INSURANCE RISK & CLAIMS ANALYSIS  
BUSINESS REQUIREMENT

An insurance company aims to gain deeper insights into its policyholder base and claim behaviors in order to make data-driven strategic decisions. Currently, policy and claim information is dispersed across multiple systems, creating challenges for stakeholders in monitoring performance and detecting trends.

The company requires a centralized, interactive Power BI dashboard that will provide a clear and actionable overview of:

**KPI’s Requirements:**

* **Total Policies** – to measure the size of the active customer base.
* **Total Claim Amount** – to track the overall financial impact of claims.
* **Claim Frequency** – to analyse how often claims occur.
* **Average Claim Amount** – to evaluate claim severity and exposure to risk.
* **Gender-wise Total Policies** – to assess customer distribution across genders for improved segmentation and policy targeting.

**Chart’s Requirements:**  
To complement the KPIs, the dashboard should include detailed visual analyses of insurance policies and claims. Charts will allow stakeholders to explore patterns, relationships, and anomalies across customer demographics, vehicle details, and claim behaviors. This will support the identification of risk drivers, customer segmentation, and optimization of policy strategies.

For this report, all visualizations will be built around two dynamic measures:

* **Total Claim Amount**
* **Total Policies**

These measures will serve as the foundation for comparison, filtering, and segmentation across different dimensions.

**Visualization Requirements:**

* **By Car Use (Donut Chart)** – To analyse policy distribution and claim amounts based on vehicle usage (e.g., personal, commercial).
* **By Car Make (Bar Chart)** – To identify car brands with higher policies and claims, highlighting brand-related risks.
* **By Coverage Zone (Donut Chart)** – To evaluate policies and claims by geographic regions, supporting regional risk analysis.
* **By Age Group (Frequency Chart/Histogram)** – To examine policyholders’ age distribution and highlight which age groups file more claims.
* **By Car Year (Area Chart)** – To analyse the impact of vehicle age (year of manufacture) on policy volume and claim amounts.
* **By Kids Driving (Ribbon Chart)** – To compare the influence of young drivers in households on policies and claims.
* **By Education (Pie Chart)** – To explore the relationship between education levels, insurance adoption, and claims.
* **By Education & Marital Status (Matrix Heat Grid)** – To examine the combined effect of education and marital status on policies and claims, identifying key customer profiles.