



NO. OF CUSTOMERS IN ARIZONA

145587



PURCHASE RATE

72%



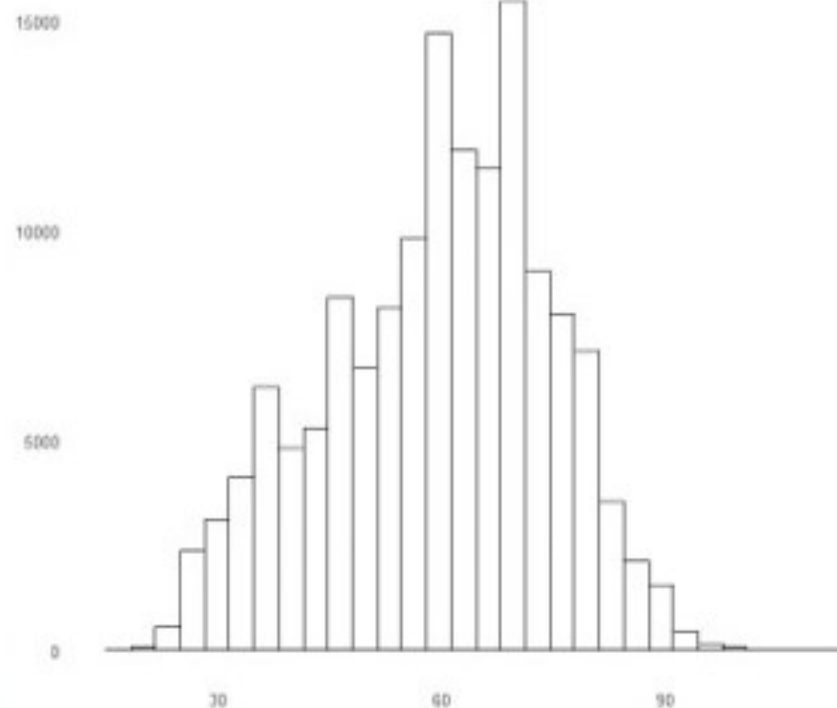
DIFFERENT VARIABLES

45

Distribution of variables

Below are distributions of different variables, you can choose the variable you want to see.

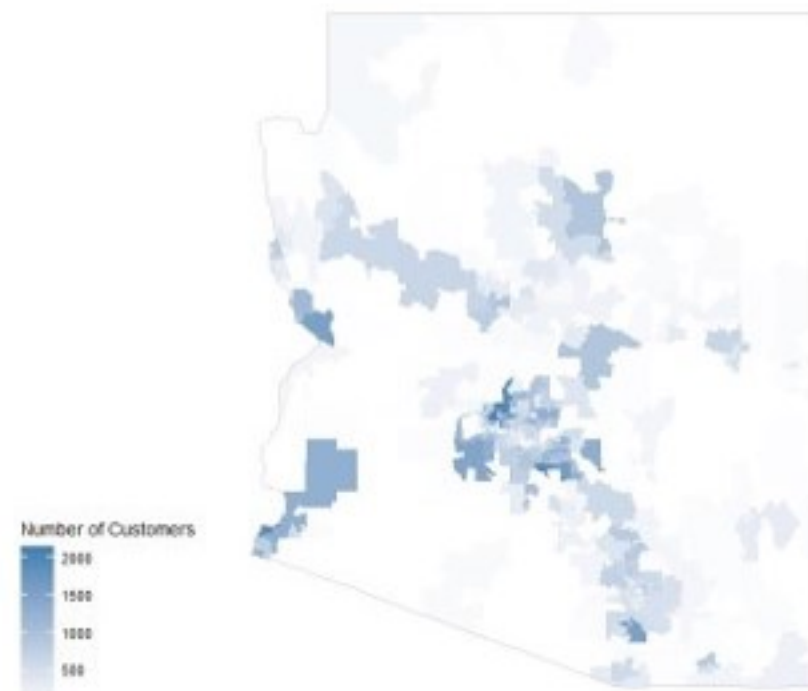
Age of head of the household



Choropleth map

Below are Choropleth maps, you can choose the customer group that you want to see.

All groups



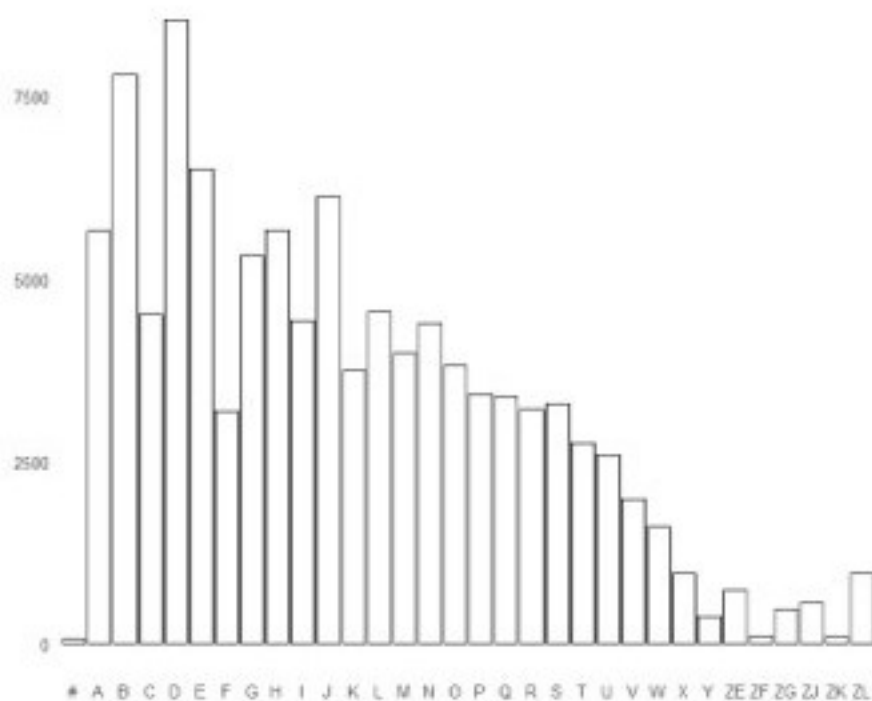
Correlation between variables and cross-sale rate

Below charts show the correlation between variables and purchase rate/amount.

Fire peril

Please choose purchase indicator.

Purchase amount



Correlation between premium charged and cross-sale rate

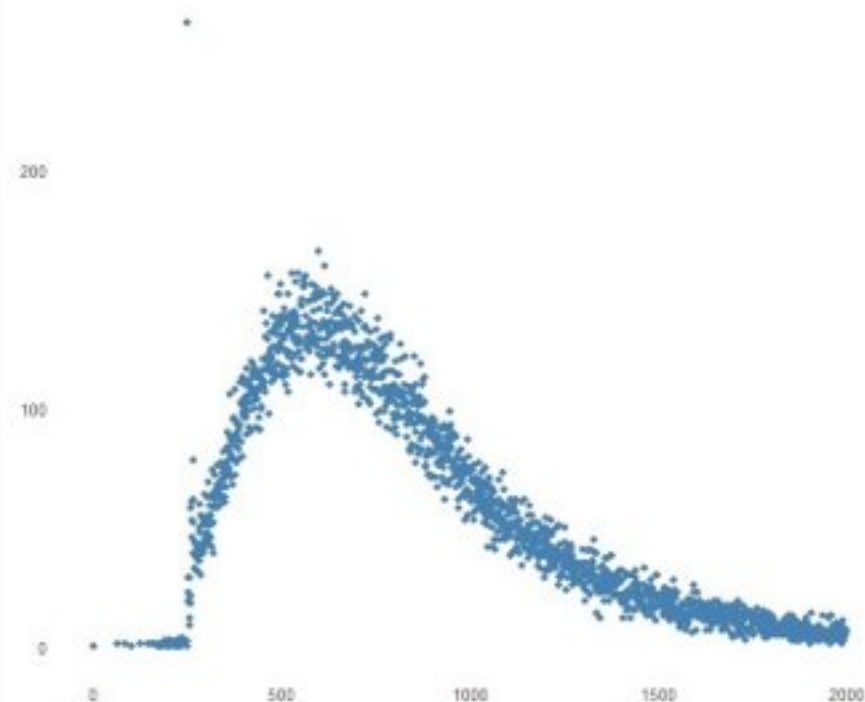
Below bar chart shows the correlation between premium charged and the ratio of people who purchased Home/Auto insurance together.

You can choose the range of premium that you want to see using the slider bar. The darker the color, the higher the cross-sale ratio.



Please choose purchase indicator.

Purchase amount



Customer Segmentation

