avg claims processing

Policy Type	
Auto	16.96
House Insurance	90.18
Life	89.17
Sport	17.10

0   50   100

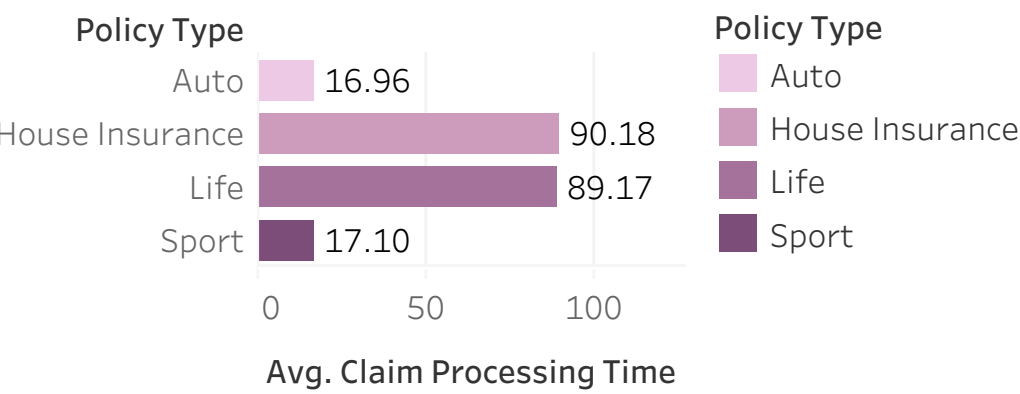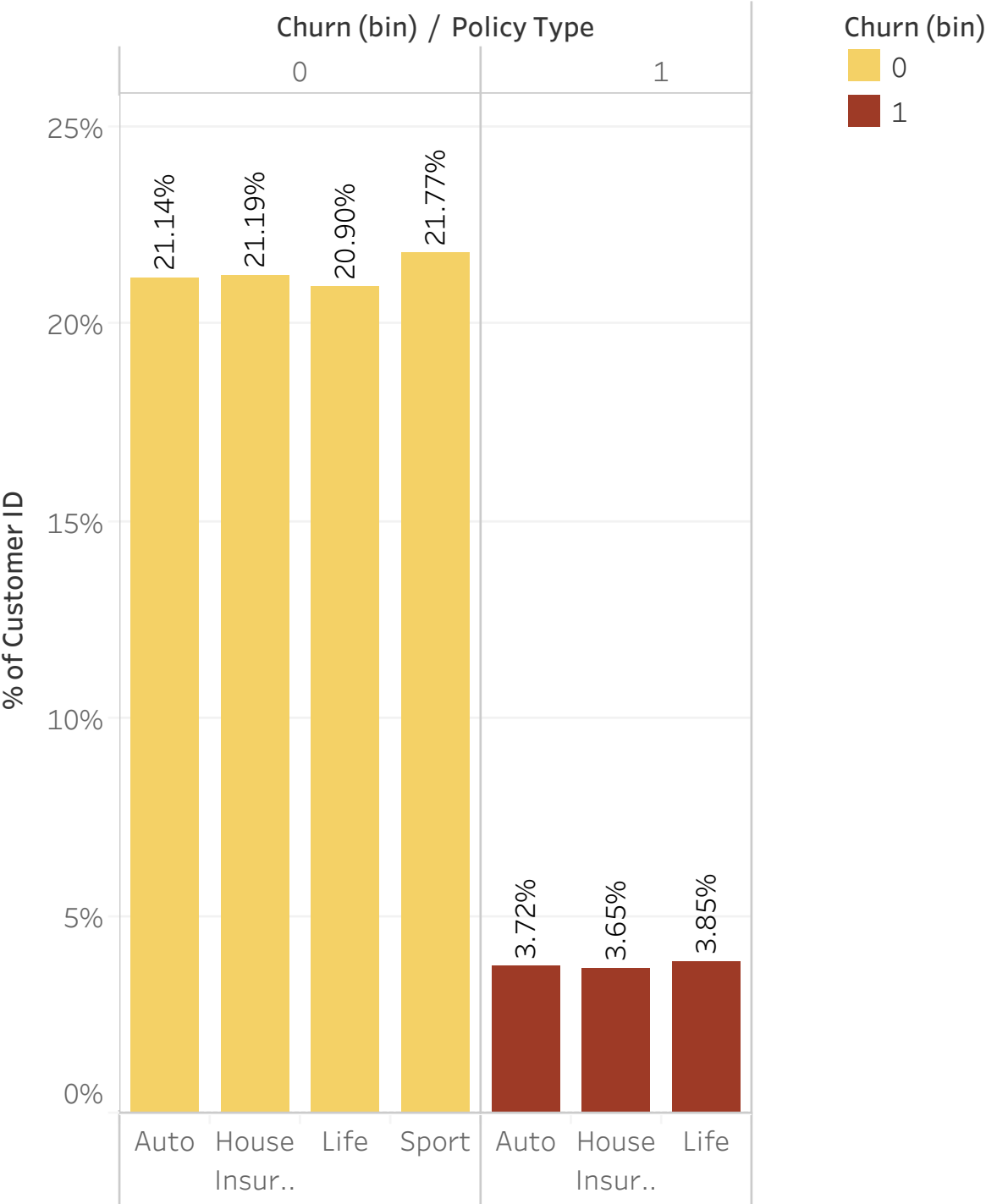**Avg. Claim Processing Time**

Policy Type
- Auto
- House Insurance
- Life
- Sport

Average of Claim Processing Time for each
Policy Type. Colour shows details about
Policy Type.

% of Policy Type by Churn

Churn (bin) / Policy Type

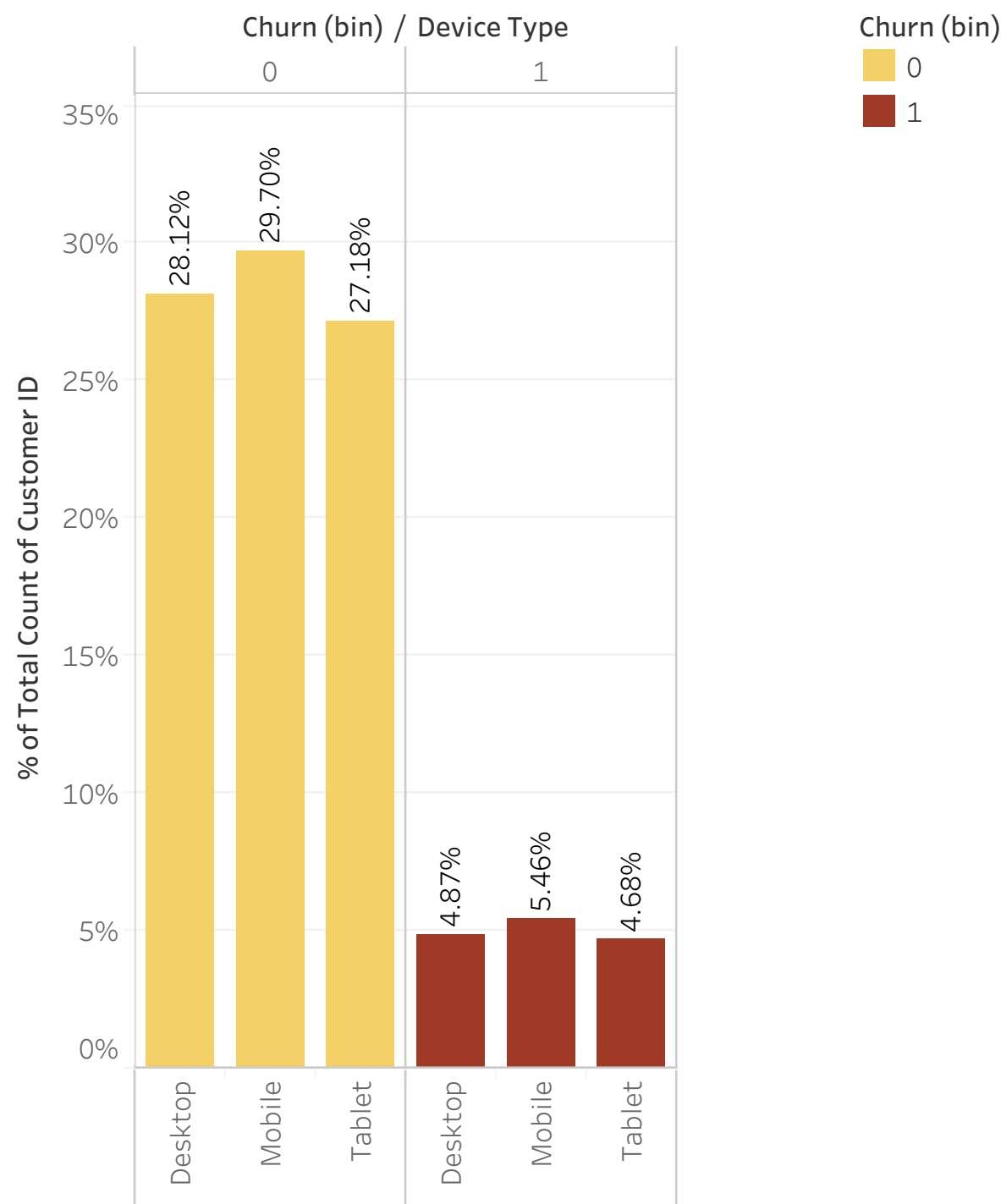

% of Total Count of Customer ID for each Policy Type broken down by Churn (bin). Colour shows details about Churn (bin).

% of Policy Type by Churn

Churn..
1

25%

20%

15%

% of Customer ID

10%

5%
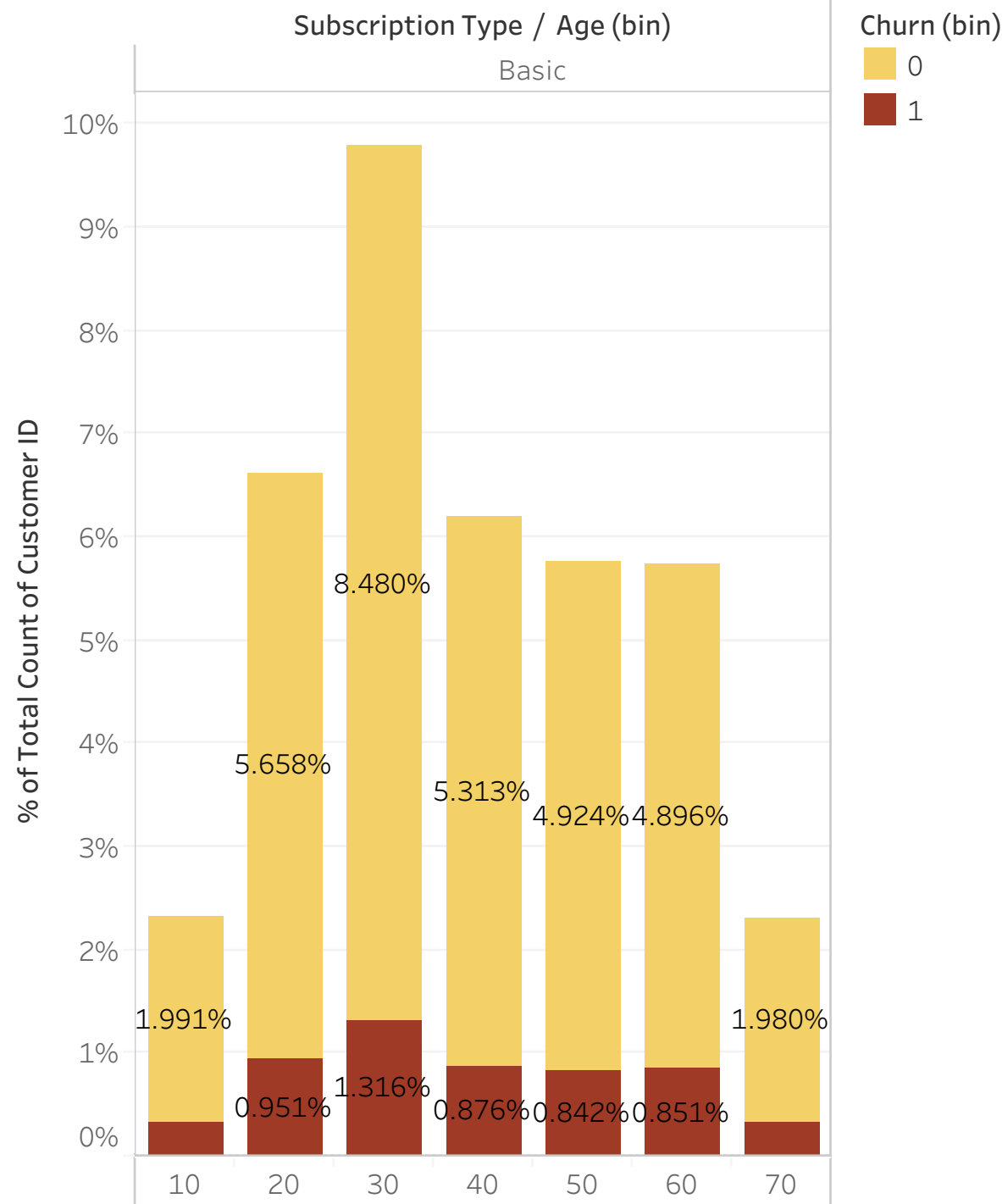
3.78%

0%

Sport
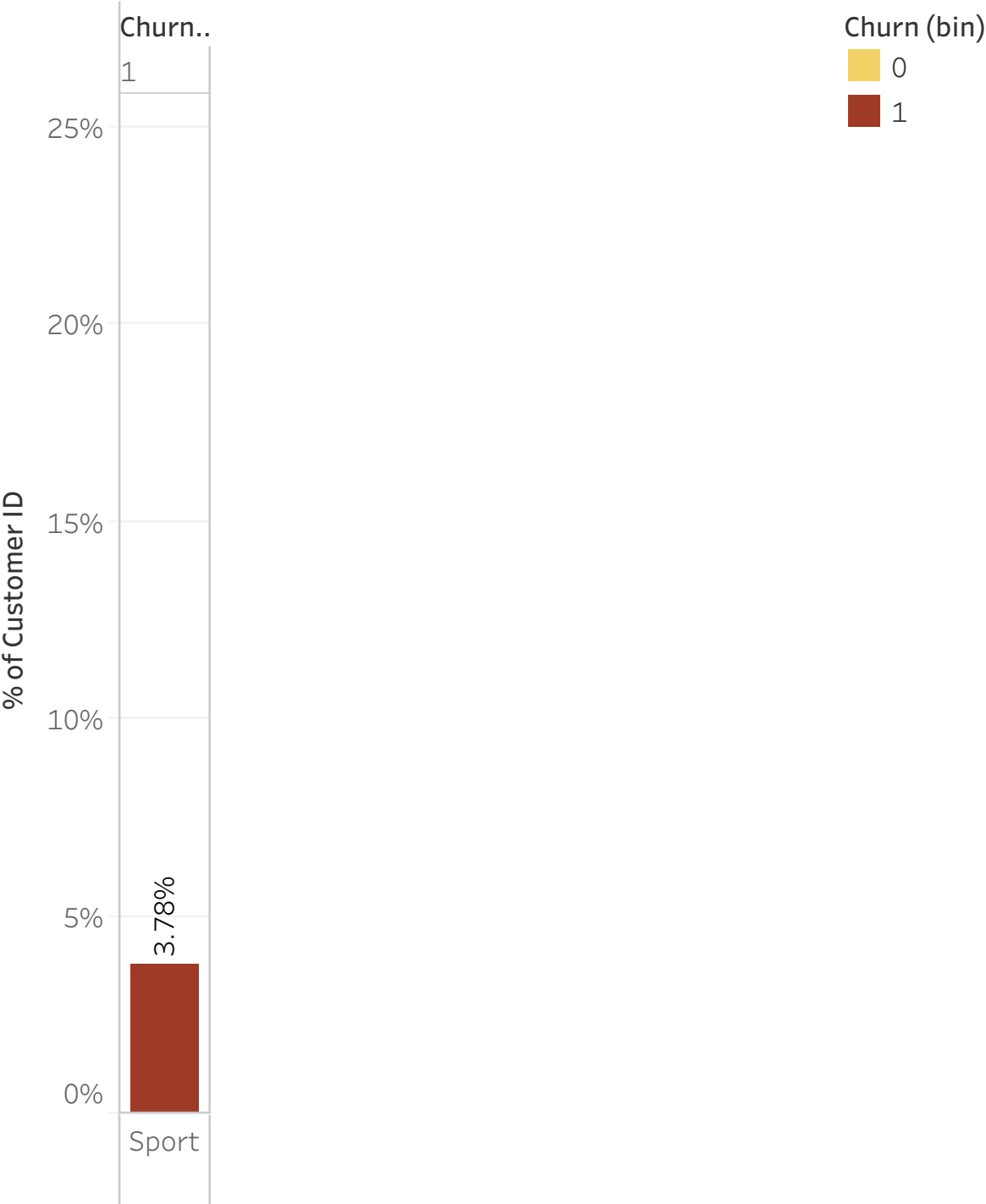
Churn (bin)
0
1

% of Total Count of Customer ID for each Policy Type broken down by Churn (bin). Colour shows details about Churn (bin).
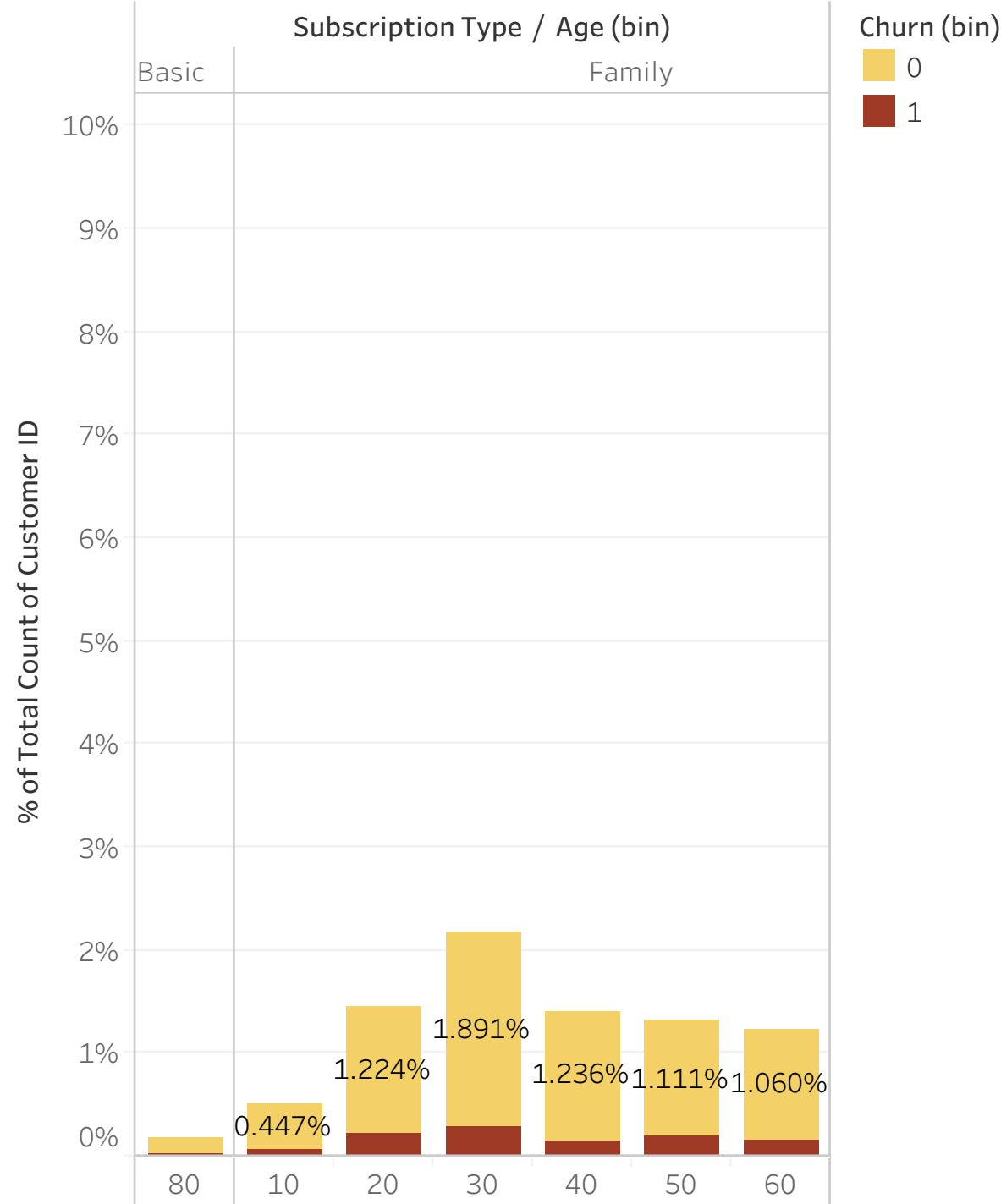
churn by device type

% of Total Count of Customer ID for each Device Type broken down by Churn (bin). Colour shows details about Churn (bin).

subscription type by churn

% of Total Count of Customer ID for each Age (bin) broken down by Subscription Type. Colour shows details about Churn (bin).

subscription type by churn

% of Total Count of Customer ID for each Age (bin) broken down by Subscription Type. Colour shows details about Churn (bin).
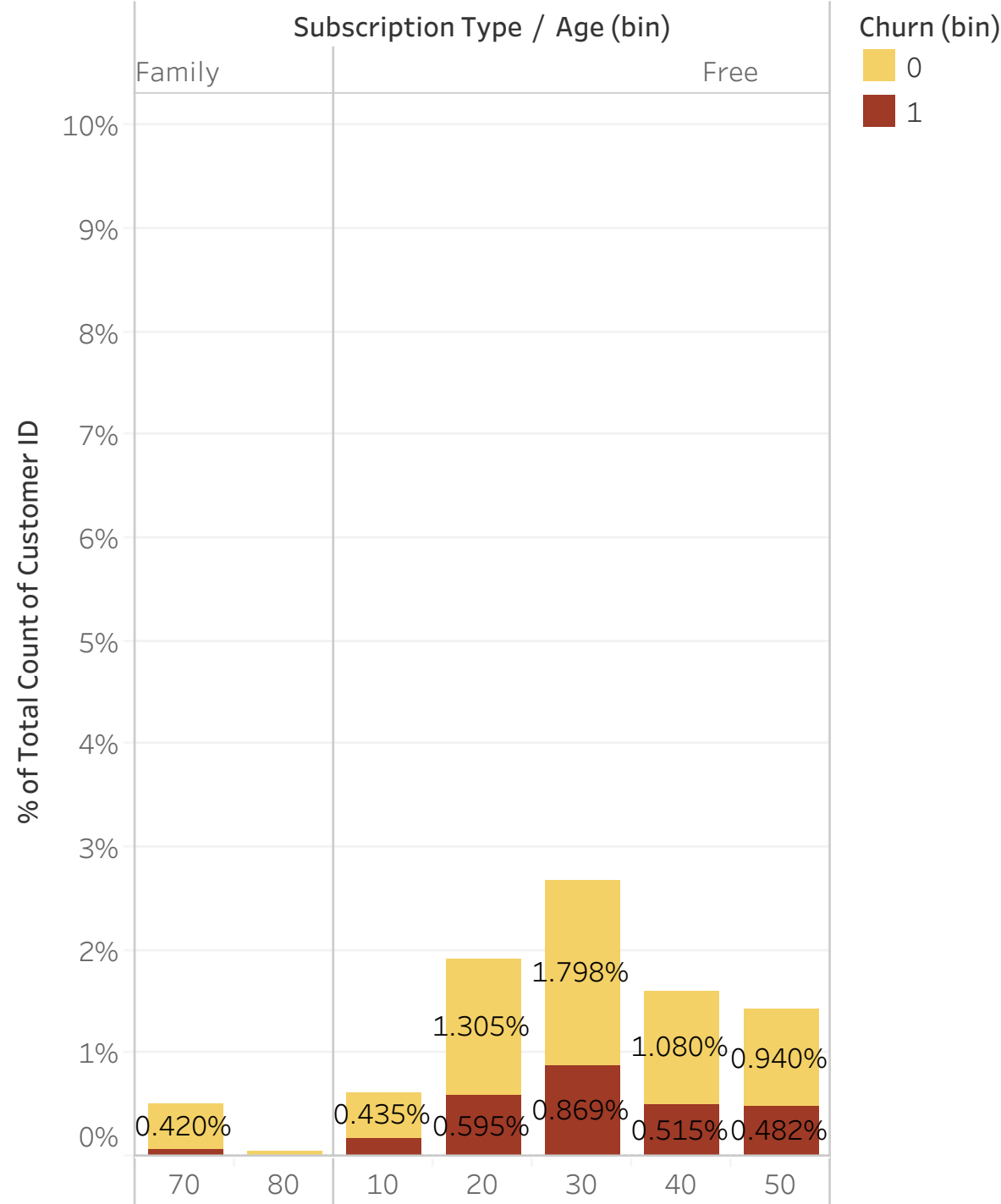
subscription type by churn
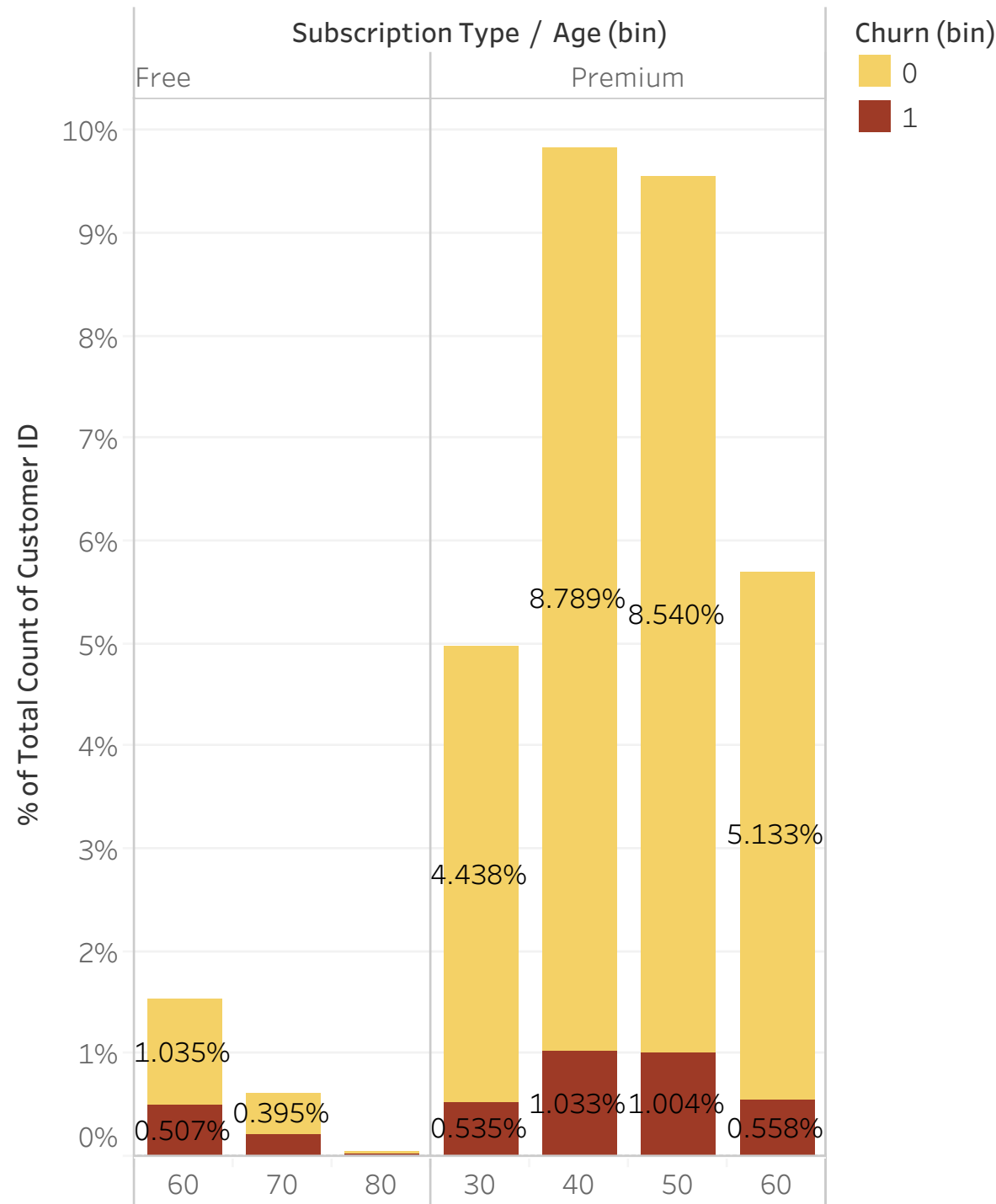

% of Total Count of Customer ID for each Age (bin) broken down by Subscription Type. Colour shows details about Churn (bin).

subscription type by churn
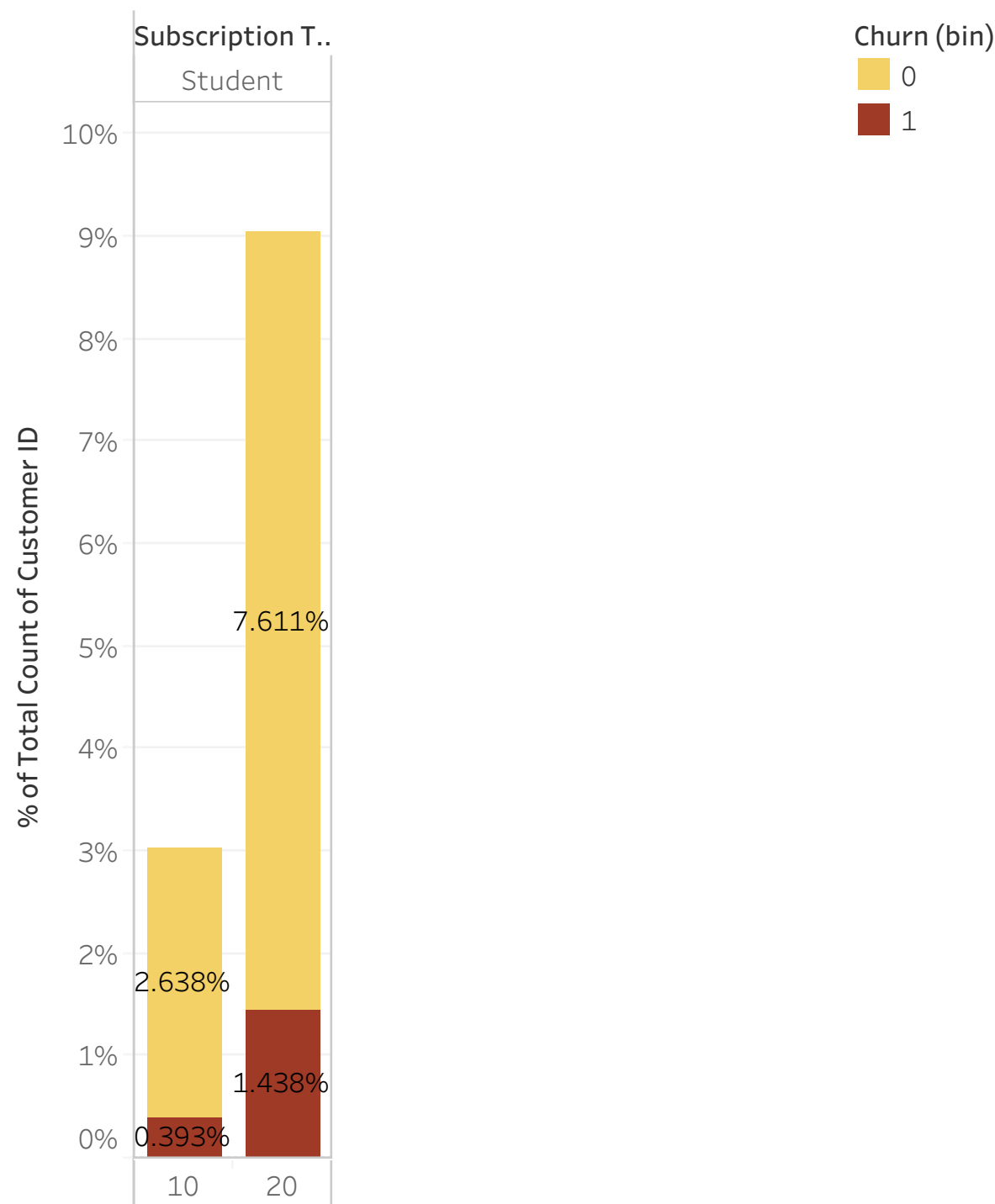

% of Total Count of Customer ID for each Age (bin) broken down by Subscription Type. Colour shows details about Churn (bin).
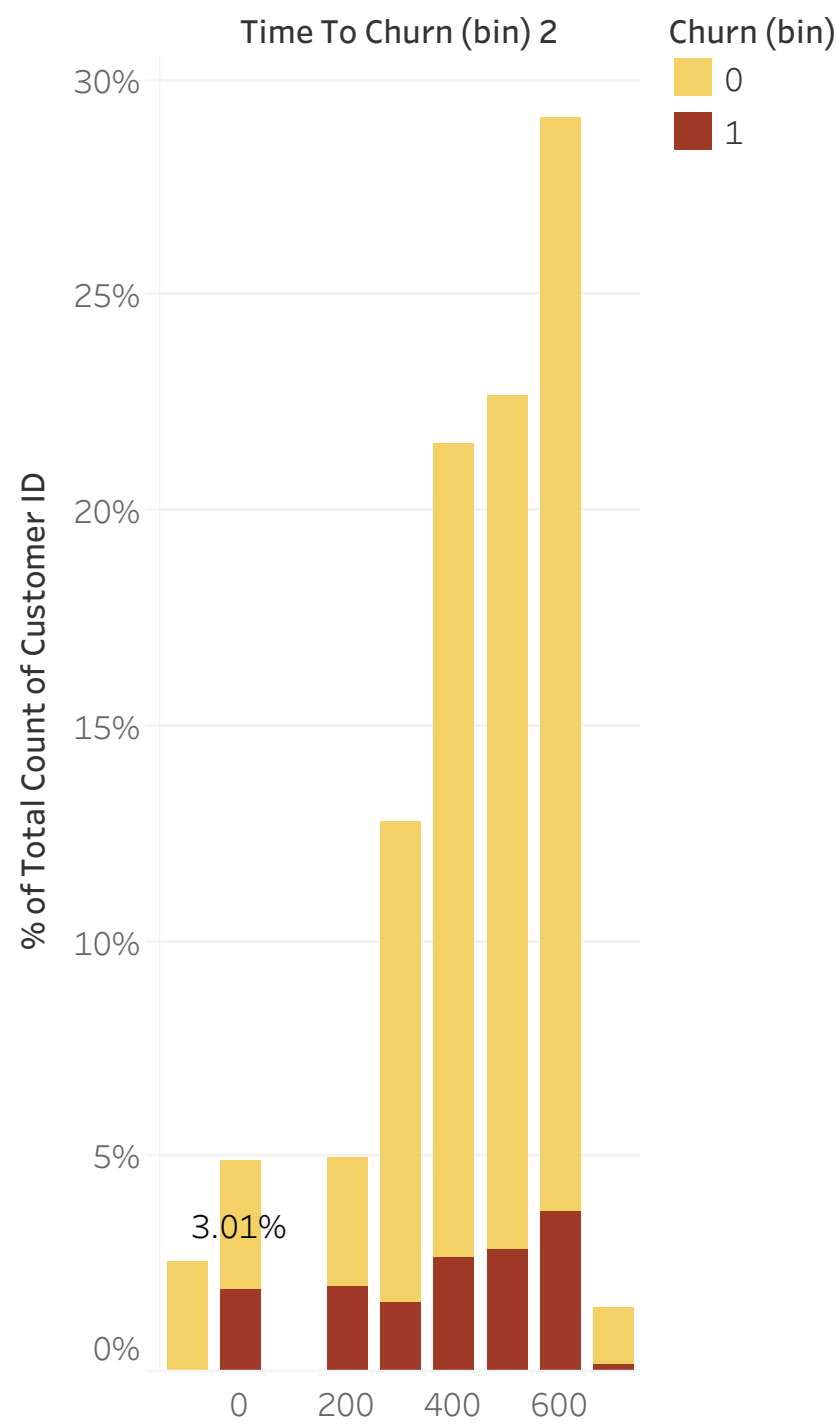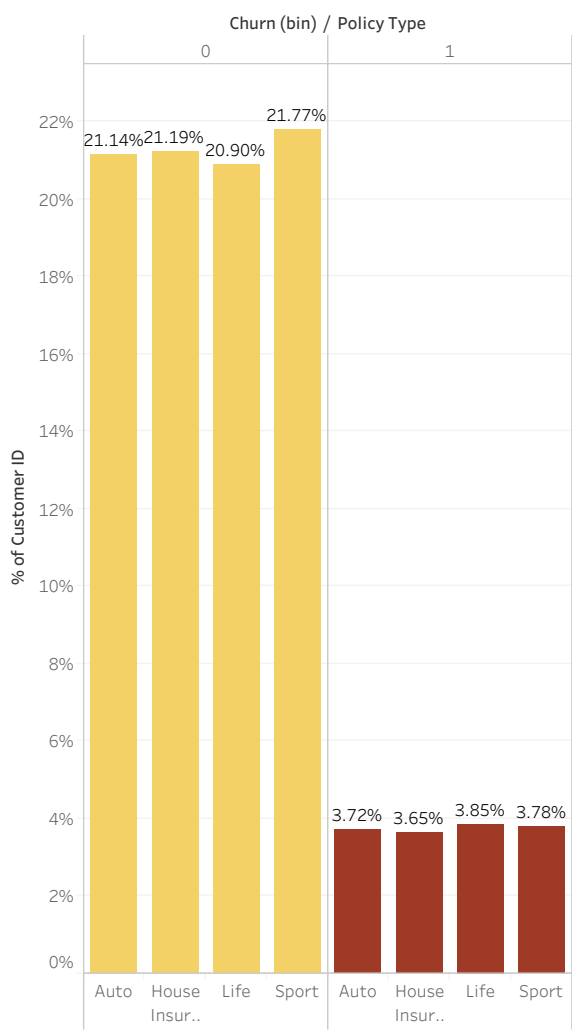
subscription type by churn

% of Total Count of Customer ID for each Age (bin) broken down by Subscription Type. Colour shows details about Churn (bin).
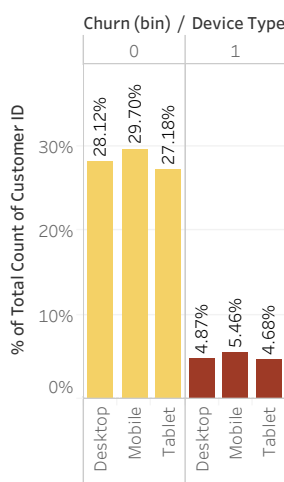
time to churn

Time To Churn (bin) 2

Churn (bin)
- 0
- 1

% of Total Count of Customer ID for each Time To Churn (bin) 2. Colour shows details about Churn (bin).

% of Policy Type by Churn
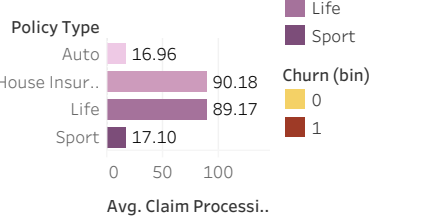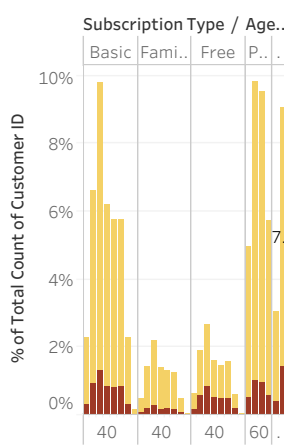
Churn (bin) / Policy Type

0	1

% of Customer ID

- Auto: 21.14%
- House Insur..: 21.19%
- Life: 20.90%
- Sport: 21.77%
- Auto: 3.72%
- House Insur..: 3.65%
- Life: 3.85%
- Sport: 3.78%

churn by device type

Churn (bin) / Device Type

0	1

% of Total Count of Customer ID

- Desktop: 28.12%
- Mobile: 29.70%
- Tablet: 27.18%
- Desktop: 4.87%
- Mobile: 5.46%
- Tablet: 4.68%

avg claims processing

Policy Type	Avg. Claim Processi..
Auto	16.96
House Insur..	90.18
Life	89.17
Sport	17.10

Policy Type
- Auto
- House Insurance
- Life
- Sport

Churn (bin)
- 0
- 1

subscription type by churn

Subscription Type / Age..

Basic	Fami..	Free	P..	

% of Total Count of Customer ID

7.

- 40
- 40
- 40
- 60
- .

time to churn

Time To Churn (bin) 2

% of Total Count of Customer ID

- 18.91%
- 25.35%

- 0
- 200
- 400
- 600

Most Visited Page by Churn
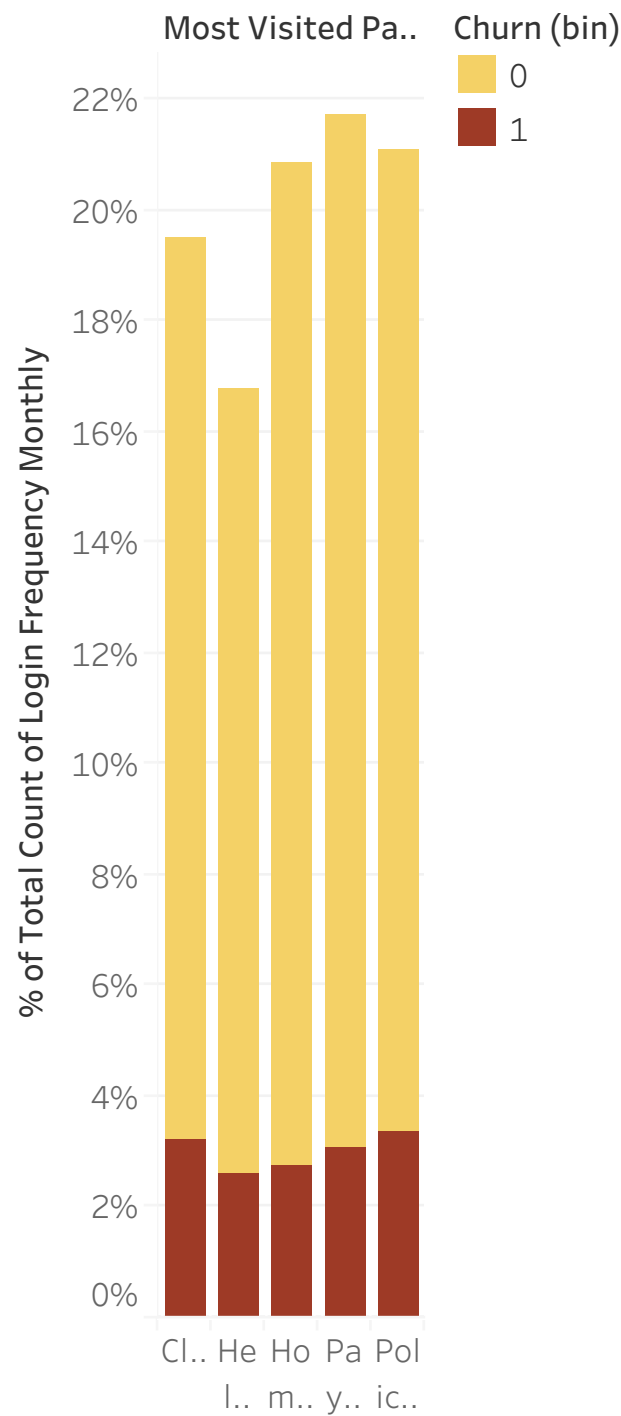
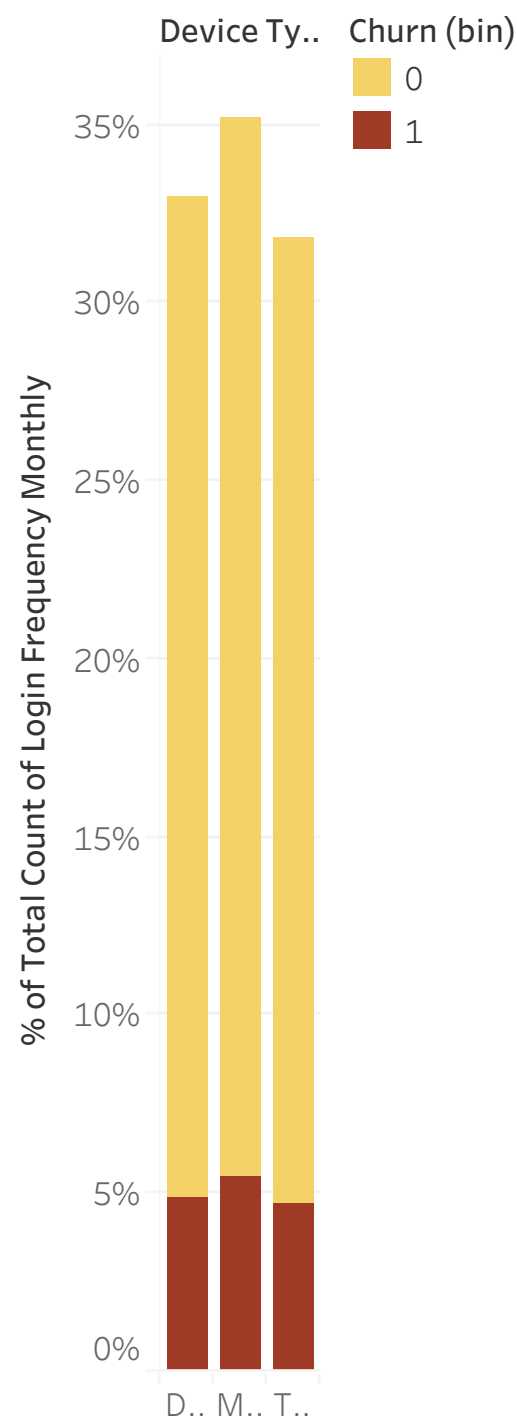% of Total Count of Login Frequency Monthly for each Most Visited Page. Colour shows details about Churn (bin).

Most Device
Type by
Churn

% of Total Count of
Login Frequency
Monthly for each
Device Type. Colour
shows details about
Churn (bin).

Most Mar-
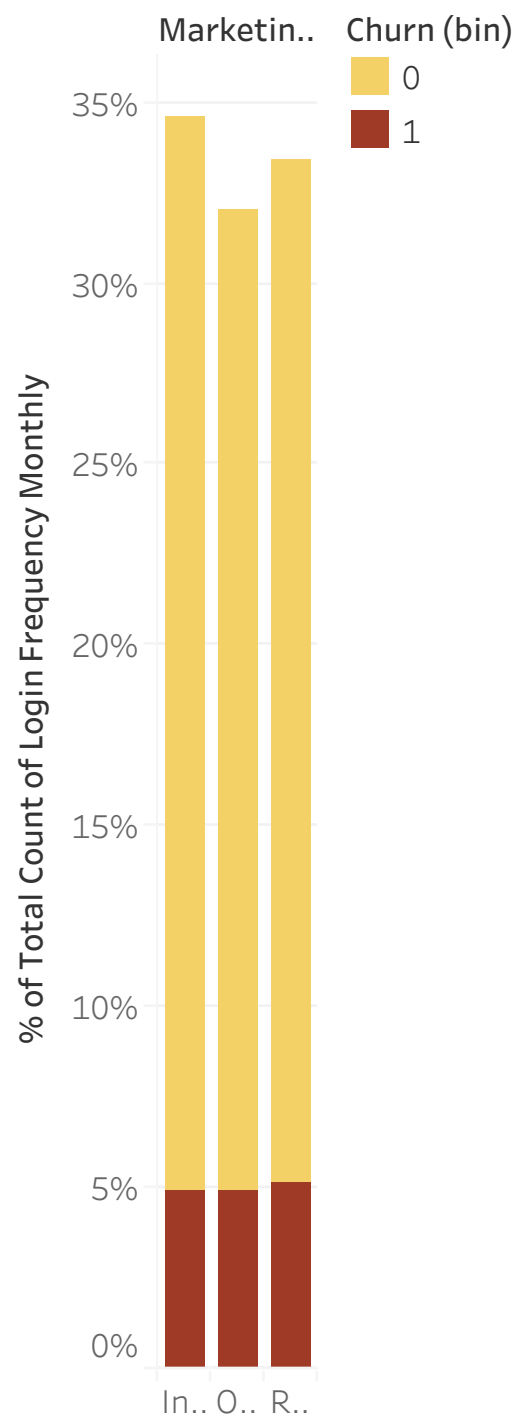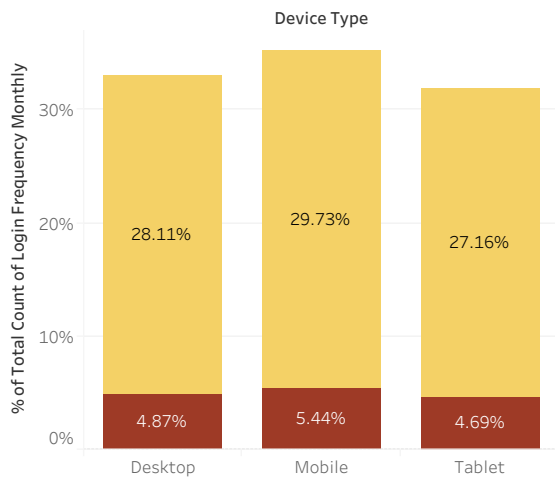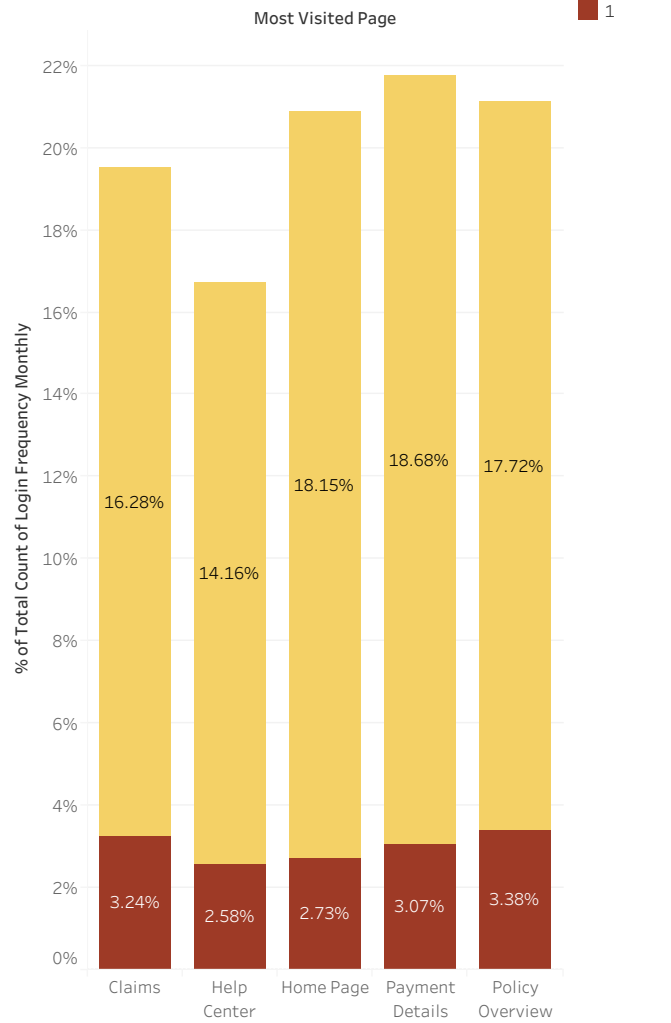keting
Channel by
Churn

Marketin.. Churn (bin)
█ 0
█ 1

% of Total Count of Login Frequency Monthly for each Marketing Channel. Colour shows details about Churn (bin).

Most Device Type by Churn

Device Type

Desktop 28.11% / 4.87%	Mobile 29.73% / 5.44%	Tablet 27.16% / 4.69%

Most Marketing Channel by Churn

Marketing Channel

In-Person 29.66% / 4.91% — Online 27.08% / 4.93% — Referral 28.26% / 5.16%

Most Visited Page by Churn

Most Visited Page

Churn (bin)
0
1

Claims	Help Center	Home Page	Payment Details	Policy Overview
16.28%	14.16%	18.15%	18.68%	17.72%
3.24%	2.58%	2.73%	3.07%	3.38%

Y-axis label (left charts): % of Total Count of Login Frequency Monthly
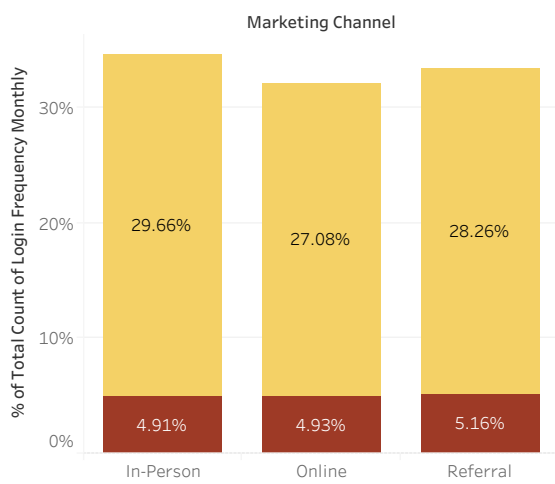
plicy type by gender
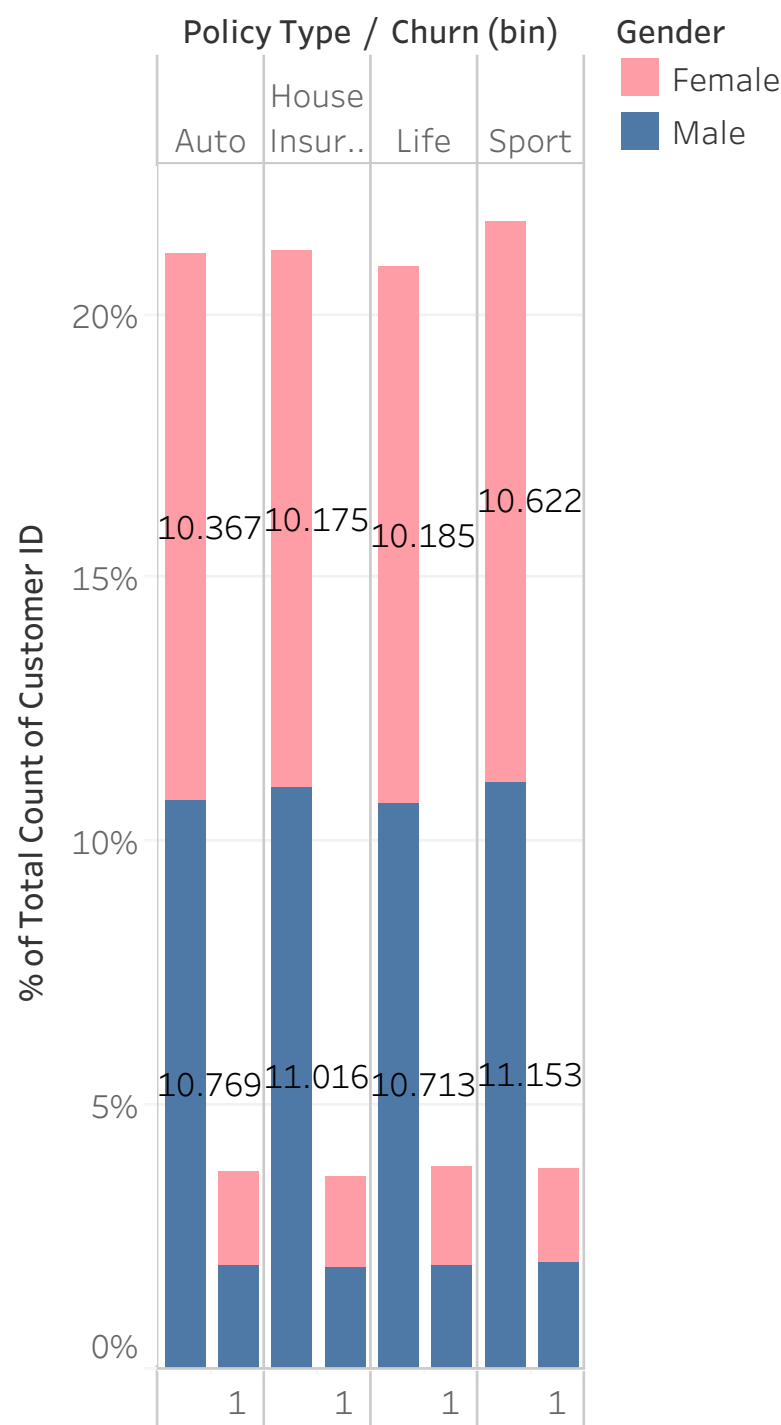
% of Total Count of Customer ID for each Churn (bin) broken down by Policy Type. Colour shows details about Gender.
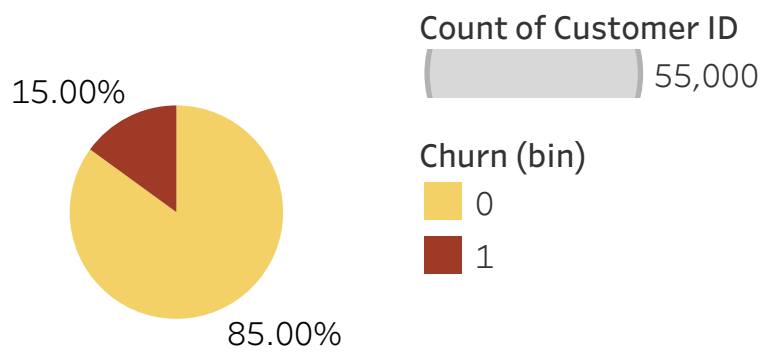
% of Churn

15.00%

85.00%

Count of Customer ID

55,000

Churn (bin)

0
1

Churn (bin) (colour) and
count of Customer ID (size).

Sessions per Week by lifecycle and churn

Custo.. **Churn (bin)**
- 0 (light yellow)
- 1 (dark red)

Avg. Sessions Per Week

10
9
8
7
6
5
4
3
2
1
0

At E..
Ri..
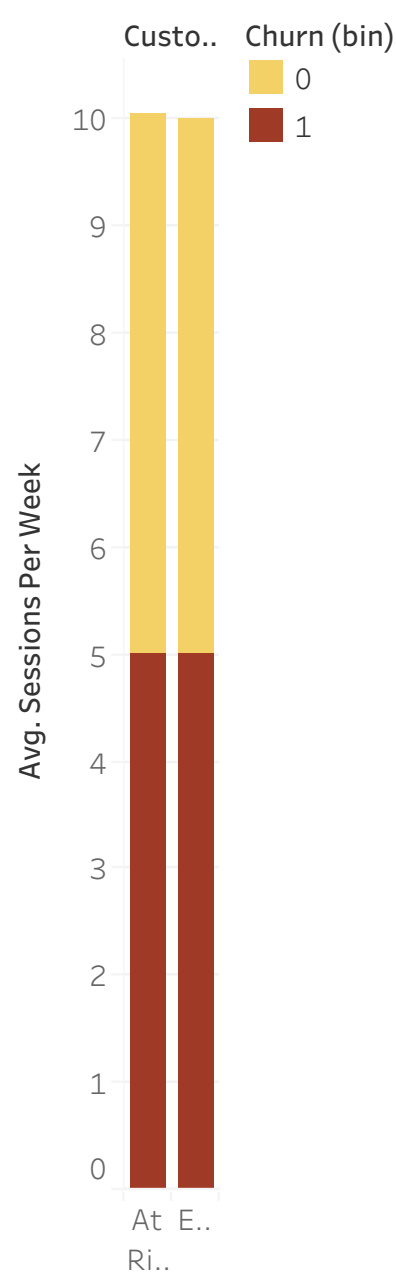
Average of Sessions Per Week for each Customer Lifecycle Stage. Colour shows details about Churn (bin).

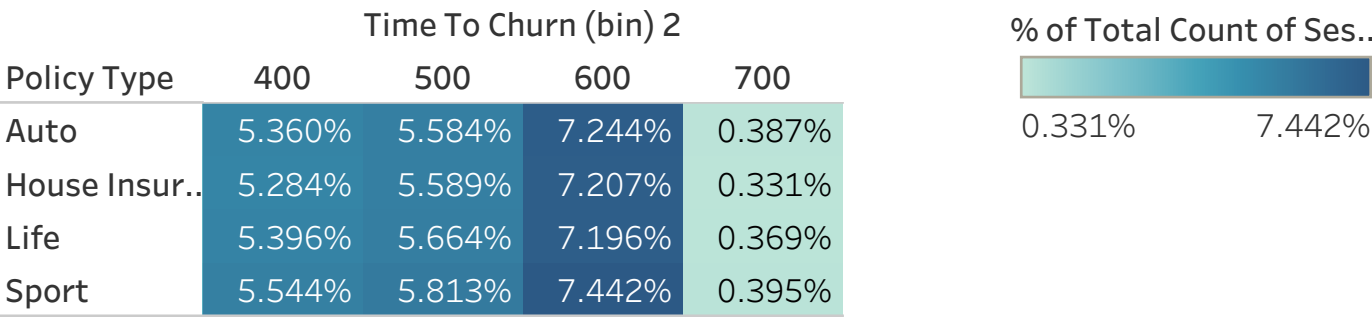# Engagment by polity type and churn

Policy Type	Time To Churn (bin) 2			
	Null	0	200	300
Auto	0.687%	1.233%	1.231%	3.129%
House Insur..	0.698%	1.284%	1.245%	3.198%
Life	0.591%	1.178%	1.209%	3.147%
Sport	0.587%	1.220%	1.242%	3.316%

% of Total Count of Ses..

0.331%   7.442%

% of Total Count of Sessions Per Week broken down by Time To Churn (bin) 2 vs. Policy Type. Colour shows % of Total Count of Sessions Per Week. The marks are labelled by % of Total Count of Sessions Per Week.

Engagment by polity type and churn

| Policy Type	Time To Churn (bin) 2			
	400	500	600	700
Auto	5.360%	5.584%	7.244%	0.387%
House Insur..	5.284%	5.589%	7.207%	0.331%
Life	5.396%	5.664%	7.196%	0.369%
Sport	5.544%	5.813%	7.442%	0.395%

% of Total Count of Ses..

0.331%　　　　7.442%

% of Total Count of Sessions Per Week broken down by Time To Churn (bin) 2 vs. Policy Type. Colour shows % of Total Count of Sessions Per Week. The marks are labelled by % of Total Count of Sessions Per Week.

Sheet 13
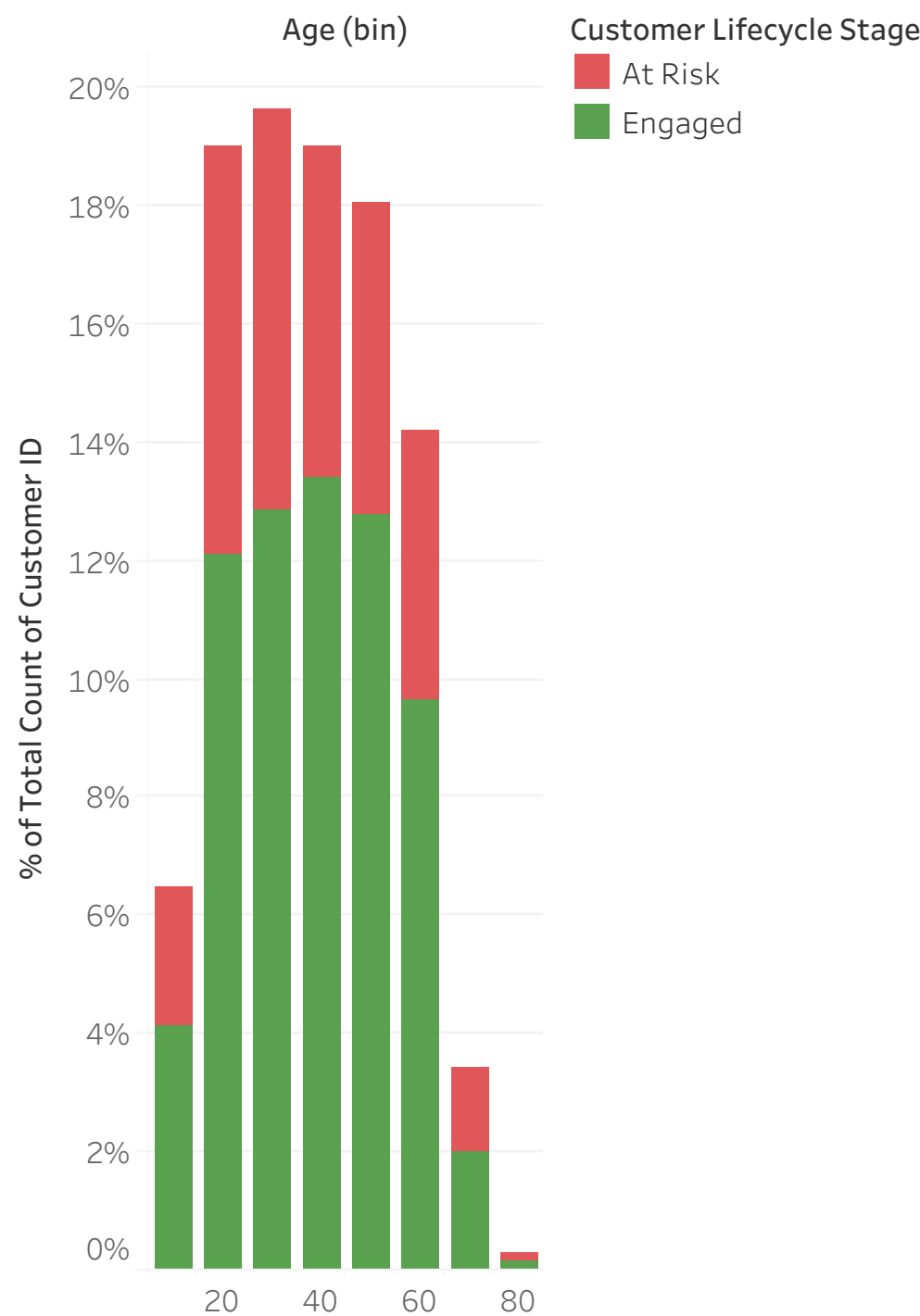
% of Total Count of Customer ID for each Age (bin). Colour shows details about Customer Lifecycle Stage.
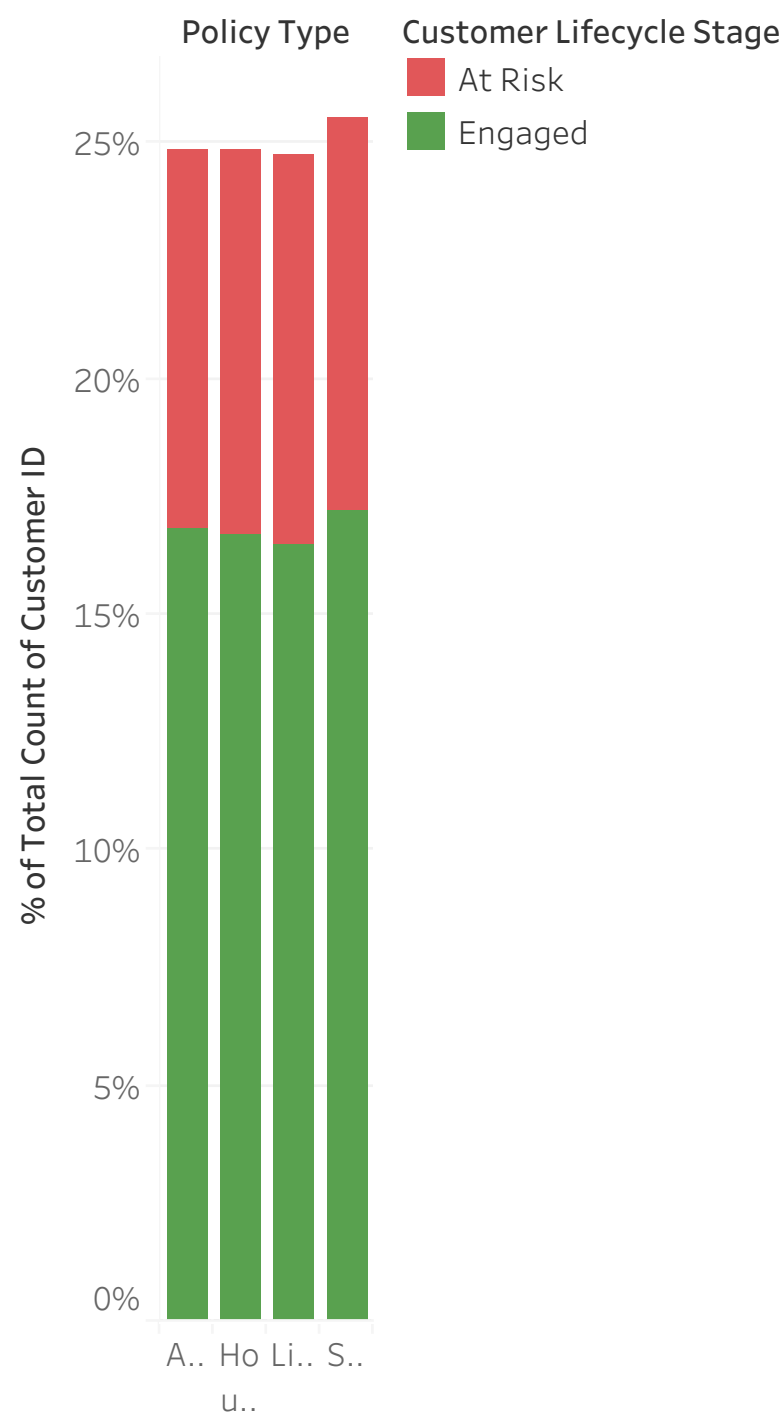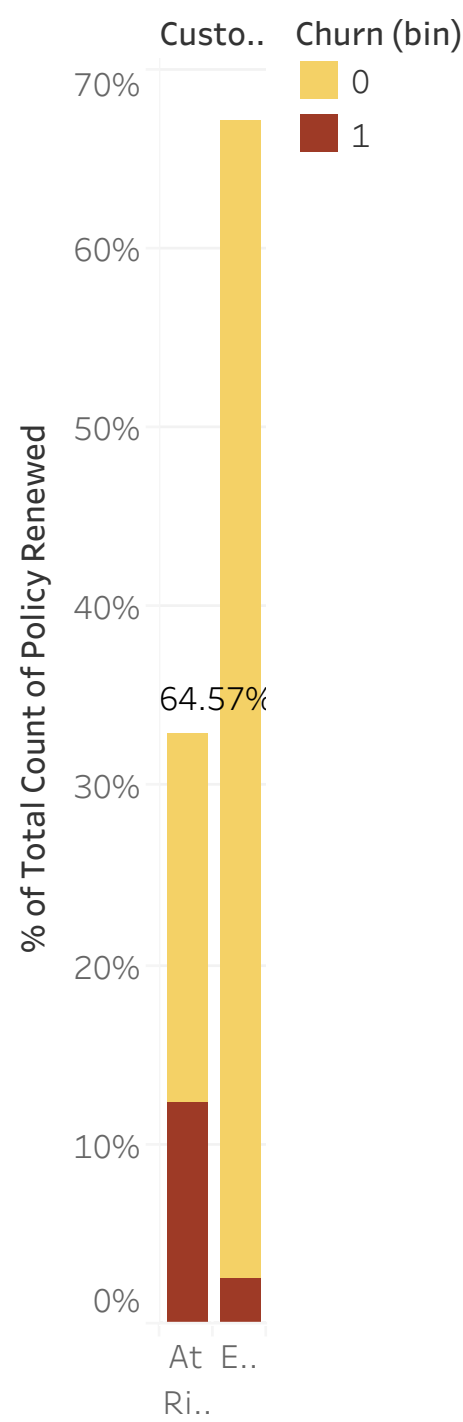
Sheet 14

Policy Type

Customer Lifecycle Stage
- At Risk
- Engaged

% of Total Count of Customer ID

25%

20%

15%

10%

5%

0%

A.. Ho Li.. S..
     u..

% of Total Count of
Customer ID for each
Policy Type. Colour
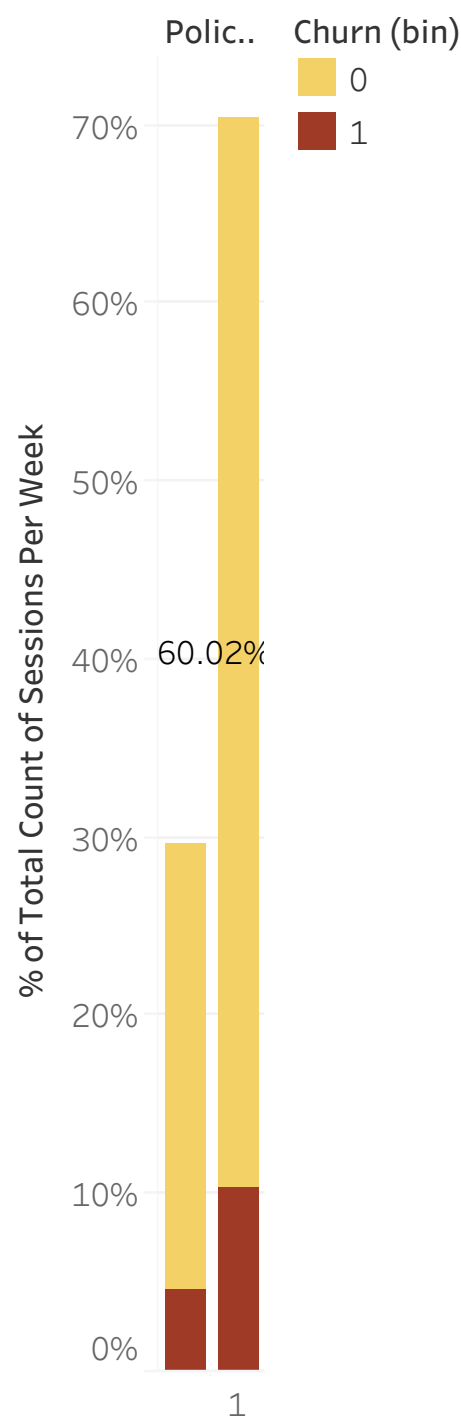shows details about
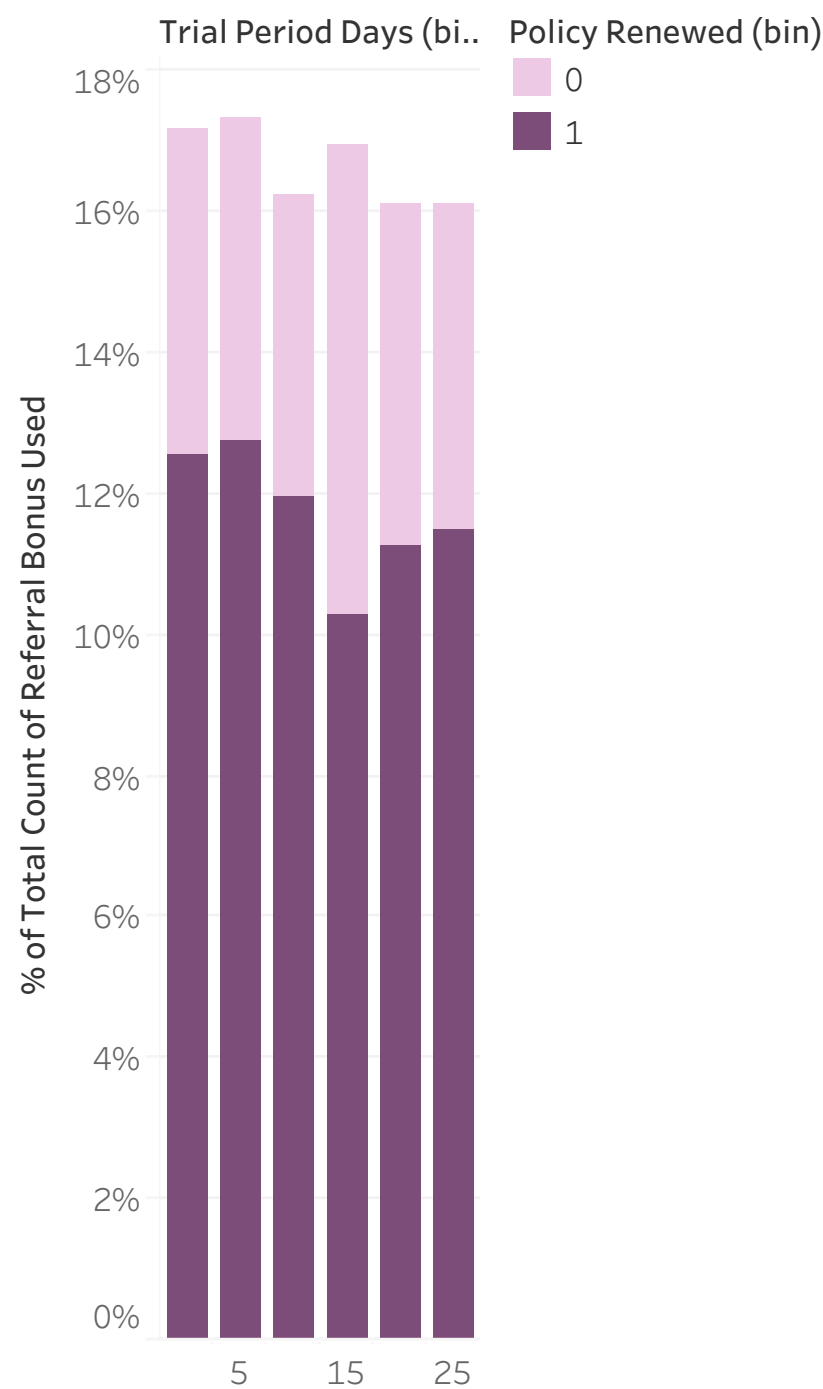Customer Lifecycle
Stage.

Sheet 14 (2)

% of Total Count of Policy Renewed for each Customer Lifecycle Stage. Colour shows details about Churn (bin).

Sheet 16

% of Total Count of Sessions Per Week for each Policy Renewed (bin). Colour shows details about Churn (bin).

Sheet 17

Trial Period Days (bi..

Policy Renewed (bin)
- 0
- 1

% of Total Count of Referral Bonus Used

18%

16%

14%

12%

10%

8%

6%

4%

2%

0%

5   15   25

% of Total Count of Referral
Bonus Used for each Trial Period
Days (bin). Colour shows details
about Policy Renewed (bin).