DASHBAORD 1:

Demography of Clients:

Insights:

INCOME VS OCCCUPATION SHEET:

Majority of the customers income range is less than 100,000.

The income of females is greater than that of males.

As income increases, lesser insurance claims are observed.

GENDER VS CAR TYPE:

Car insurance is widely claimed by the female drivers . More female drivers use Sports car and SUV. Male drivers work a lot and thus, minivan is preferred bymale drivers.

INCOME vs Car Type:

The customers with lower income widely prefer SUV and minivan ascompared to other car types. SUV and minivan

are widely used for transport.

Recommendations:

The insurance for SUV, minivan and panel truck will be at higher premium than other cars.

Insurance amount for lower income range should be less comapred to higher income range.

Policies to ensure that females get little more benefits than males.

DASHBAORD 2:

Demography of Cars:

Insights:

Car type vs Value of Car:

Considering bluebook as refernece, it is observed that Minivan and SUV cars claim insurance premium

at the company.

Income range vs Car type:

Customers preferred Minivan for commercial use and SUVs for private use.

Vans are preferred equally by the customers for both commercail and private purposes.

Recommendations:

For a private SUV car, it is recommended to provide higher insurance than other cars .

Considering commercial cars, it is better to provide insurance premium for minivan compared to other cars.

DASHBAORD 3:

CLAIM RELATIONSHIP FOR TRAVEL TIME AND GENDER:

Insights:

The travel time for femles is more than travel time for males.

Married females (considering occupation) dominate more than married male workers.

Females prefer to drive bigger cars like SUV and male workers preferred driving minivan.

Females, in both urban and rural areas prefer SUV.

Males,on the other hand, prefer minivan and pickup cars in both the aeas.

Recommendations:

The insurance comapny may provide insurance considering the travel time and also the locality. Innovative policies must be designed for better profits in the rural areas. Premium plans can be designed to attract more customers in rurla areas.

Considering gender as reference, it is recommended to provide more benefits for females than males.

DASHBAORD 4:

CLAIM RELATIONSHIP FOR THE PAST 5 YEARS:

Insights:

Panel trucks have the highest claim over the past 5 years.

Lawyers and doctors preferred private cars and blue collars preferred commercial cars.

SUV and minivan has the highest claim (>50%) over teh past 5 years.

Recommendations:

Insurance for customers with lower past claims should lead to lower premium as compared to customers incurring high past claims.

Policies to encourage students and doctors must be devised for better profits.

The comapny may provide additional beneftis for new owners with SUV, minivan or sports car. It may generate special offers for students and doctors to attract this segment.

DASHBAORD 5:

CURRENT CLAIM RELATIONSHIP:

Insights:

SUV has the highest coverage among the usage of cars followed by minivan.

Pickup and van have the least usage among the cars.

Blue collar males prefer pickup vans and blue collar females prefer SUV.

The initial cost of SUV is higher when newly purchased and later, the price dropped with increase in car age.

However the depreciancy rate for minivan is slower over the years.

Recommendations:

Insurance (amount in dollars) for cars that are aging should have slightly lower premium (amount) than new cars.

As blue collars have the highest percentage in insurance amount, premium plans and benefits must be provided to encouage this segment.

Conclusion:

It is preferred that the company must provide insurance for new SUVs, minivans and must encourage studenst for better profit.