims company that has provided you with the Car Insurance Claims dataset. You have been given a task to explore the data, create different plots and interpret useful insights/findings. Your end goal here will be to create a storyboard that you have to present to the Senior Management and the story has to have an end objective and should follow a logical flow to display that you are heading towards achieving the end objective. This will help the Senior Management in taking some decisive actions on the current claims system in place. This storyboard will be an open-ended story for you to explore various different features in the data and try to showcase different plots. Make sure to have minimum clutter in the plots, follow a consistent colour scheme across all the plots, and use proper colours to highlight a specific insight. Moreover, your plots on all the dashboards should be interactive and responsive. There should be 1 dashboard that should cover the summary of the story as well as your recommendations.

**Data Dictionary:**

|  |  |
| --- | --- |
| Assumption | Car Owner and Driver are same Amounts are in Dollars ($) |
| ID | Identification Variable |
| KIDSDRIV | Number of teenagers among the car owner's children who can drive a car. |
| BIRTH | Date of birth of the driver |
| HOMEKIDS | No of children the car owner has |
| YOJ | Years on Job. How many years has the owner of the car been working? |
| INCOME | Income of the driver |
| PARENT1 | Is the car owner a Single Parent |
| HOME\_VAL | Value of the house owned by the car owner |
| MSTATUS | Marital status of the car owner |
| GENDER | Gender of the driver |
| EDUCATION | Maximum Education level of the driver |
| OCCUPATION | Occupation of the driver |
| TRAVTIME | Time taken to get to work on an average |
| CAR\_USE | Purpose of using the car |
| BLUEBOOK | What is the worth of the car. Value of the Vehicle(in dollars) |
| CAR\_TYPE | Car type |
| OLDCLAIM | Total claim (in past 5 years - in dollars) |
| CLM\_FREQ | Number of claims (in past 5 years) |
| CLM\_AMT | If car was in a crash, what is the currently claimed amount(in dollars) |
| CAR\_AGE | Age of car |
| URBANICITY | Where the car is being driven primarily |

**Objective:**

The objective of the analysis is to explore the Car Insurance Claims dataset and derive meaningful insights to improve the current claims system. The end goal is to create a storyboard presentation that effectively communicates the findings and recommendations to the Senior Management. The objective is to identify patterns and trends in the claims data, understand the factors contributing to accidents and claims, and provide actionable recommendations to enhance the insurance company's policies and processes. The analysis aims to support the Senior Management in making informed decisions and taking decisive actions to optimize the claims system and improve the company's overall performance.

## **Kindly click the highlighted link below for the detailed analysis:**

<https://public.tableau.com/app/profile/yaresh.vijayasundaram/viz/DVTProject-YareshVijayasundaram/Storyboard-ClaimsAnalysis?publish=yes>

The comprehensive analysis of the Car Insurance Claims dataset uncovers valuable insights and trends. Interactive visualizations present the findings clearly. The objective is to provide Senior Management with a deeper understanding and actionable recommendations to optimize the claims system and improve overall performance. Access the detailed analysis for more insights and recommended actions.

1. **List of Dashboards:**
2. Demographic Insights
3. Claim Analysis by Car Use
4. Income and Urbanicity Analysis
5. Car Claims Analysis by Type
6. Claims Analysis: Car Age and Years on Job
7. Comparative Claims Insights
8. Customer Analysis for Claims
9. Summary and Recommendation
10. **Storyboard - Claims Analysis**

**(Note: The captions of each worksheet mention calculated fields and parameters.)**