

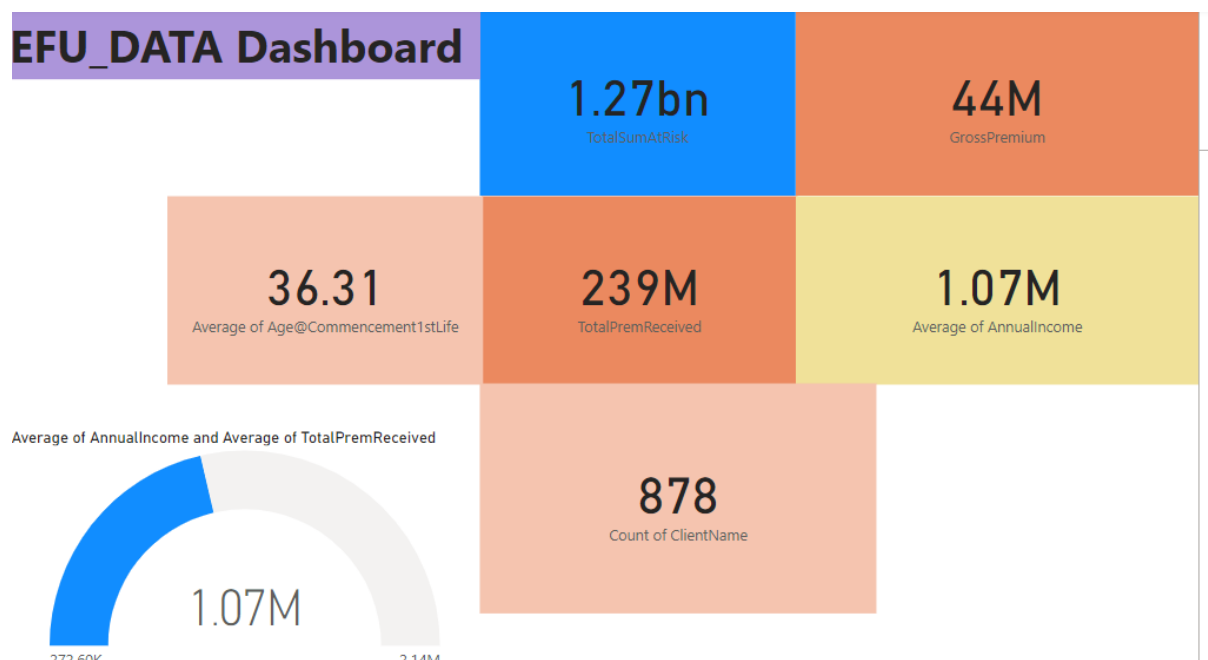
Charts and Explanation

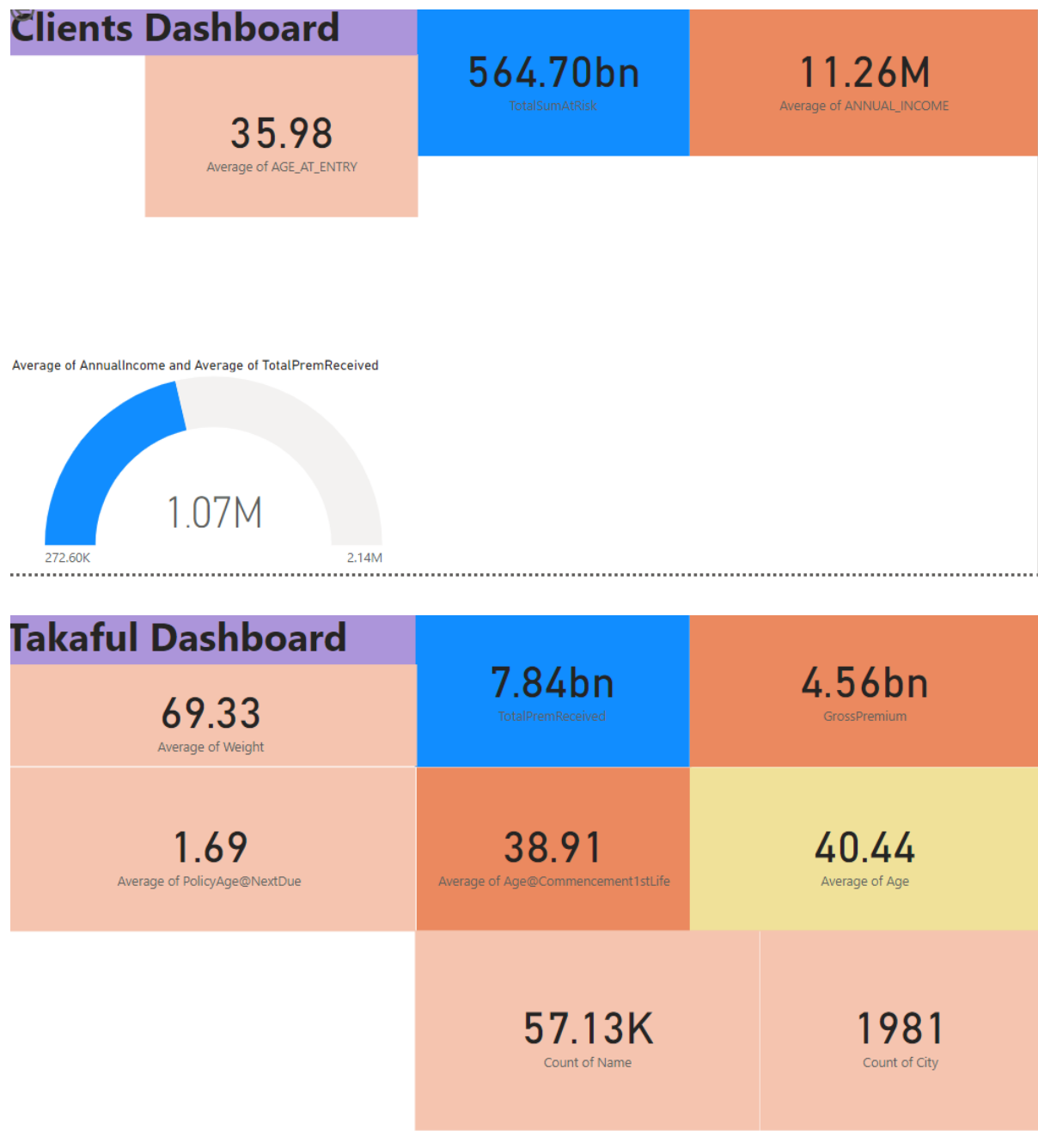
Our whole EFU data consists of three excel sheets namely:

- Clients
- Takaful
- EFU data

Data transformation:

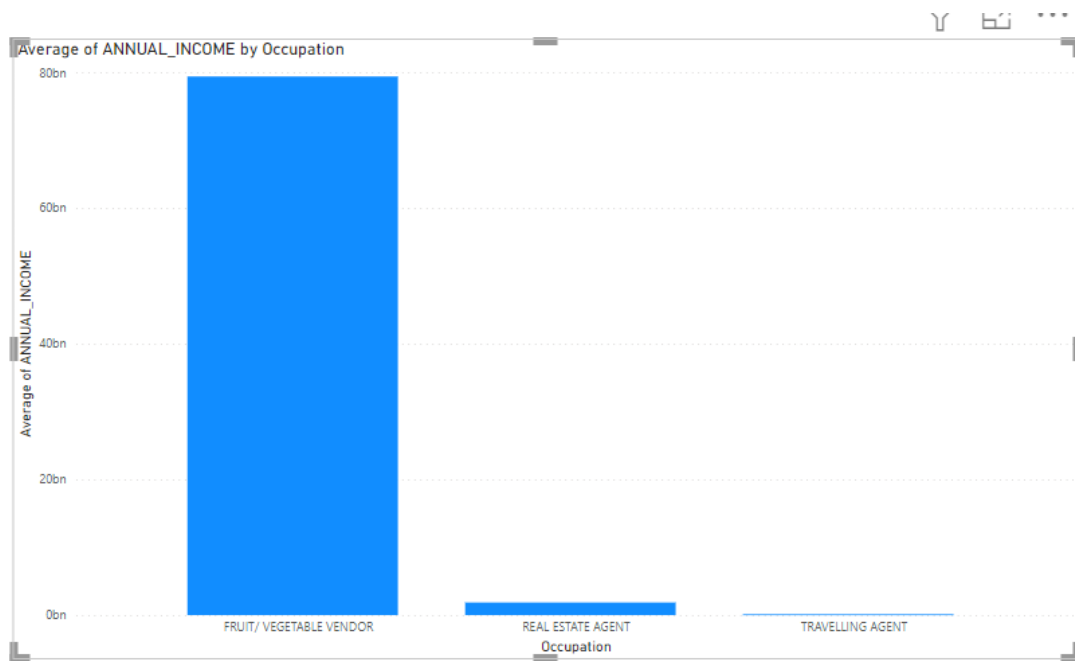
As all three of our sheets consisted columns that had no link to the BI analysis, we ended up removing a lot of columns. We mostly used Mode to fill out missing values for religion, income etc.



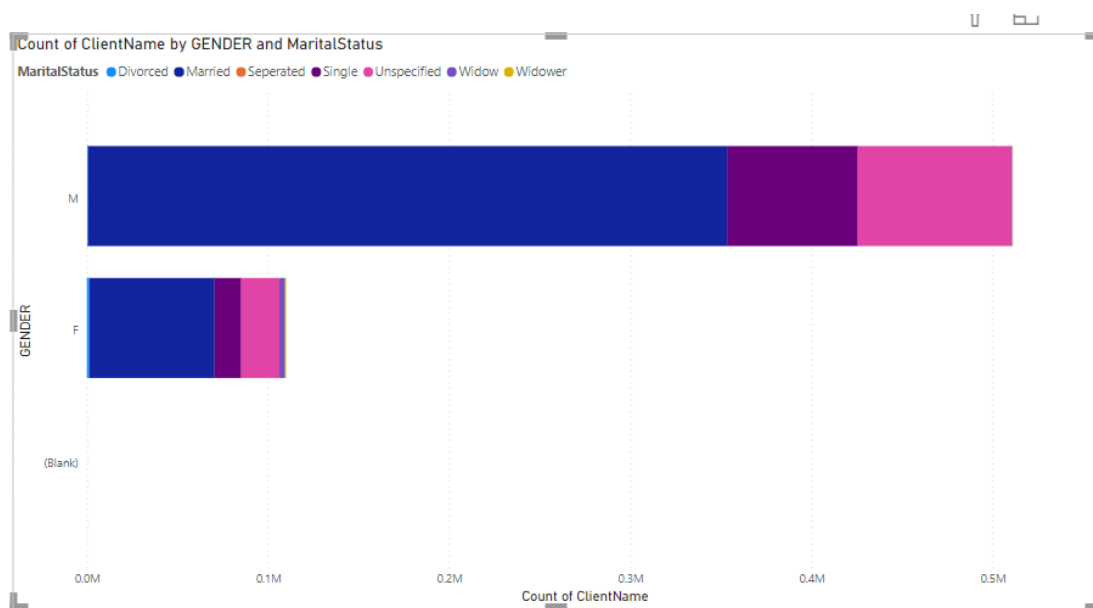


Stories:

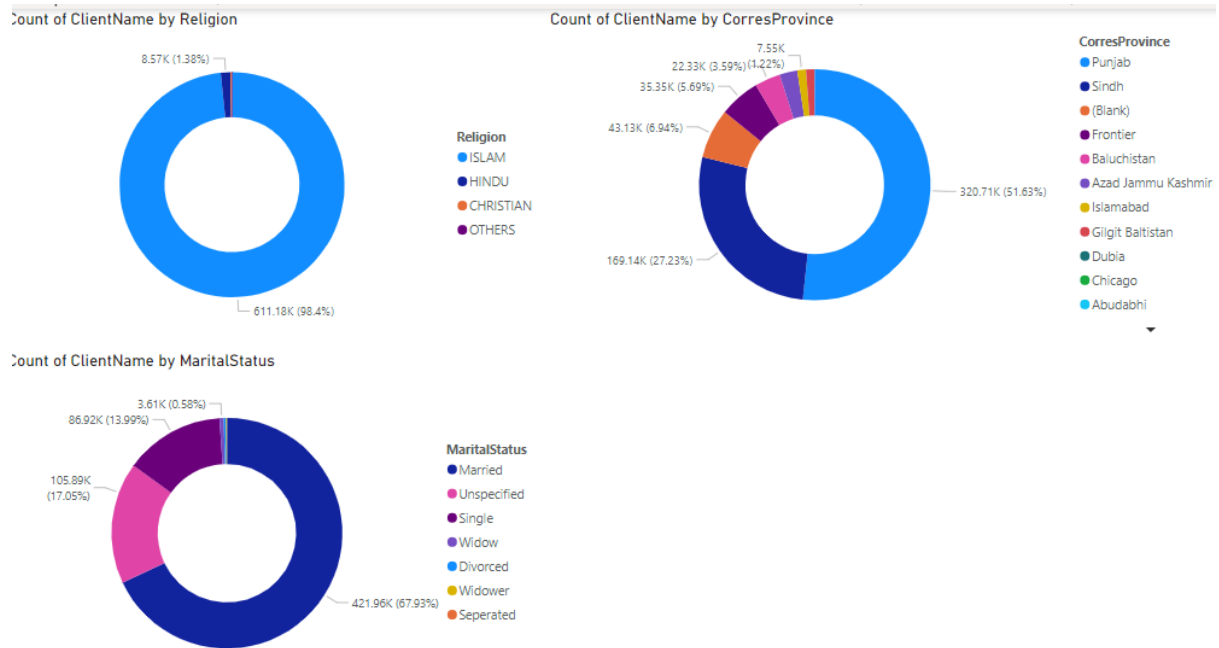
How do the clients look like?



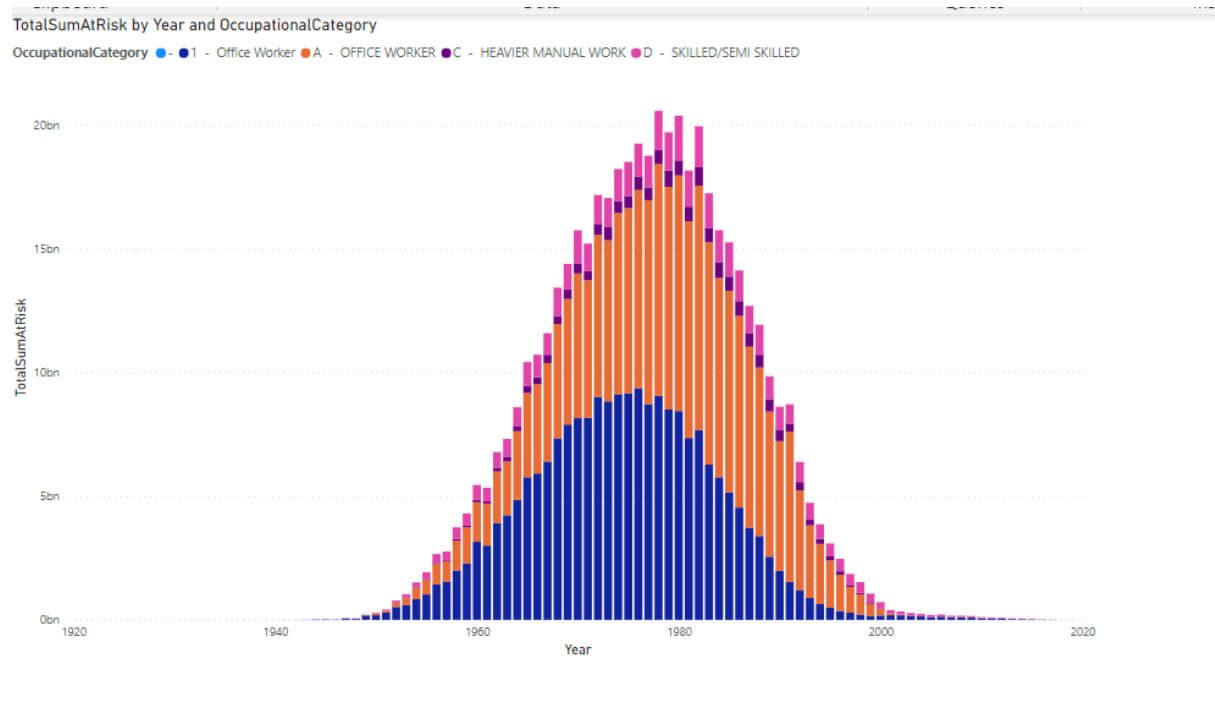
Fruit/ vegetable vendors generate the highest income after which real estate agents and travel agents come in our clients category.



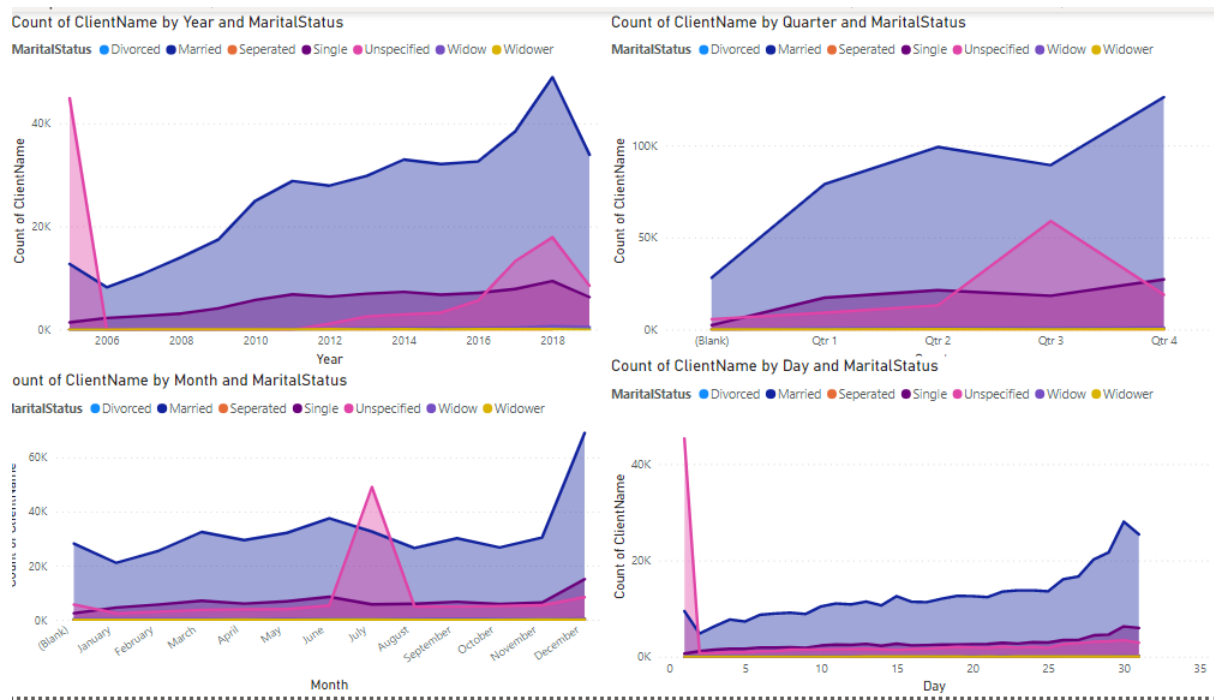
It is seen that more than half of our clients are married and the ratio of male to female is 1:3.



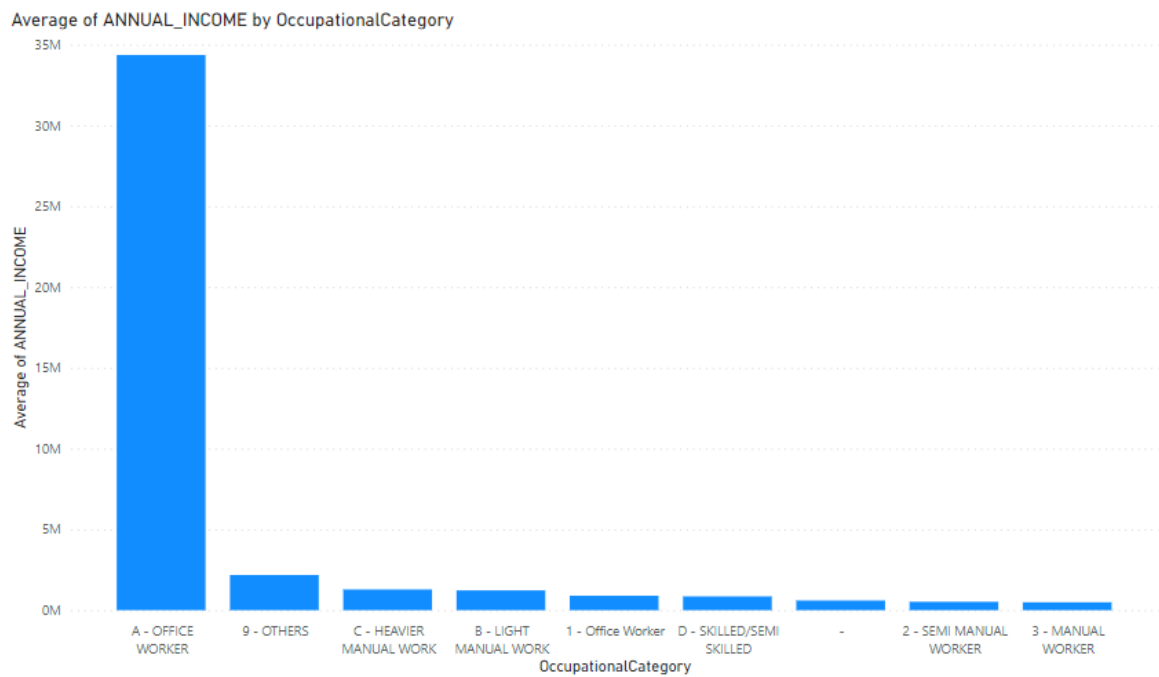
More than 98% of our clients are muslims while most of them from the remaining clients are hindus. Around 68% of our clients are married while the second majority consists of clients with unspecified marital status. More than half of our clients are from Punjab and Sindh is on number 2.



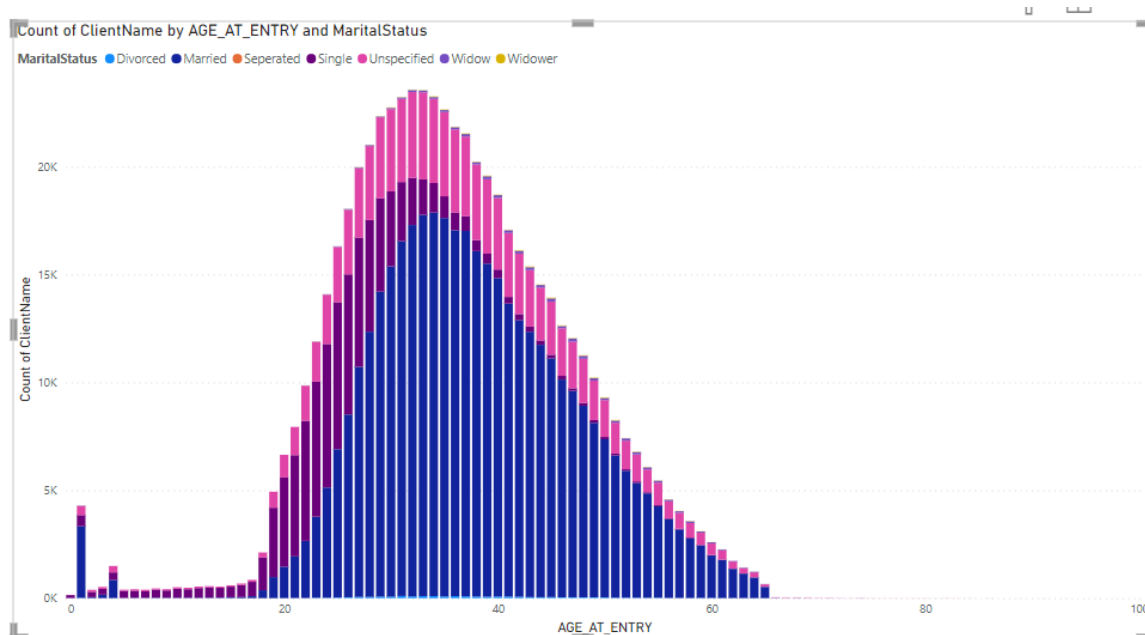
This chart is on a normal distribution. Around 90% of our clients born from 1950 to 2000 are office workers. As stated, most of our clients are of the age of 45 years. People born from 1977-1980 have the highest sum of risk.



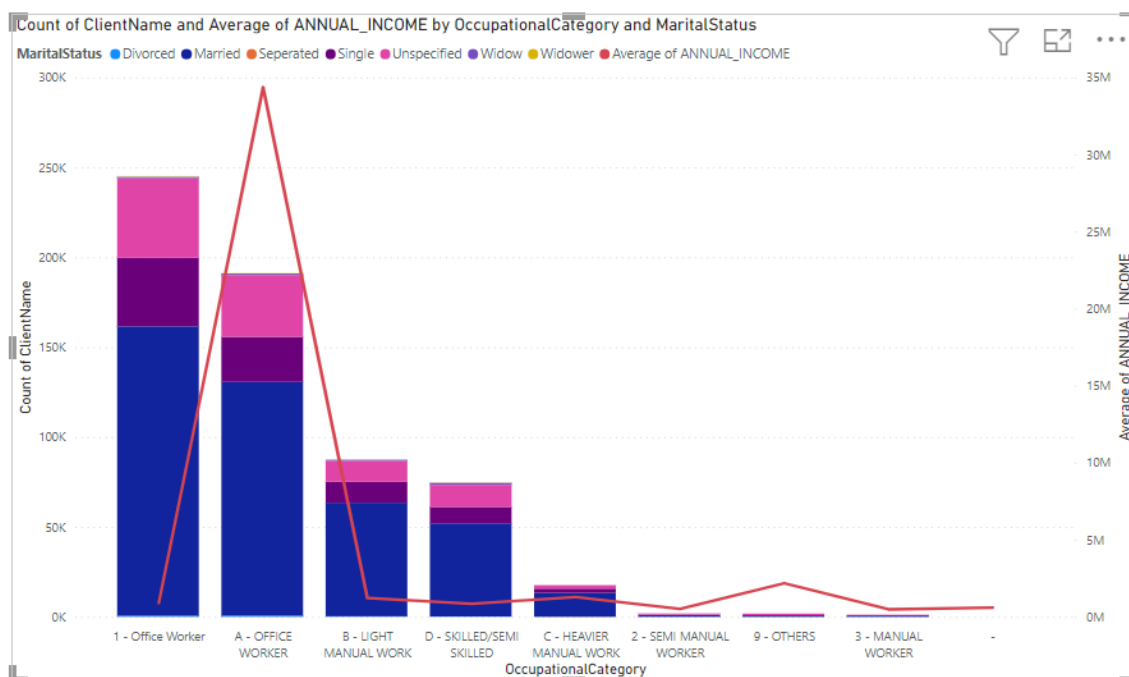
Married clients have the highest number of entries in quarter 4. Unspecified clients have a peak in July.



Office workers, as expected have the highest annual income.

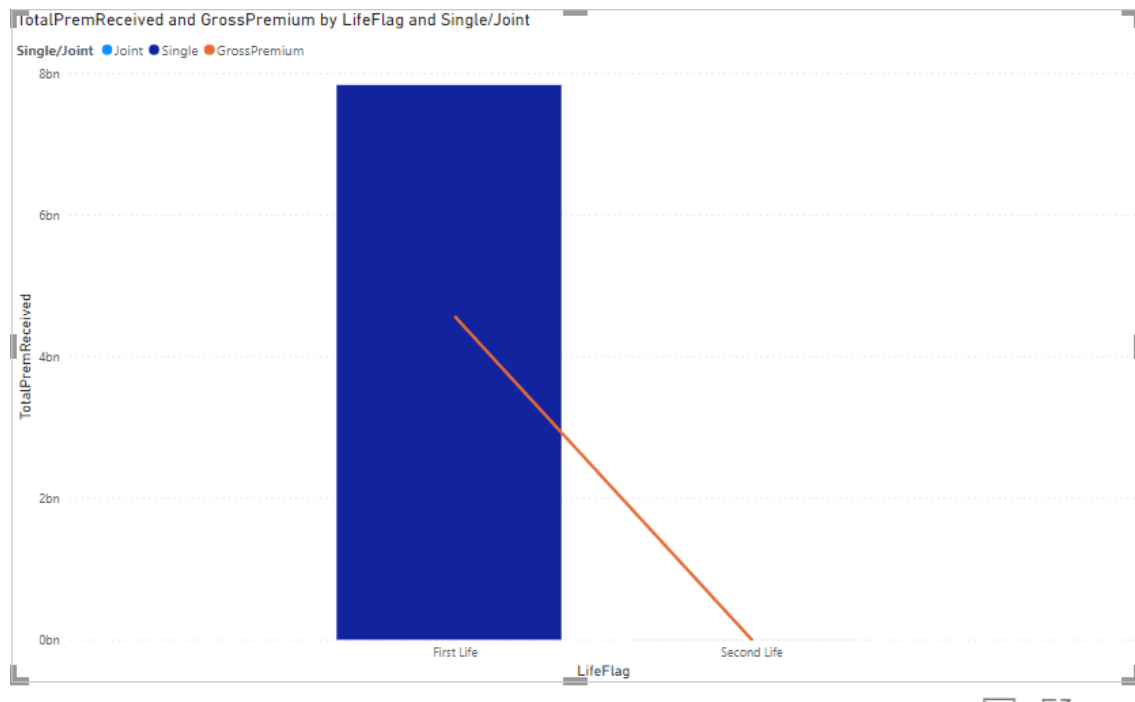


Clients from age 20 to 40 have a higher proportion of unspecified. There is a high ratio of clients from age 20-30 who are single. People aged over 35 are mostly married. Most of our clients have an age at entry between 20 to 40. The overall trend is right skewed, and the majority is between 20 to 30.



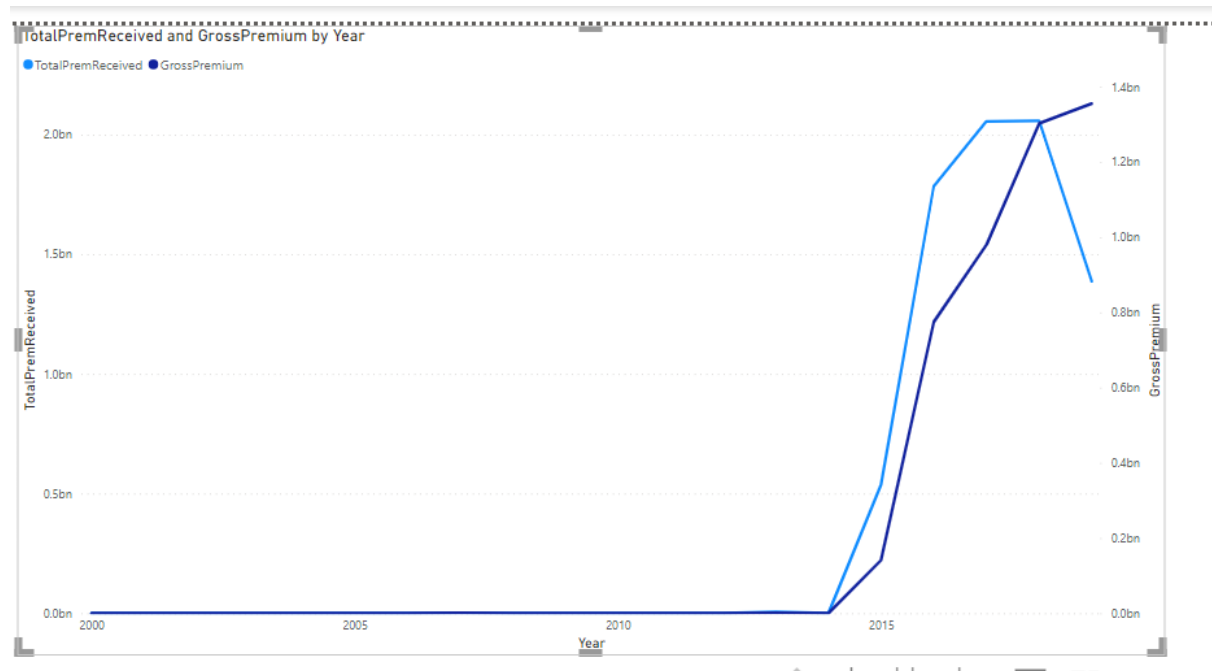
Annual income is again highest for the A type of office worker. The first category of office workers have very less annual income and at the end, there is an unusual spike for clients in the “others” category.

Takaful sheet analysis.



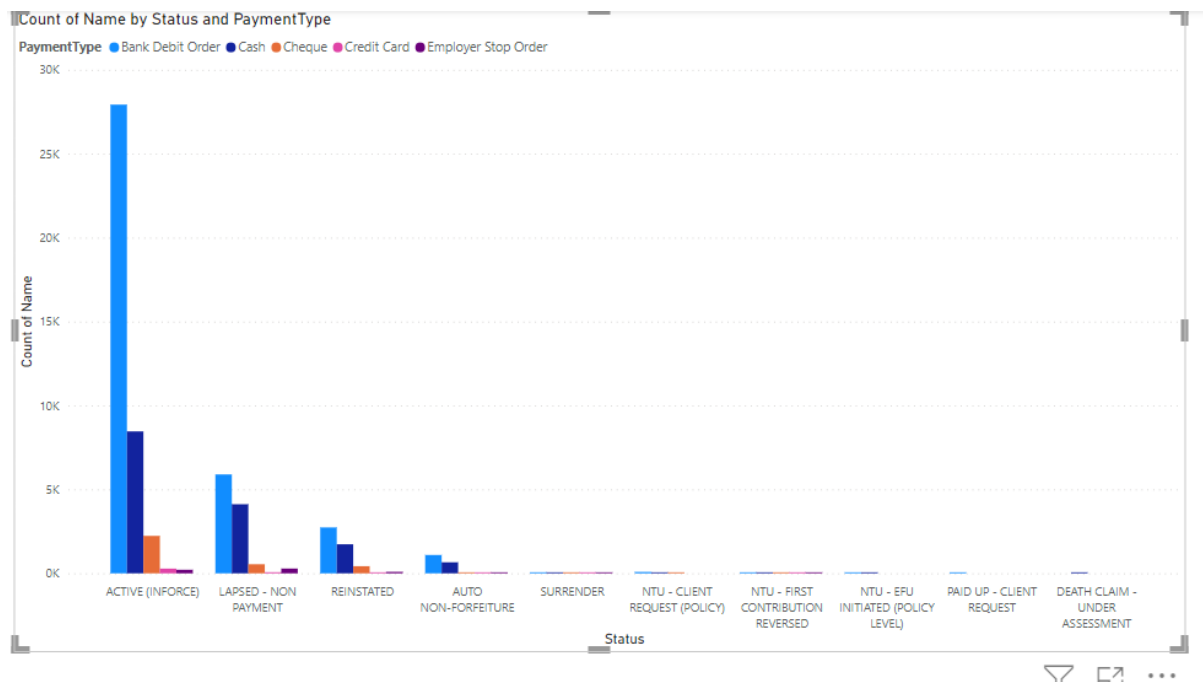
How do lifeflags and the type of insurance (joint or single) of clients vary with respect to the premium?

In a joint insurance, the number of clients which have their partner demised is very less, which means that both the partners are alive and hence the total premium received is highest for clients that have joint insurance in which both are alive.



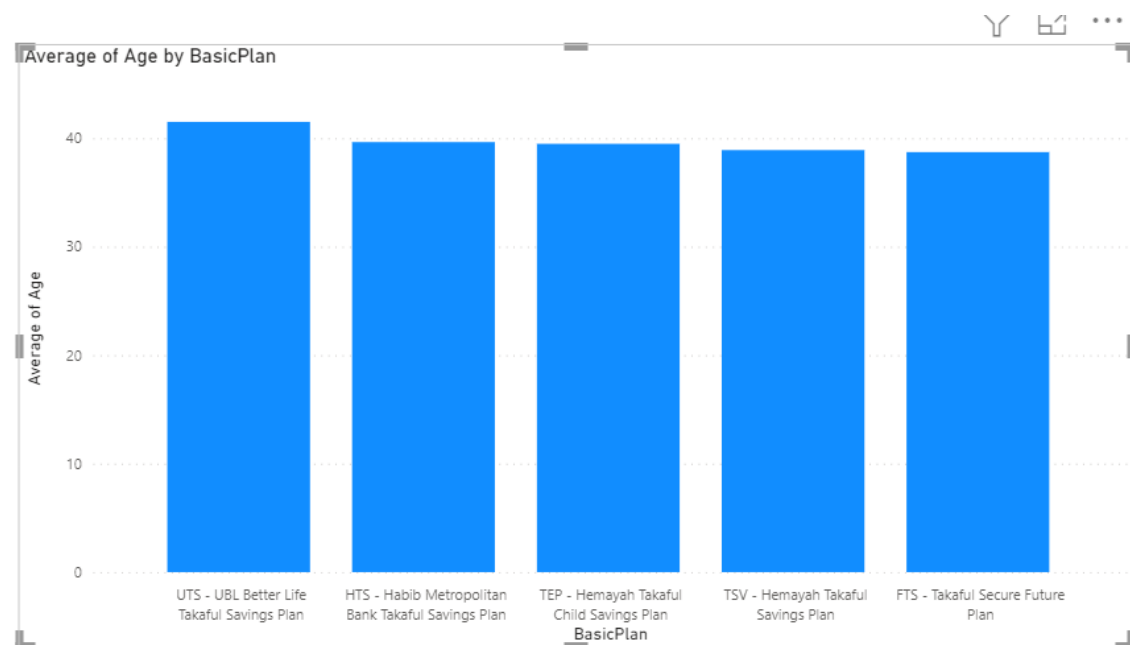
What is the relation between gross premium and total premium over time?

Total premium received has seen a great dip at year 2019-2020 which is an anomaly.



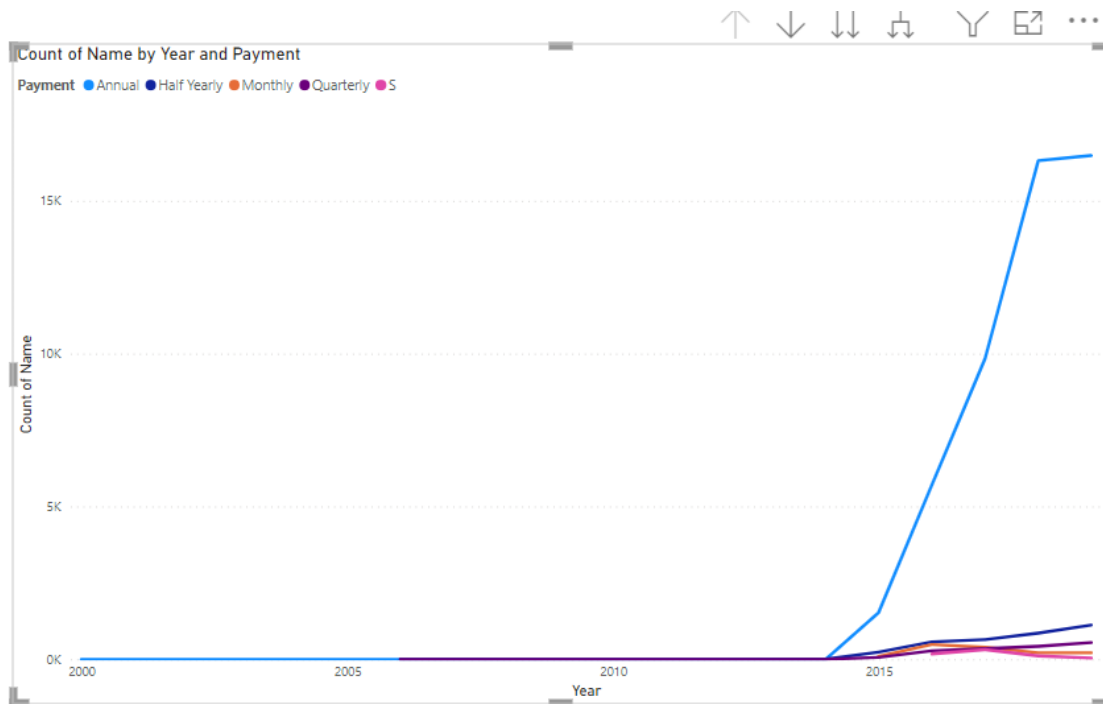
Which payment methods are preferred?

Most of our clients are active and the payment method of bank debit order is preferred the most. The people who had payment lapses preferred paying from cash. Hence, many clients that had payment issues did not use bank transfer or did not deposit money in banks. It can be noted that the best form of payment is through bank Debit order as most of the active clients use that form of payment.



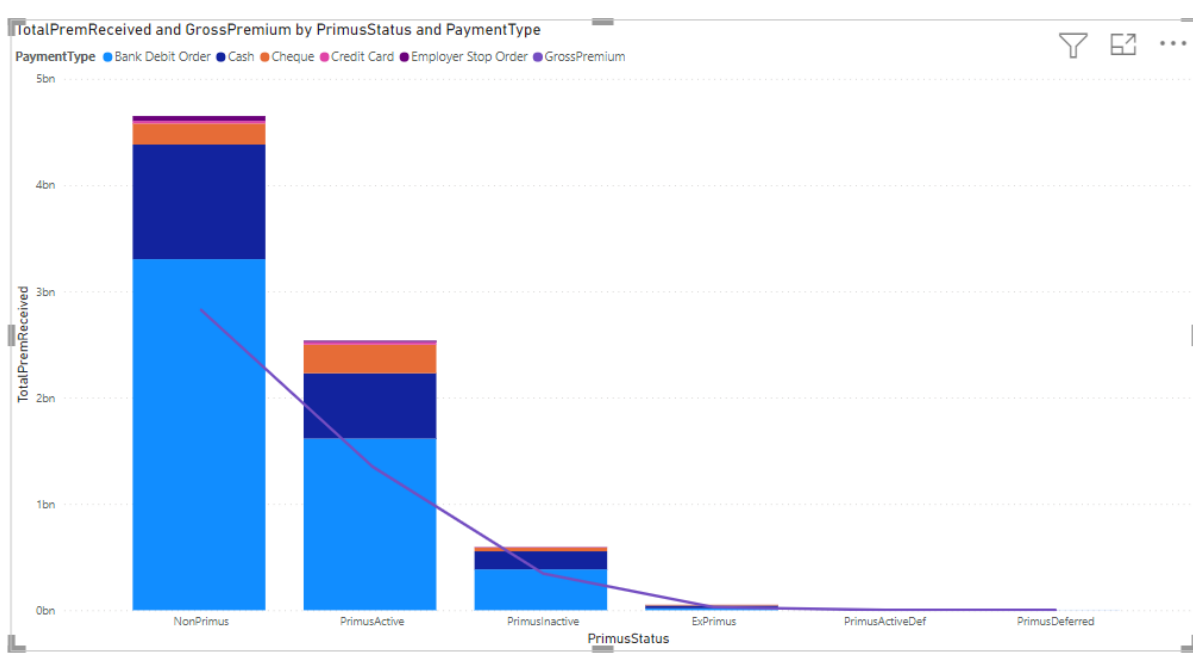
What are the top 5 basic plans and what age of people prefer these plans?

These are the top 5 basic plans and people ranging of the age 40 prefer all these plans.



How does the payment type vary?

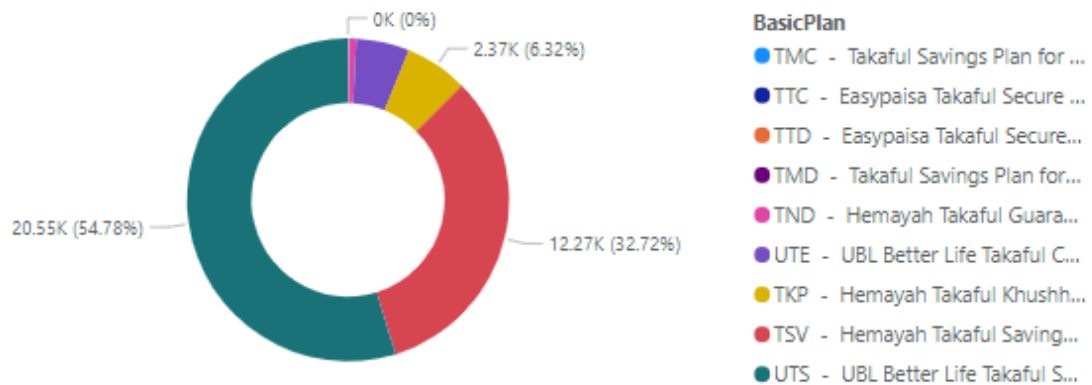
Most of payments made are on an annual basis. After 2015, there was a high influx of customers looking for insurance hence awareness on insurance spread widely after 2015. There has been a drop in all forms of payments and annual payment is most preferred. After 2018, the influx of clients had decreased and reached a constant. Therefore, there was a drop in growth.



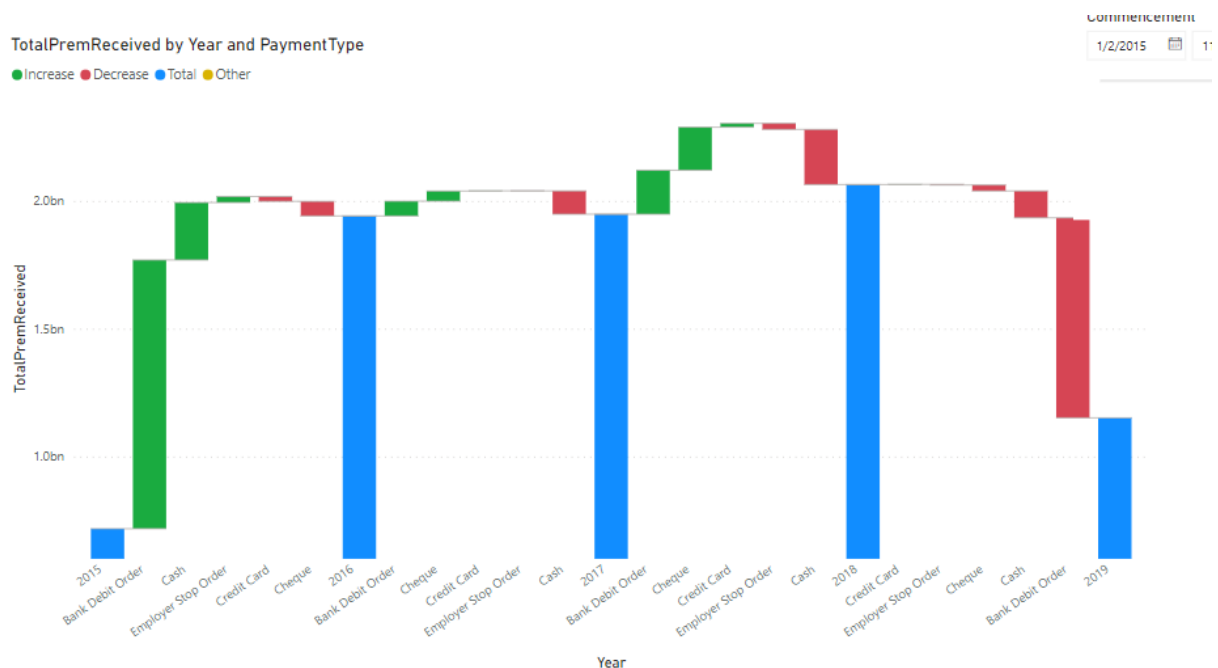
How does the premium vary with respect to the status of our clients?

The total premium is around double of the gross premium for clients that are non primus. Non primus clients, as it can be seen have had to pay a higher amount of premium because of their status. The trend for payment methods has been the same for the top three client statuses. There is a direct relation between gross premium and total premium received.

Count of Name by BasicPlan



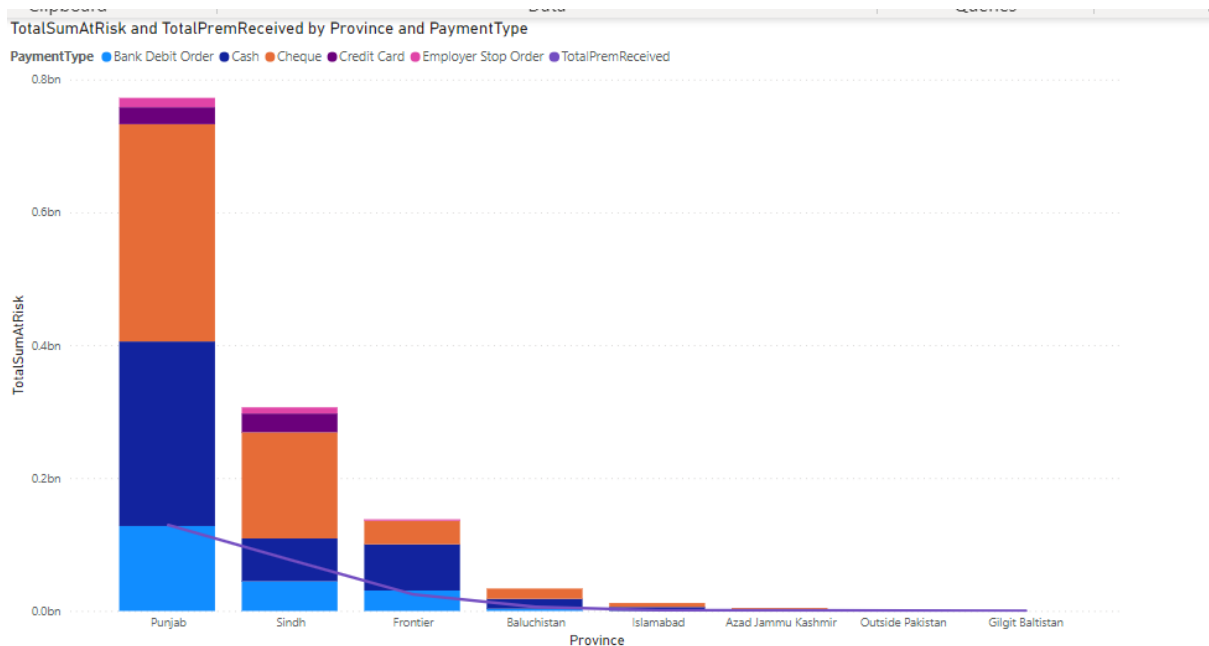
Most customers were interested in the UTS plan, after which the TSV plan was the most popular.



What were the trends of the most popular payment methods?

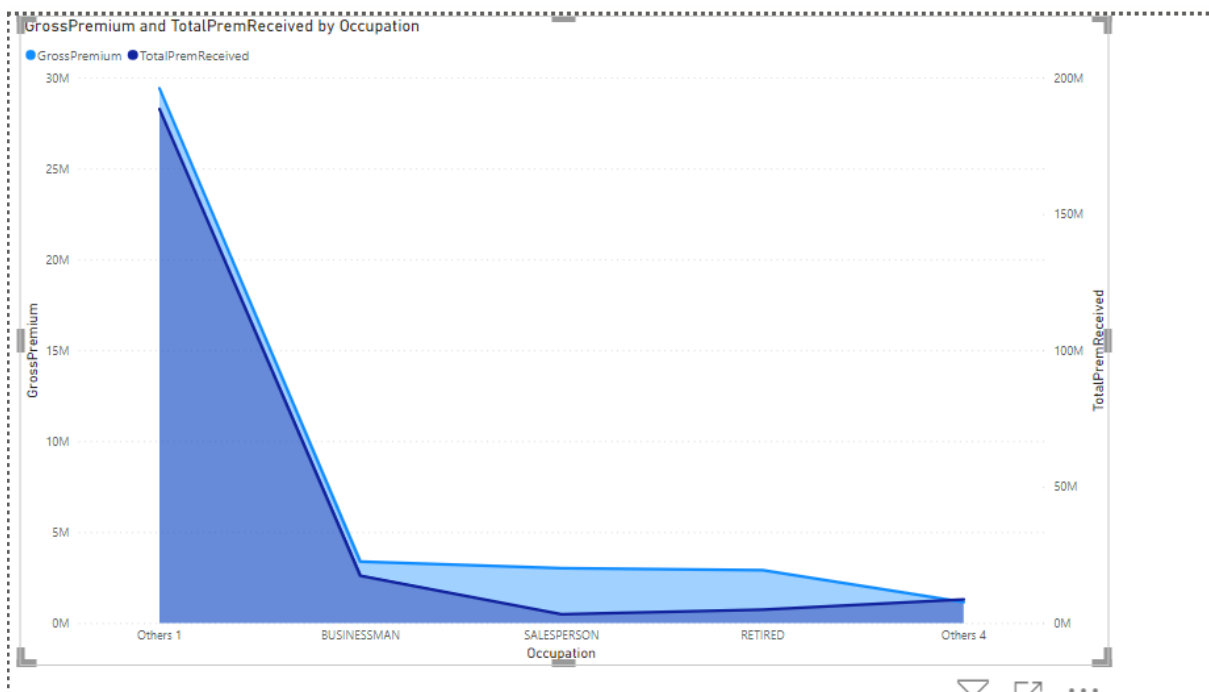
Bank debit order payment method saw an increase from 2015-2016 while both of these modes saw a decrease from 2018-2019. From 2017-2018, there was an increase in payment method of bank debit order and cheque.

EFU_Data sheet analysis



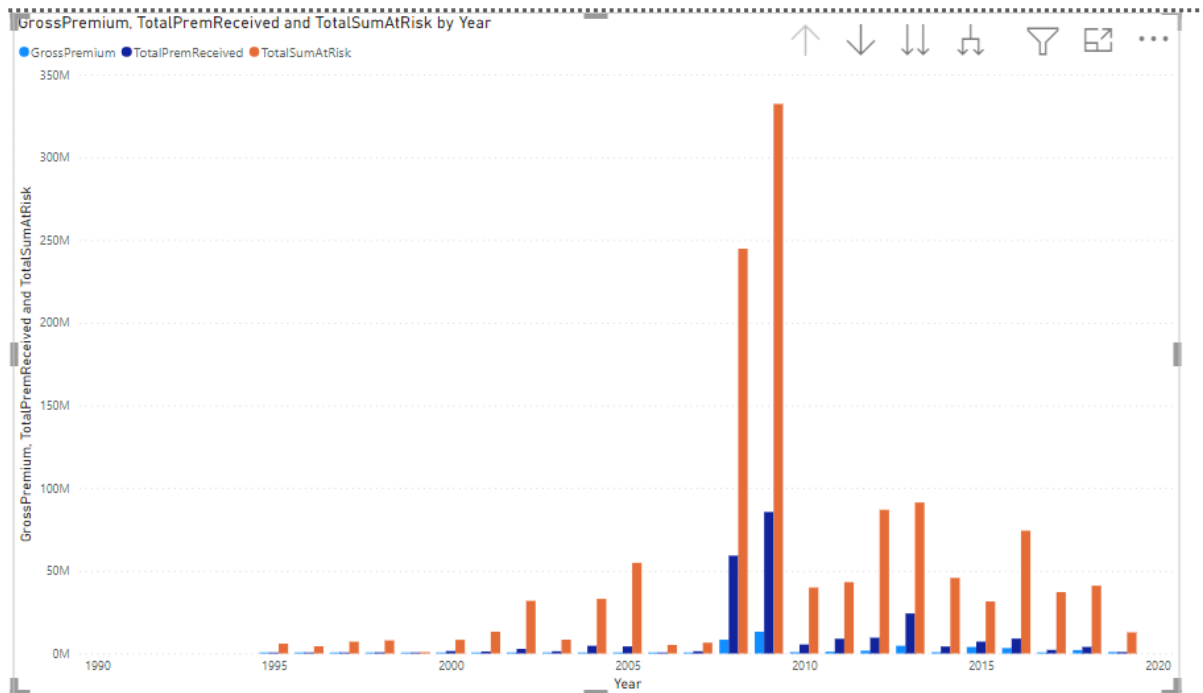
Which province has the highest sum at risk and what payment methods were used?

Punjab has the highest sum of risk with cheque being the best mode of payment for insurance. It has been noted that the trend for payment method is different in takaful and normal insurance with “cheque” being popular for normal insurance. As the sum at risk has increased, the premium has increased as well. Hence, this means that the higher the premium a customer pays, the more sum at risk there is for a company.



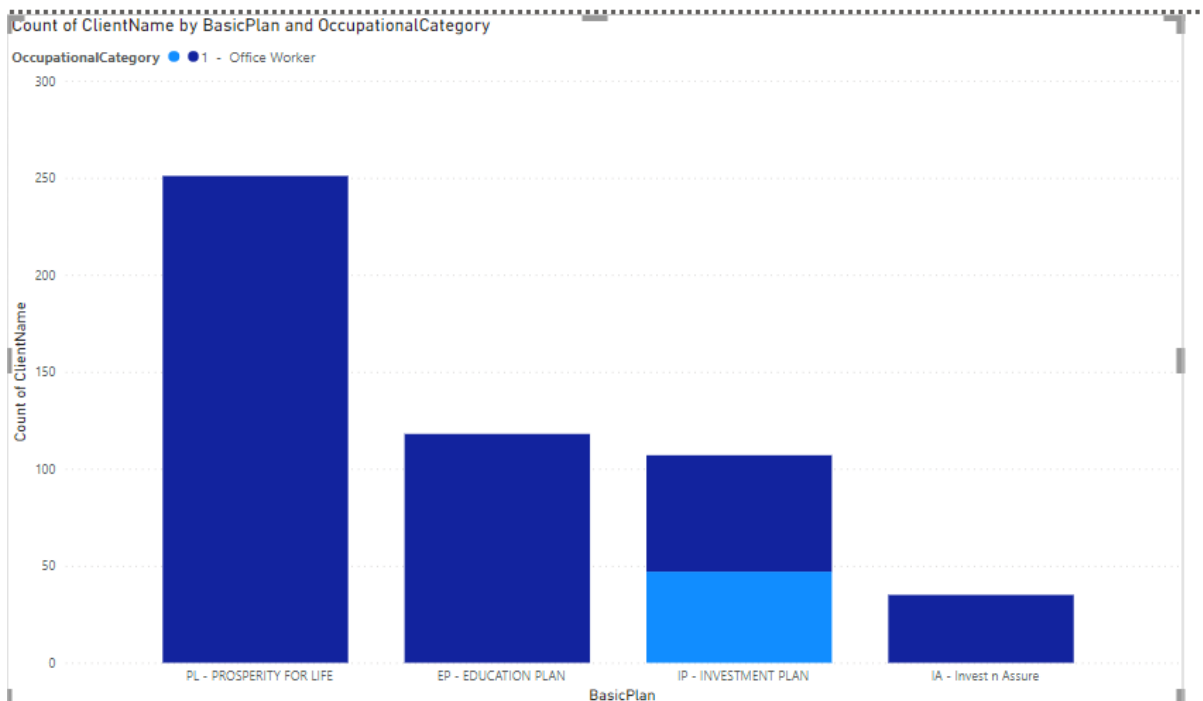
Who generated the highest gross premium?

The other category of occupation has the highest gross premium while businessmen are on number 2 after which salespeople come. The others category generates the highest chunk of gross premium which is more than 6 times the premium generated by businessmen.



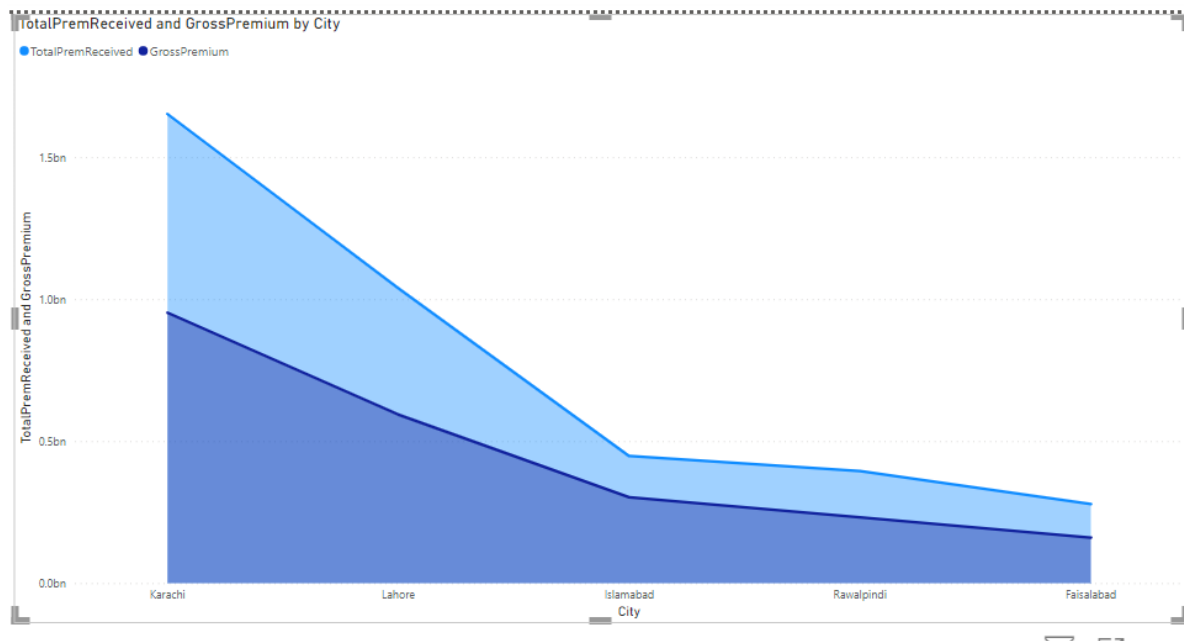
How does sum at risk vary with other entities?

The sum at risk follows a specific trend across the years in comparison to the premium. Years 2008 and 2009 have seen a huge peak in all three values.



What is the most famous product of EFU?

These are the top three products of our EFU_data sheet. As you can see the prosperity for life is most famous and office workers are the most common clients.



Which cities generated the most premium?

Key insights:

- Most people who avail insurance are married and male.
- Punjab offers the highest revenue and number of clients.
- Number of first life clients is very high. Not a lot of people go for joint insurance.
- Most of our customers are non primus
- Takaful clients prefer bank credit while cheque is more popular in normal insurance.
- Average age of insurance holders is around 35 years for both takaful and normal insurance.
- Annual payment was the most popular mode for Takaful.
- For normal insurance, insurance prosperity for life was most popular and it took over more than 250 entries.
- Office workers were the most common people who availed regular insurance.