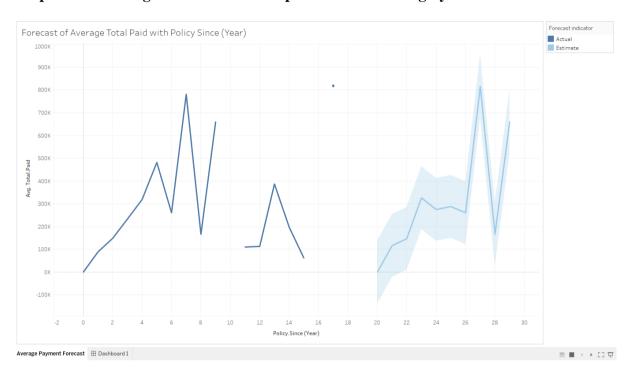
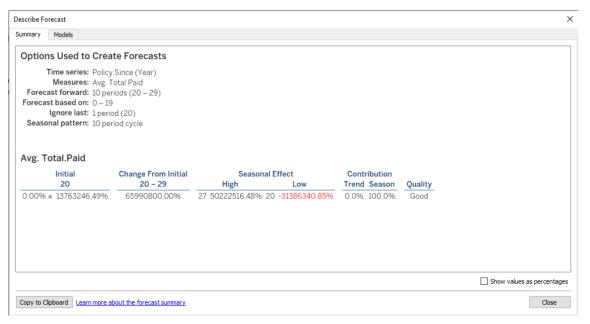
BI - Forecast and Clustering in Tableau

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1. Make forecasts regarding the paid installation amount on Tableau - list all your steps to achieve a good forecast and explain results thoroughly.



This is a forecast that estimates **Average Total Paid** amount with respect to **Policy Since (Year)**. It shows the estimates up to **10 periods with a prediction level of 90%.** The quality of the model is **Good and exponential smoothing** has been used for the estimation. After the 26th period, the forecast estimation level increases with less error volume. Significant seasonal affect has been captured by the forecast.



However, the RSME (Root-square-mean-error) is high, which indicates the overfitting of data.

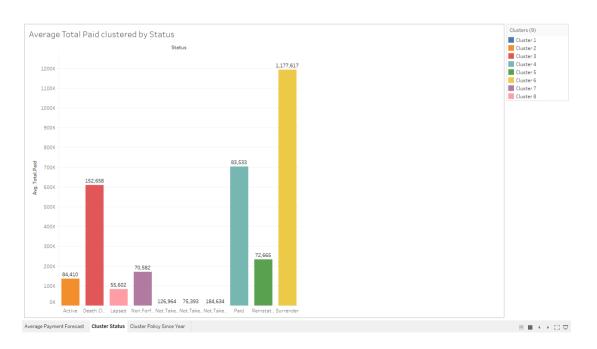


2. Make clusters of the customer payment patterns (determine the best two KPIs for that as in today's video) and interpret your results thoroughly.

Two KPI's

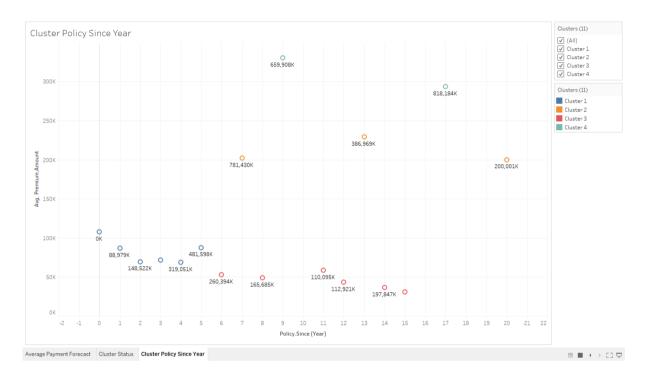
- Status
- Policy.Since (Year)

Cluster 1:



This is a graphical representation of **Average Total Paid clustered by Status**. Clusters are made to find out the Average Premium amount paid by each cluster which is mentioned on the top. The highest Average Premium amount is paid by Cluster 6 with a status of Surrender and Average Total Paid amount of 1,192,393.

Cluster 2:



This graph identifies the **4 clusters based on Policy Years across Average Premium amount**. It mentions the Average Total Paid amount on top of each value categorized in clusters. The highest value belongs to Cluster 4 with Average Premium amount of 3M and Average Total Paid amount of 6M.