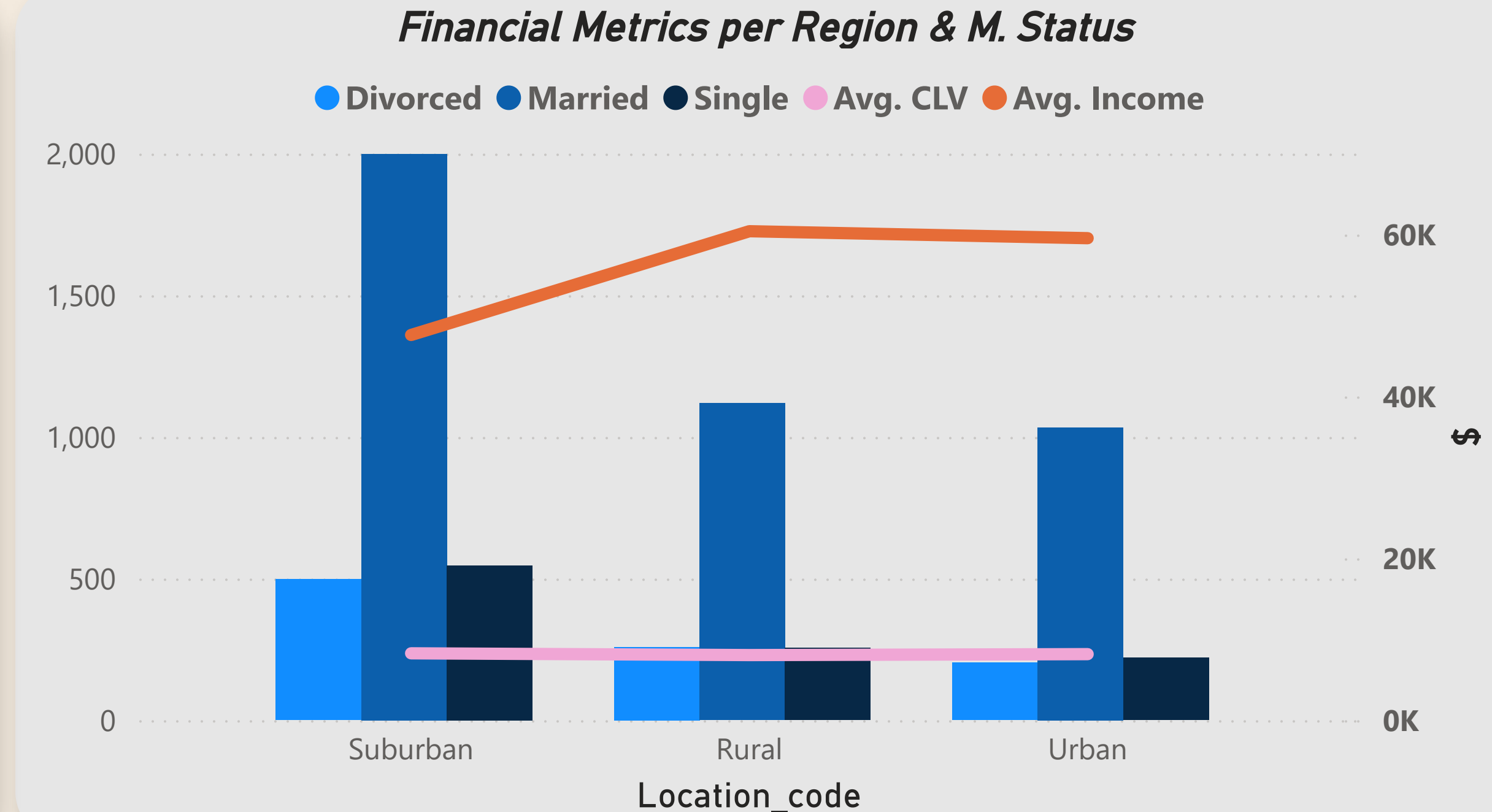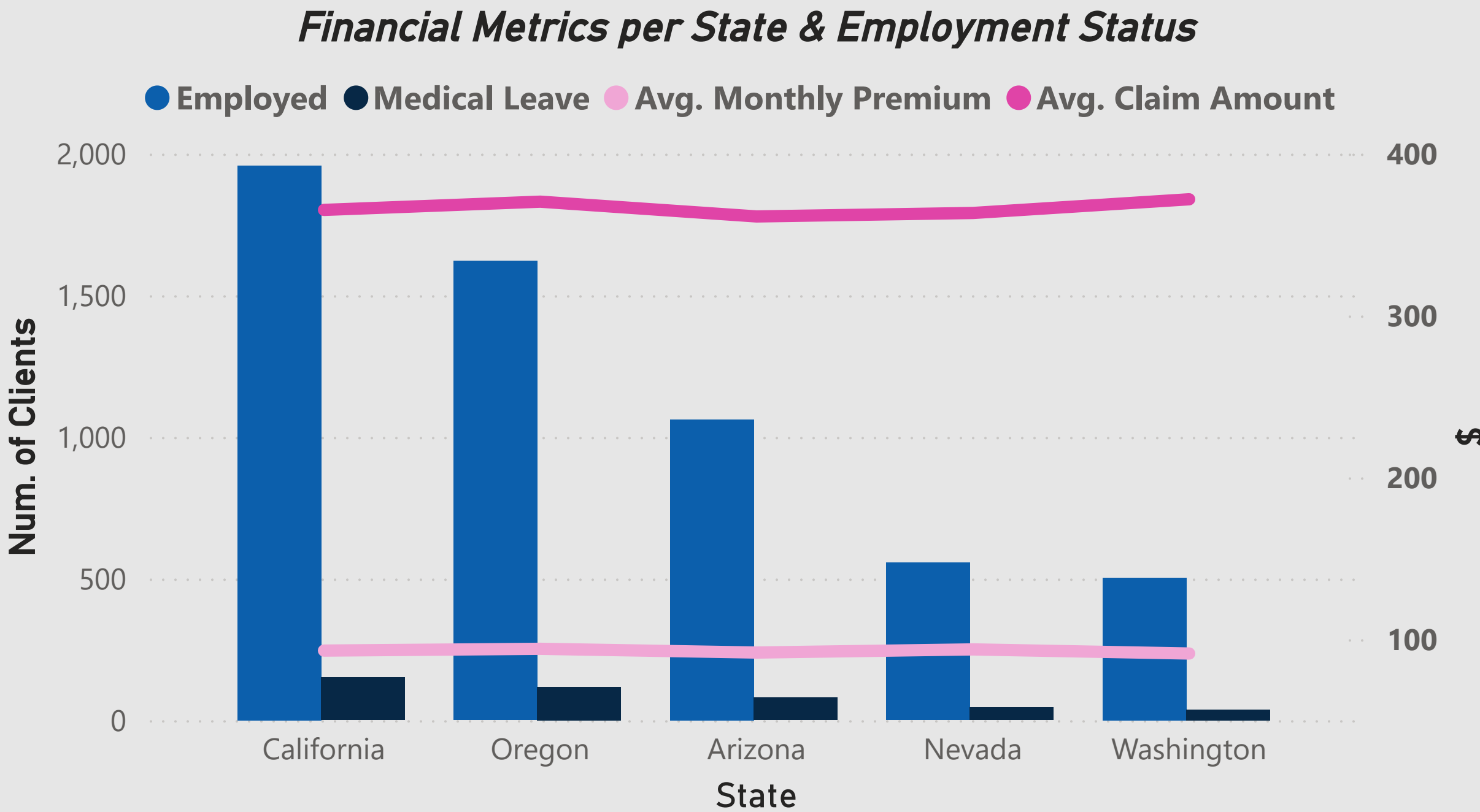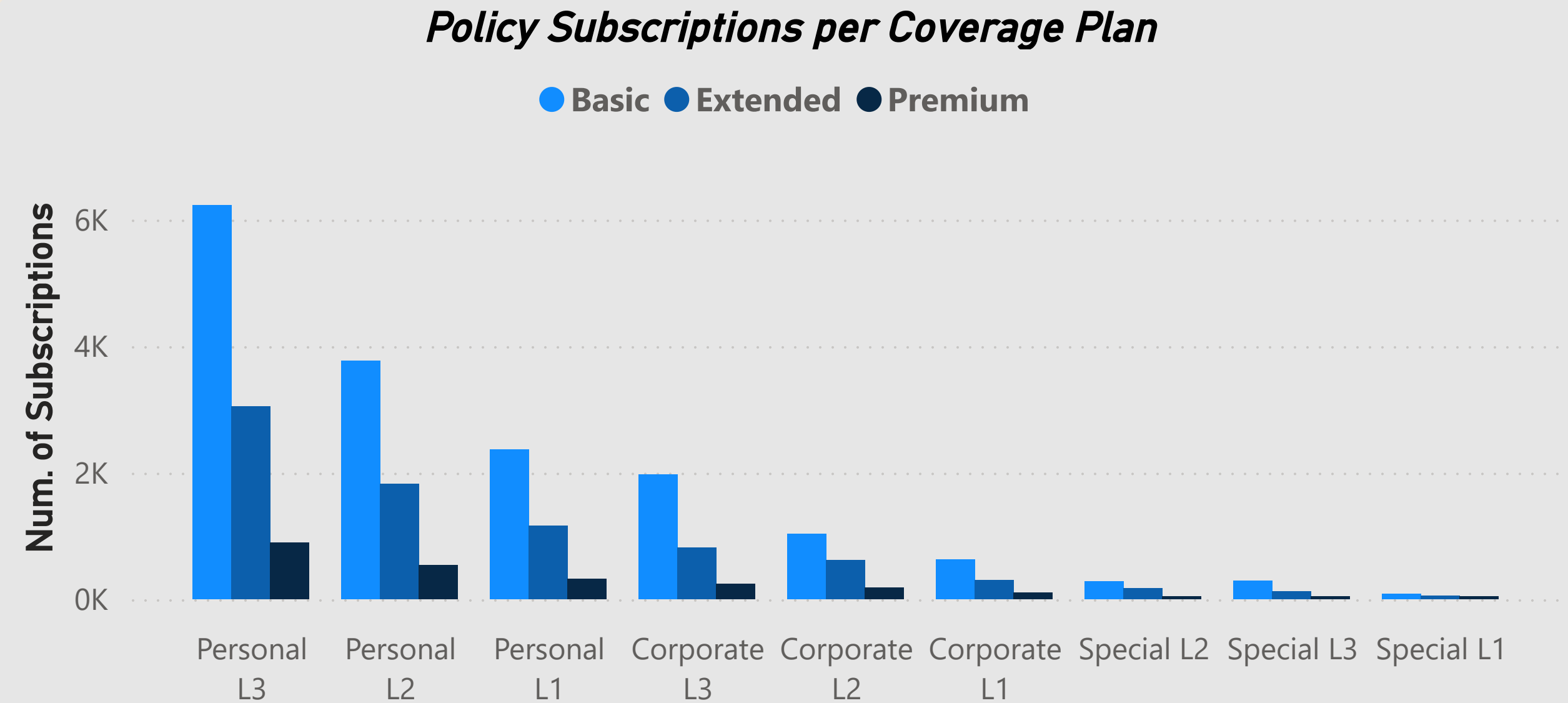# Dashboard Overview

- This dashboard provides insights into customer behavior, policy preferences, and sales channels for a car insurance company.

Key Data Fields:
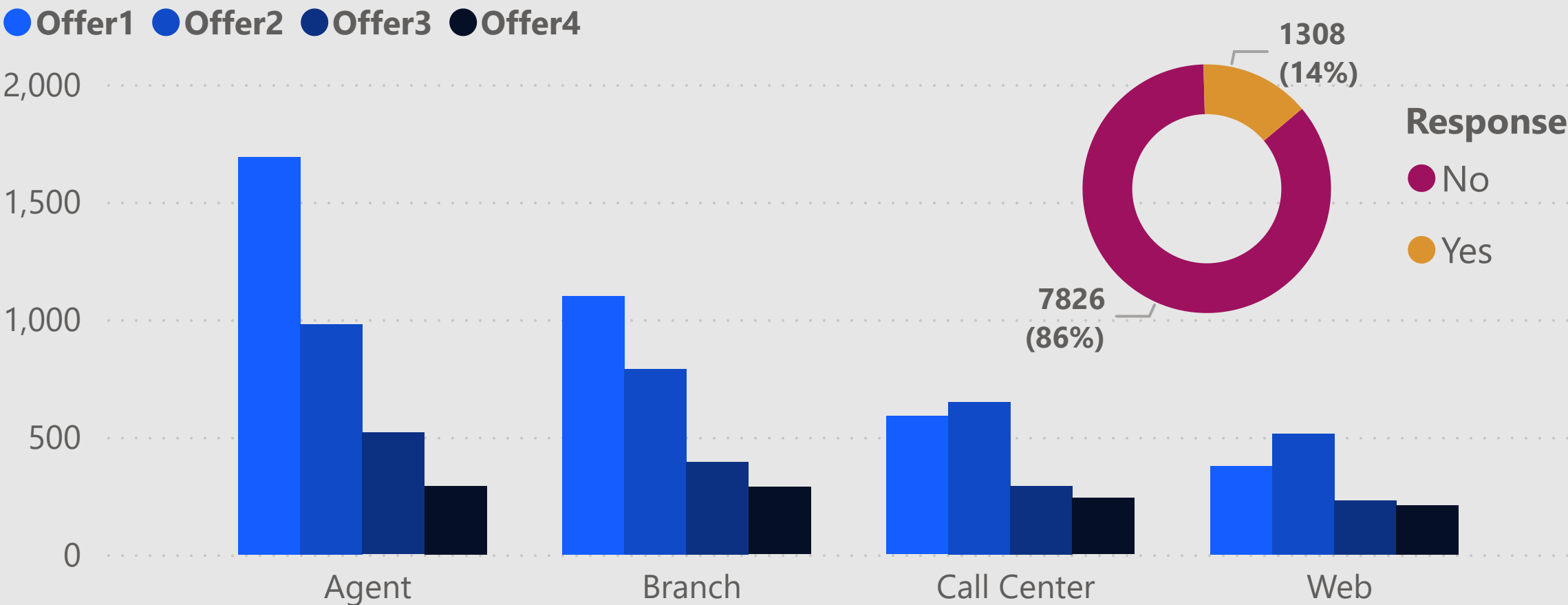
- **Customer Info**: CLV, Gender, Employment Status, State, Income.
- **Policy Details**: Coverage, Policy Type, Number of Policies.
- **Sales & Offers**: Sales Channel, Renewal Offer, Response.
- **Claims Data**: Total Claim Amount, Open Complaints.
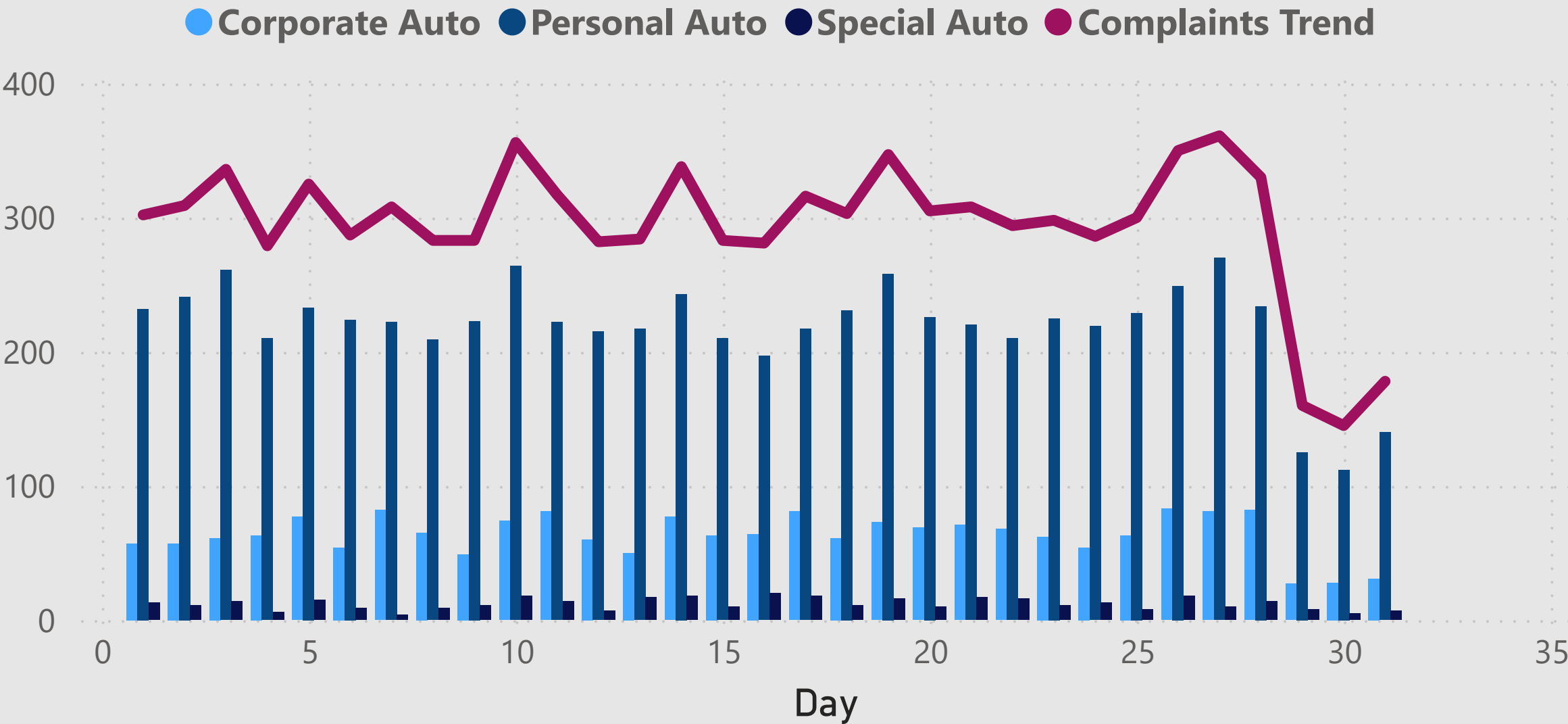- **Vehicle Info**: Class, Size.

Car Insurance Company Analytics

Policy Subscriptions per Coverage Plan

Legend: ● Basic ● Extended ● Premium

Y-axis: Num. of Subscriptions (0K, 2K, 4K, 6K)

Categories: Personal L3, Personal L2, Personal L1, Corporate L3, Corporate L2, Corporate L1, Special L2, Special L3, Special L1

(Top-left chart)

Legend: ● Rural ● Suburban ● Urban

Y-axis: Num. of Clients (0, 500, 1,000, 1,500, 2,000)

X-axis: State (California, Oregon, Arizona, Nevada, Washington)

Financial Metrics per State & Employment Status

Legend: ● Employed ● Medical Leave ● Avg. Monthly Premium ● Avg. Claim Amount

Left Y-axis: Num. of Clients (0, 500, 1,000, 1,500, 2,000)

Right Y-axis: $ (100, 200, 300, 400)

X-axis: State (California, Oregon, Arizona, Nevada, Washington)

Financial Metrics per Region & M. Status

Legend: ● Divorced ● Married ● Single ● Avg. CLV ● Avg. Income

Left Y-axis: (0, 500, 1,000, 1,500, 2,000)

Right Y-axis: $ (0K, 20K, 40K, 60K)

X-axis: Location_code (Suburban, Rural, Urban)

Car Insurance Company Analytics

Response to Offer Type per Sales Channel

● Offer1 ● Offer2 ● Offer3 ● Offer4

1308 (14%)

7826 (86%)

Response
● No
● Yes

Num. of Filed Complaints per Date of Effect & Policy Type

● Corporate Auto ● Personal Auto ● Special Auto ● Complaints Trend

Sales Channel Reach per Car Class & Size

● Four-Door Car ● Luxury Car ● Luxury SUV ● Sports Car ● SUV ● Two-Door Car

Agent

Branch

Call Center

Web

Large   Medsize   Small   Large   Medsize   Small
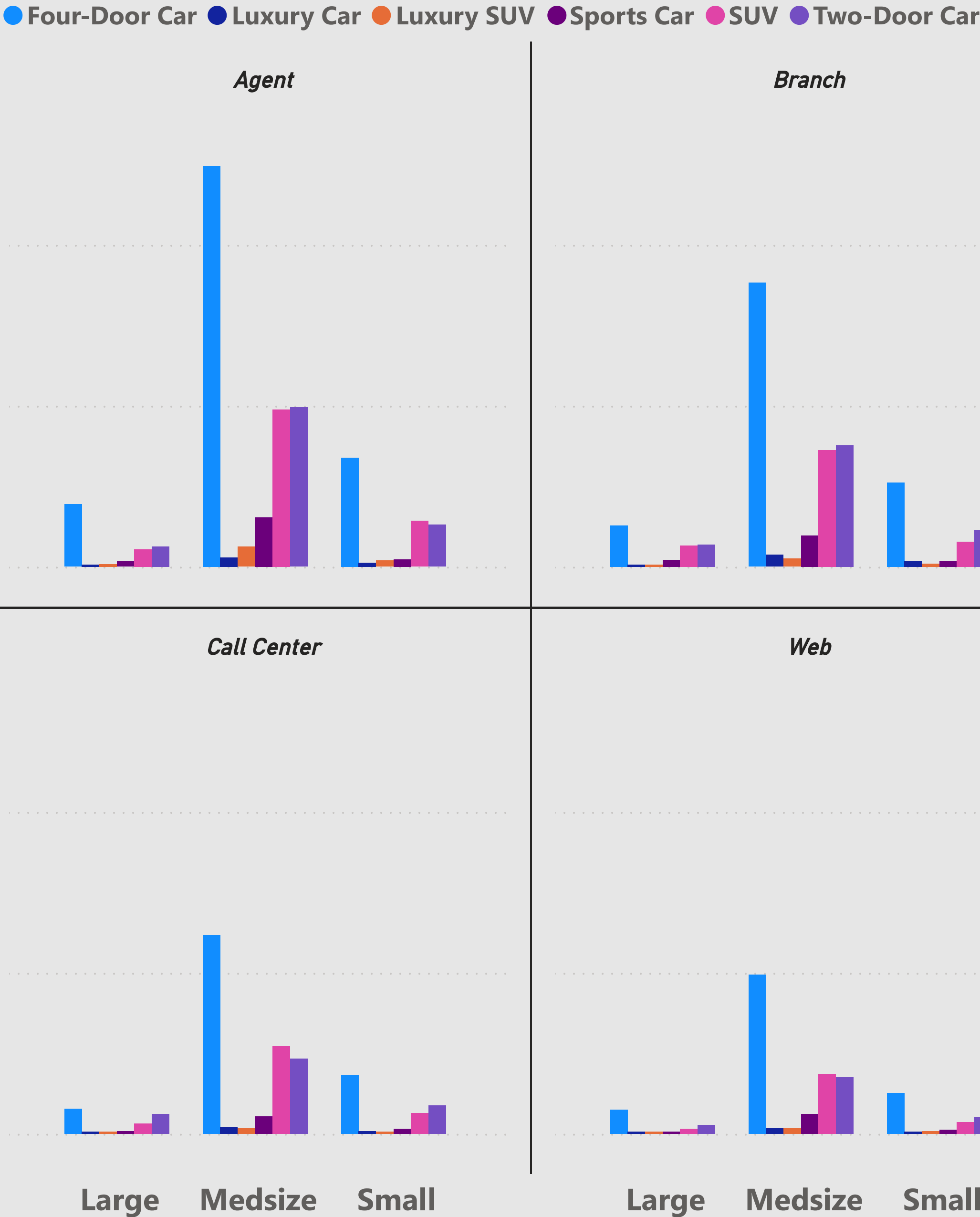
Key Insights

- **Demographics**: Most clients are employed, suburban, and in California.
- **Policy Trends**: Personal Auto policies dominate; Premium coverage is preferred by higher-income clients.
- **Sales Channels**: Agents perform best; web-based offers struggle.\
- **Complaints**: Few complaints, mainly for corporate policies.

Recommendations

- **Focus Marketing on Suburban Clients**: Prioritize campaigns targeting suburban areas, particularly in high-revenue states like California.
- **Enhance Premium Offerings**: Promote Premium policies to high-income urban clients to boost customer lifetime value.
- **Optimize Web Sales**: Improve online engagement with targeted offers or incentives to increase web-based renewals.
- **Monitor Complaints on Corporate Policies**: Address corporate policy issues to further reduce complaint rates.