



Ahmed Salah  
Data Scientist



**3511**

Complaints



**9134**

Customers



**8.00K**

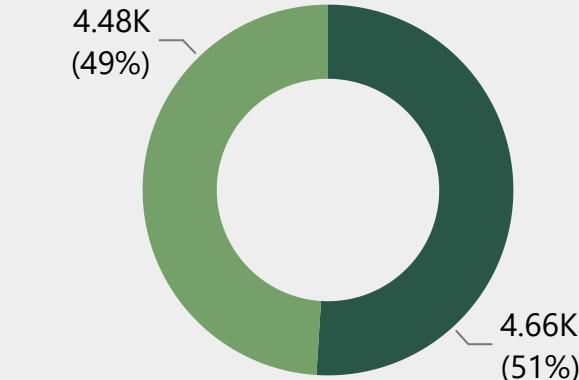
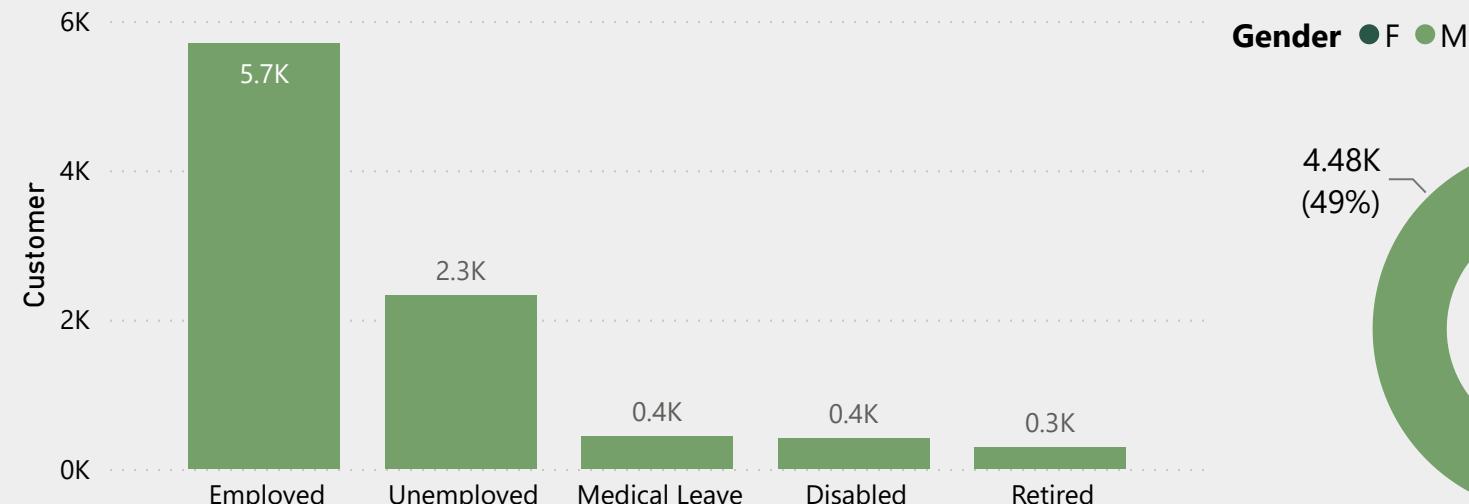
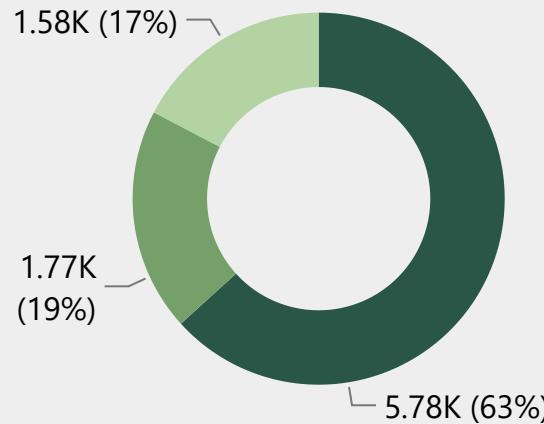
CLV Average



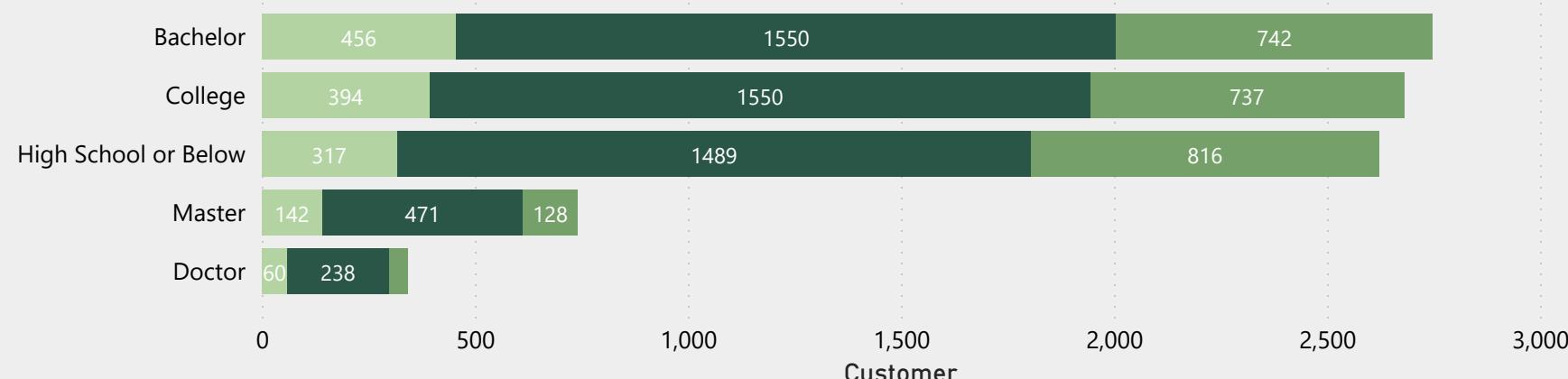
**434.09**

Claim Amount Average

● Suburban ● Rural ● Urban



● Divorced ● Married ● Single





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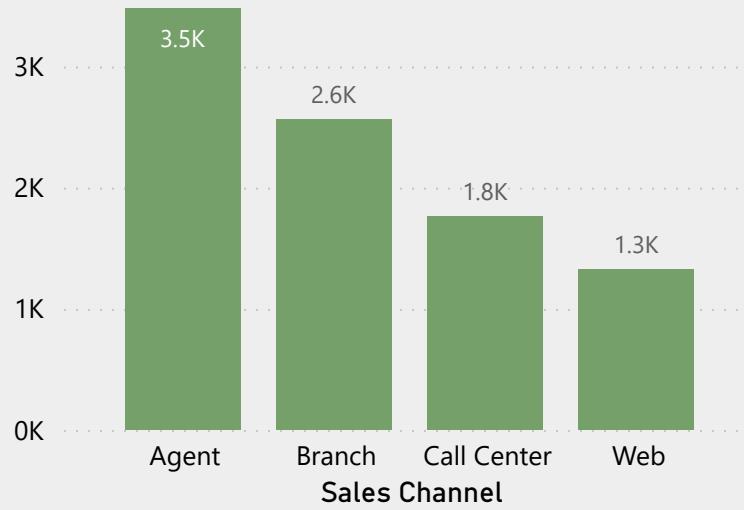
CLV Average



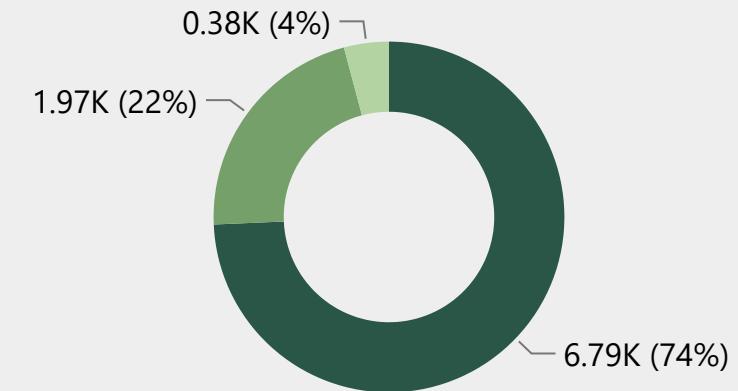
**434.09**

Claim Amount Average

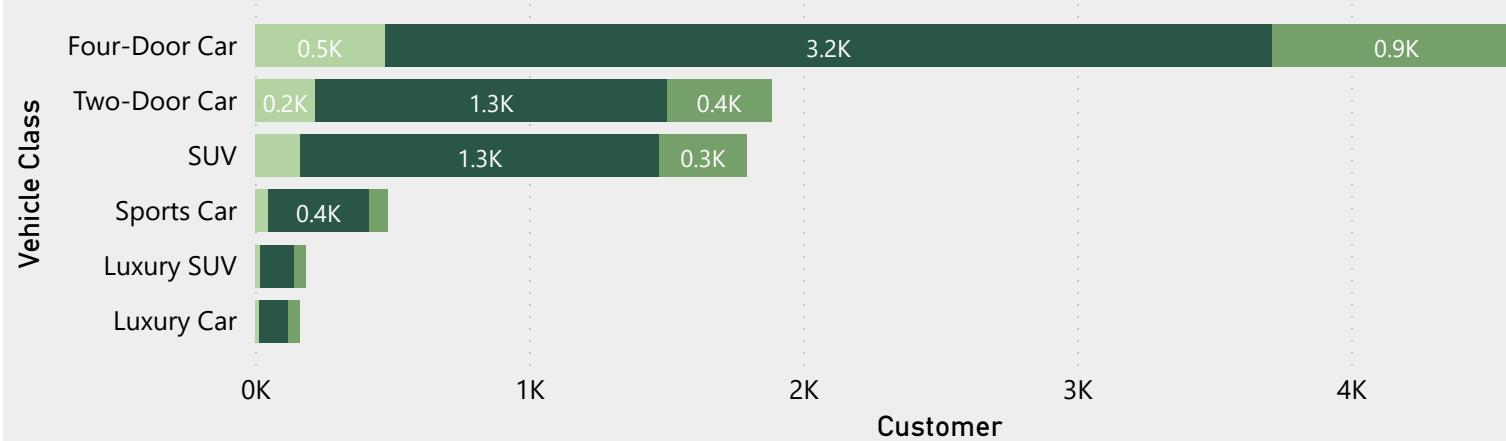
### Response ● No ● Yes



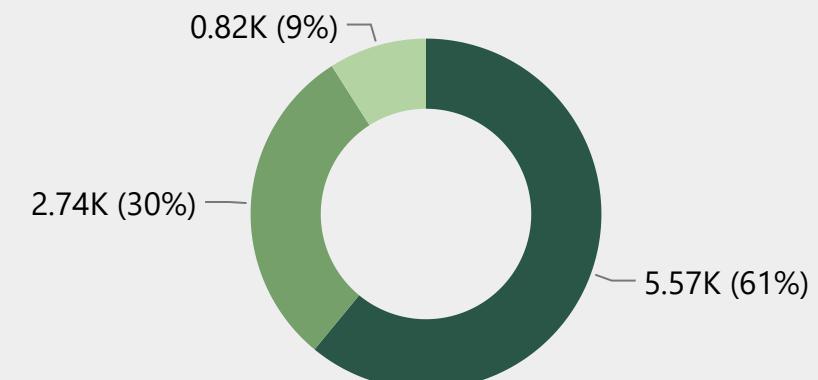
### Policy ● Personal Auto ● Corporate Auto ● Special Auto



### Vehicle Class ● Large ● Medsize ● Small



### Coverage ● Basic ● Extended ● Premium





Good evening, stakeholder. I hope you are doing well. Here is my dashboard and the insights gathered to support the enhancement of your business.



For offer 4, I see that it needs to be reorganized as it is the lowest offer used, with just 1024 customers, 360 complaints, and only "no" responses, so I am sure there is a problem with this offer.



Your web channel is the least used, as there are only 1325 users with 494 complaints. and even the call center channel is better than it.



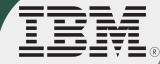
This can cause a problem in the future because, as your customer base grows, the demand for call center employees will also increase. It's advisable to restructure your web channel.



Streamlining claim processes where the average claim amount is high to reduce costs and improve efficiency, especially for luxury SUVs, luxury cars, and sports cars. They also need an offer.



Focus on regions with the highest customer density, like California, for localized marketing campaigns. I hope you reconsider that, It's my pleasure to work with you.



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