Solving Business Problems using BI Methodology

Dataset: IBM Watson Marketing Customer Value Data
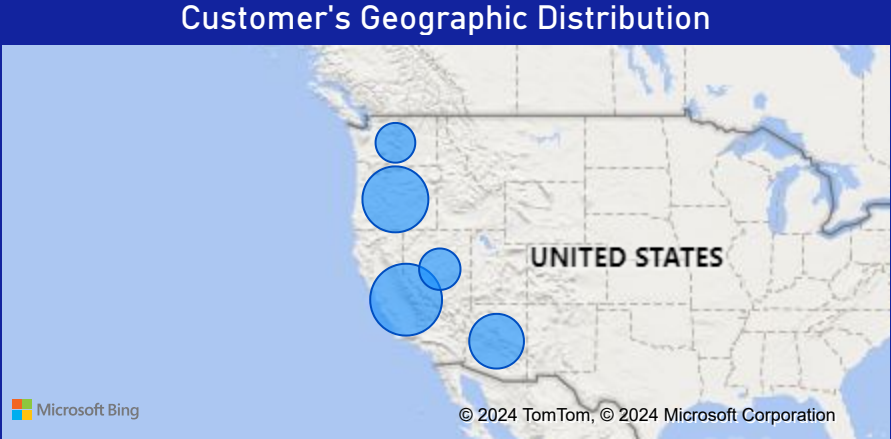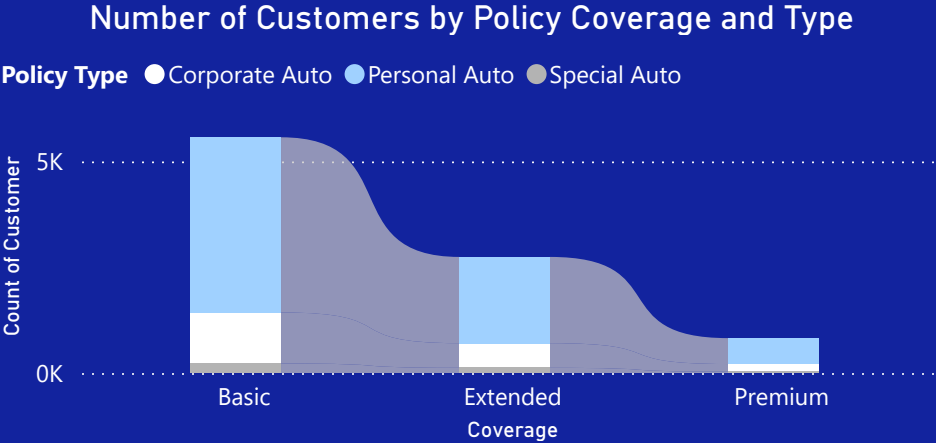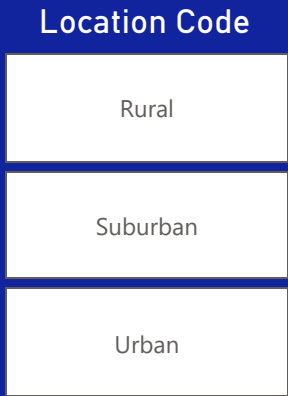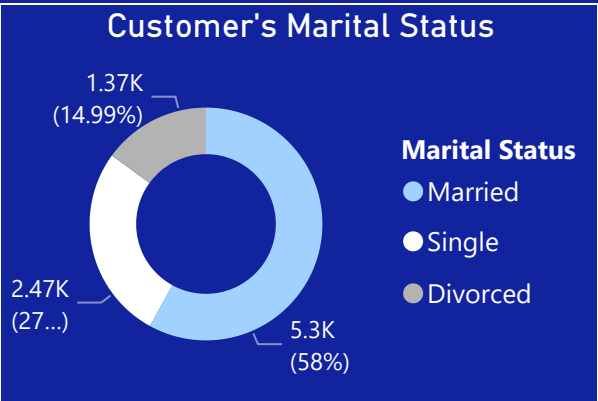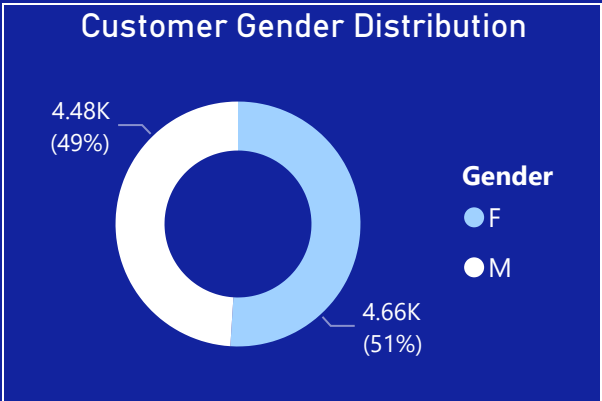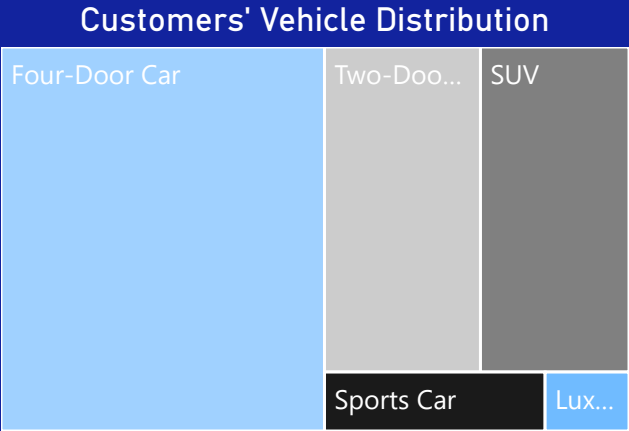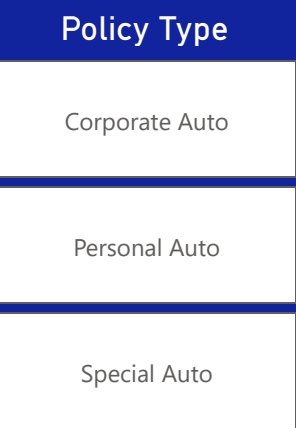
A vehicle insurance dataset to efficiently target customers

Team:
Danish Badar Qureshi - 22890
Hamza Akbar - 09364

CUSTOMER INFORMATION

Income

0	99981

Customer Count
9134

Income Average
37.66K

Monthly Premium Auto Average
93.22

Avg No, of Policies
2.97

Avg. Months since Last Claim
15.10

Policy Type

Corporate Auto

Personal Auto

Special Auto

Customers' Vehicle Distribution

Four-Door Car | Two-Doo... | SUV | Sports Car | Lux...

Customer Gender Distribution

4.48K (49%)
4.66K (51%)

Gender
- F
- M

Customer's Marital Status

1.37K (14.99%)
2.47K (27...)
5.3K (58%)

Marital Status
- Married
- Single
- Divorced

Location Code

Rural

Suburban

Urban

Number of Customers by Policy Coverage and Type

Policy Type ● Corporate Auto ● Personal Auto ● Special Auto

Count of Customer

5K

0K

Basic | Extended Coverage | Premium

Customer's Geographic Distribution

UNITED STATES

Microsoft Bing

© 2024 TomTom, © 2024 Microsoft Corporation

INSURANCE EXPENDITURE BASED ON SOCIAL STANDING

Education

Education ▾

- ☐ Bachelor
- ☐ College
- ☐ Doctor
- ☐ High School o...
- ☐ Master

Employment Status

- ☐ Disabled
- ☐ Employed
- ☐ Medical Leave
- ☐ Retired
- ☐ Unemployed

Average of Monthly Premium Auto by Customer Lifetime Value

x-axis: Average of Monthly Premium Auto (100, 150, 200, 250, 300)
y-axis: 0K, 50K, 100K
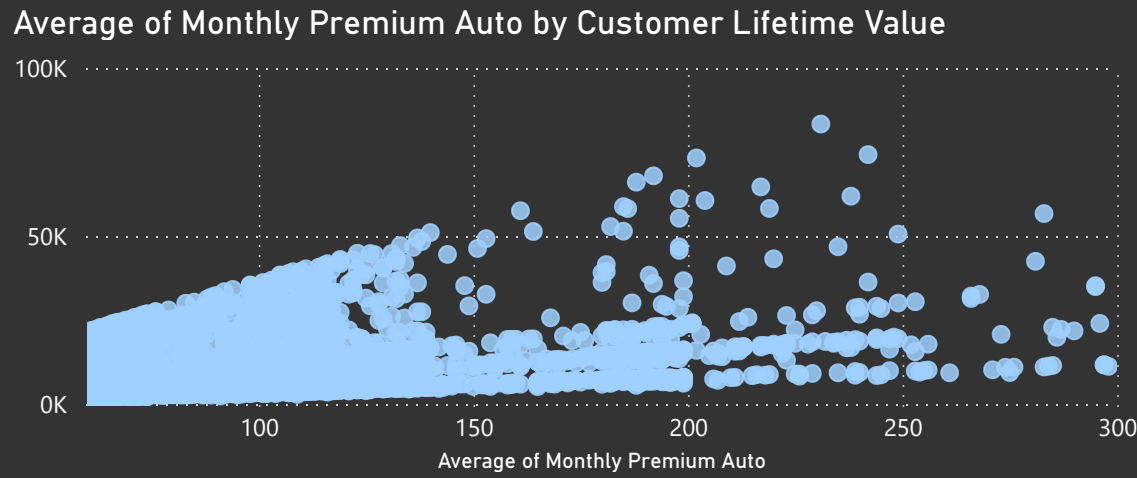
Monthly Premium Auto Avg	Avg Months Since Last Claim
93.22	15.10

Total Claim Amount Avg	Avg No. of Policies
434.09	2.97

Sum of Monthly Premium Auto by EmploymentStatus

100%

- Employed: 531K
- Unemployed: 218K
- Medical Leave: 39K
- Disabled: 38K
- Retired: 26K

4.9%

Sum of Customer Lifetime Value and Average of Income by Education

● Sum of Customer Lifetime Value ● Average of Income

y-axis (left): Sum of Customer ... (0M, 20M)
y-axis (right): Average of Income (30K, 40K, 50K)
x-axis: High Schoo..., Bachelor, College, Master, Doctor

Sum of Monthly Premium Auto by Location Code

142K (16.67%)

1... (...)

550K (64.63%)

Location C...
- ● Suburban
- ● Rural
- ○ Urban

POLICY TYPE ANALYSIS

Corporate Auto | Personal Auto | Special Auto

Monthly Premium Auto

851K

No. of Open Complaints
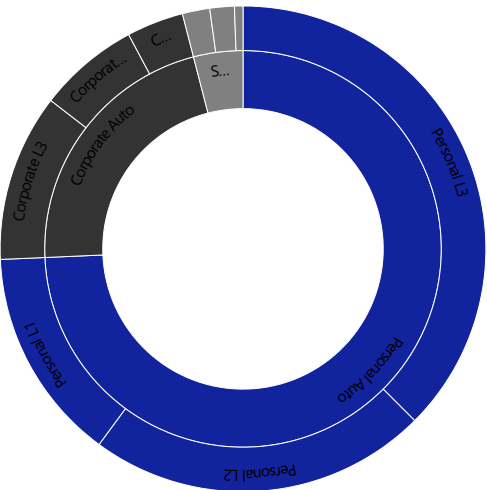
3511

Months since Policy Inception

48.06

Count of Customer

9134

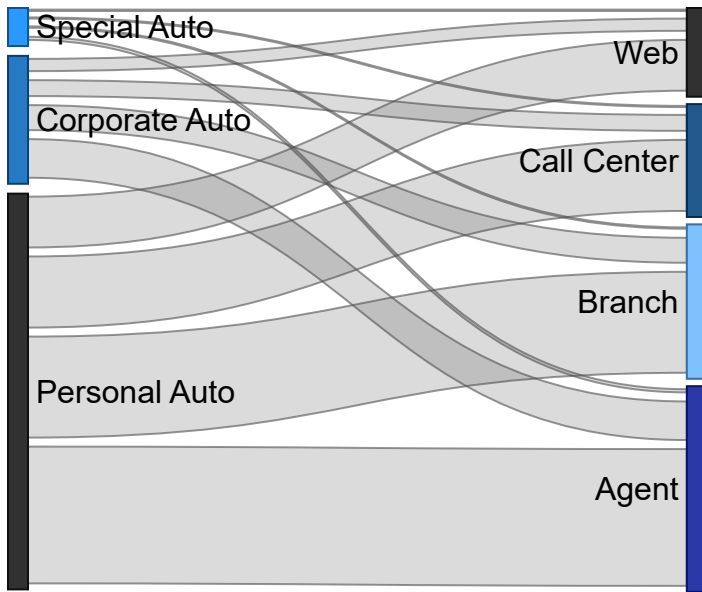## Sum of Number of Policies by Policy Type and Policy

Legend ● Special Auto ● Corporate Auto ● Personal Auto

Sum of Monthly Premium Auto and Sum of Total Claim Amount by Policy Type

● Sum of Monthly Premium Auto ● Sum of Total Claim Amount

Y-axis: Sum of Monthly Pr... — 4M, 2M, 0M
X-axis: Policy Type — Corporate Auto, Personal Auto, Special Auto

Count of Open Complaints

9134

0   9134

Sum of Number of Policies and Count of Policy by Policy Type and Sales Channel

Special Auto, Corporate Auto, Personal Auto → Web, Call Center, Branch, Agent