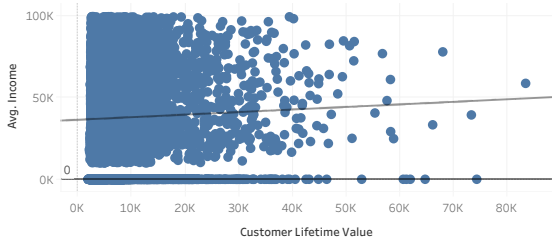


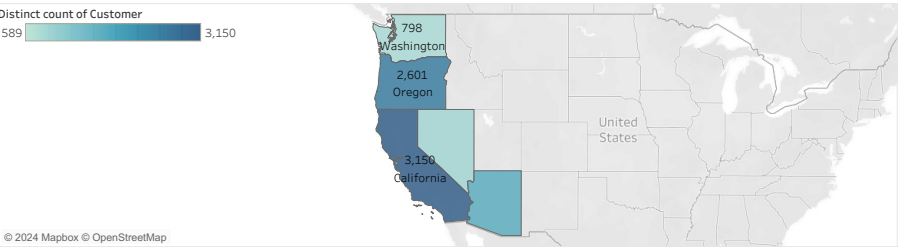
Lifetime Value VS Income



"Exploring Customer Dynamics"

**Introduction:** "In the heart of our data-driven exploration, we started by mapping the distribution of customers across different states, offering a visual narrative of our customer landscape."  
**Chapter 1: State-wise Customer Distribution** "We begin with a Choropleth map revealing the concentration of customers in each state. The colors unveil the varying customer density, setting the stage for our subsequent analyses."  
**Chapter 2: Unveiling Customer Relationships** "Our journey deepens as we delve into the intricate relationship between Customer Lifetime Value and Income. The regression plot tells a tale of potential patterns, shedding light on how customer income might influence their long-term value to the business."  
**Chapter 3: Understanding Claims and Vehicle Size** "Turning our focus to insurance dynamics, a boxplot displays the distribution of Total Claim Amounts across different Vehicle Sizes. This insight into the claims landscape provides valuable context for our broader analysis."  
**Conclusion:** "As we conclude our exploration, the dashboard weaves these visual narratives into a comprehensive story. The maps, plots, and boxplots collectively unravel insights into our customer base, guiding us toward data-informed strategies for the future."  
This story structure combines visualizations with contextual explanations to create a compelling narrative around your analysis in Tableau.

Count of customer by State



Total claim amount by type of car

