# Insightful Vehicle Insurance Cross-Sell Analysis Dashboard

The aim of this project is to develop an insightful vehicle insurance cross–sell analysis dashboard using Tableau. The dashboard will provide stakeholders with a comprehensive overview of client demographics, insurance coverage, and interest in vehicle insurance, enabling informed decision–making for targeted marketing strategies.
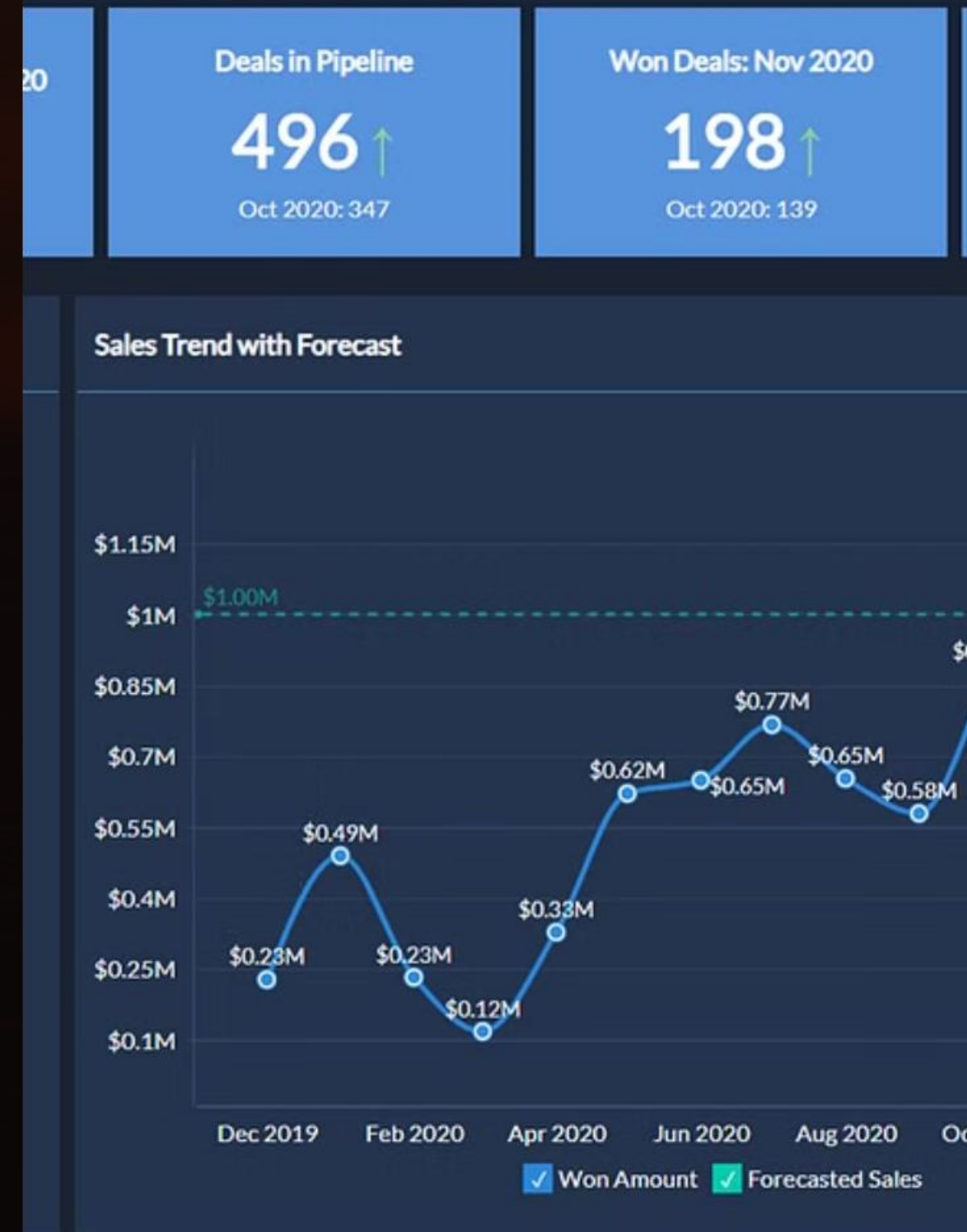
Key Performance Indicators

Total Clients with Health Insurance

The percentage of clients who already possess health insurance.

Total Clients without Previous Vehicle Insurance

The percentage of clients who do not have previous vehicle insurance.

Total Clients Interested in Vehicle Insurance

The percentage of clients who express interest in purchasing vehicle insurance.

Average Premium for Undamaged Vehicles

The average premium for clients whose vehicles have not sustained damage.

Total Clients by Gender

The distribution of clients based on gender.


Total Clients Interested in Vehicle Insurance

46.7K

Total Clients not Having Previous Vehicle Insurance

174.6K

Average Premium if Car not Damaged

30.56K
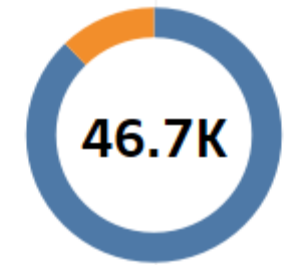
| Total Clients having Health Insurance	Total Clients not Having Previous Vehicle Insurance	Total Clients Interested in Vehicle Insurance	Average Premium if Car not Damaged	Total number of Clients Based on Gender
381.11K	174.6K	46.7K	30.56K	Male:206K Female:175K
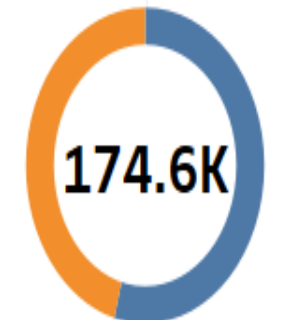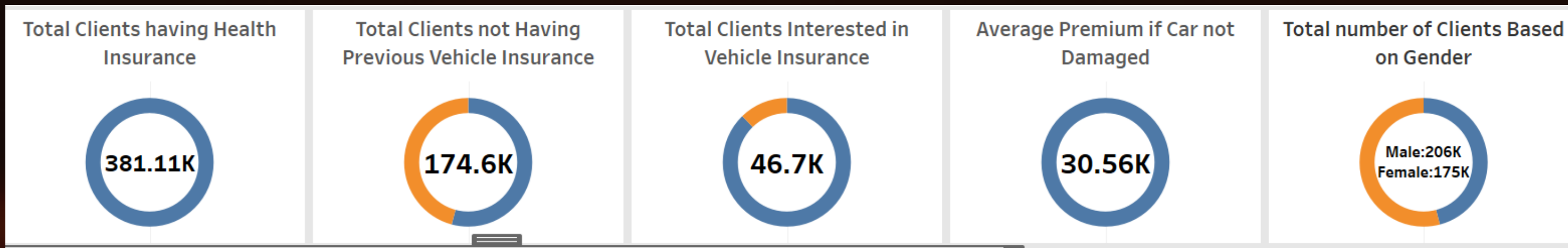
Client Age and Vehicle Age

Client Age-Vehicle Age Relationship

This visualization displays the distribution of clients' ages with respect to their vehicles, represented as a stacked column chart. The chart breaks down the count of clients by age groups and further categorizes them based on the age of their vehicles.
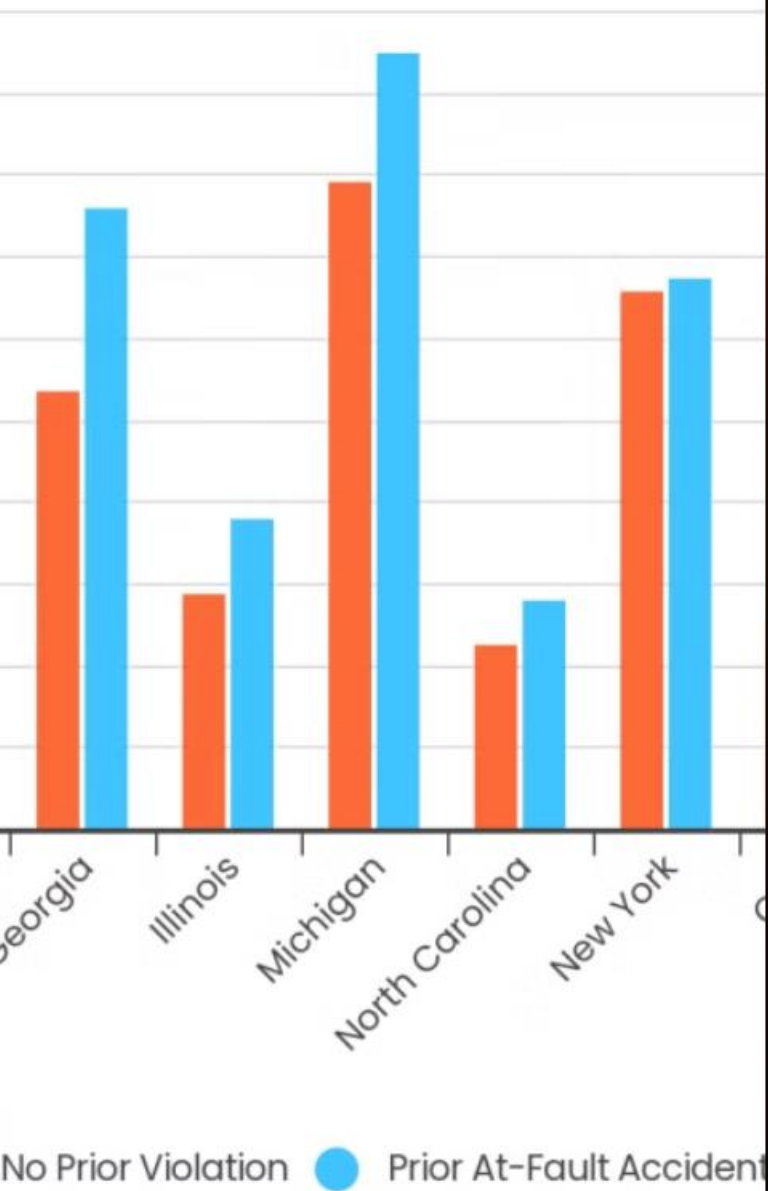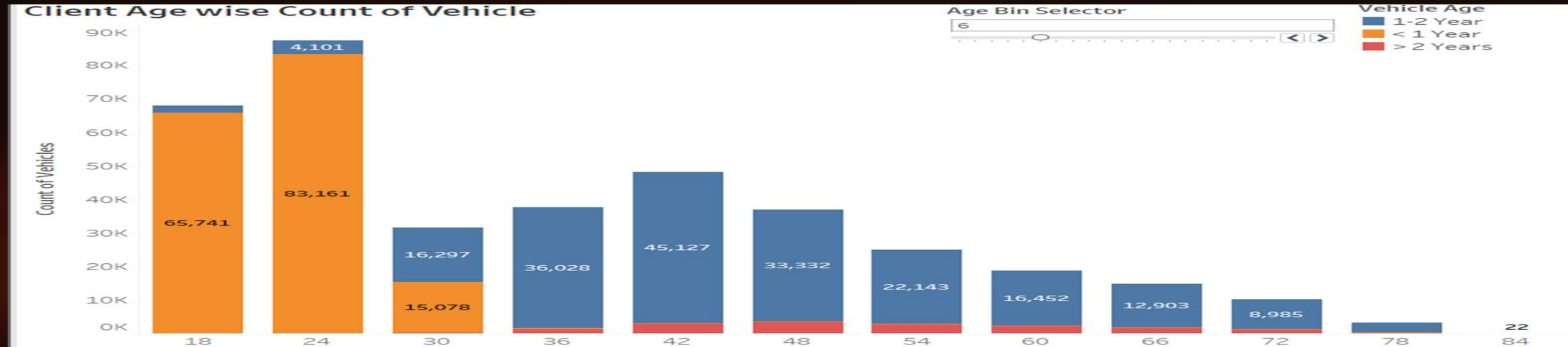
Vehicle Damage Insights

1 Vehicle Damage Percentage

This chart visualizes the percentage of vehicles that have sustained damage, providing insights into the prevalence of vehicle damage among clients.
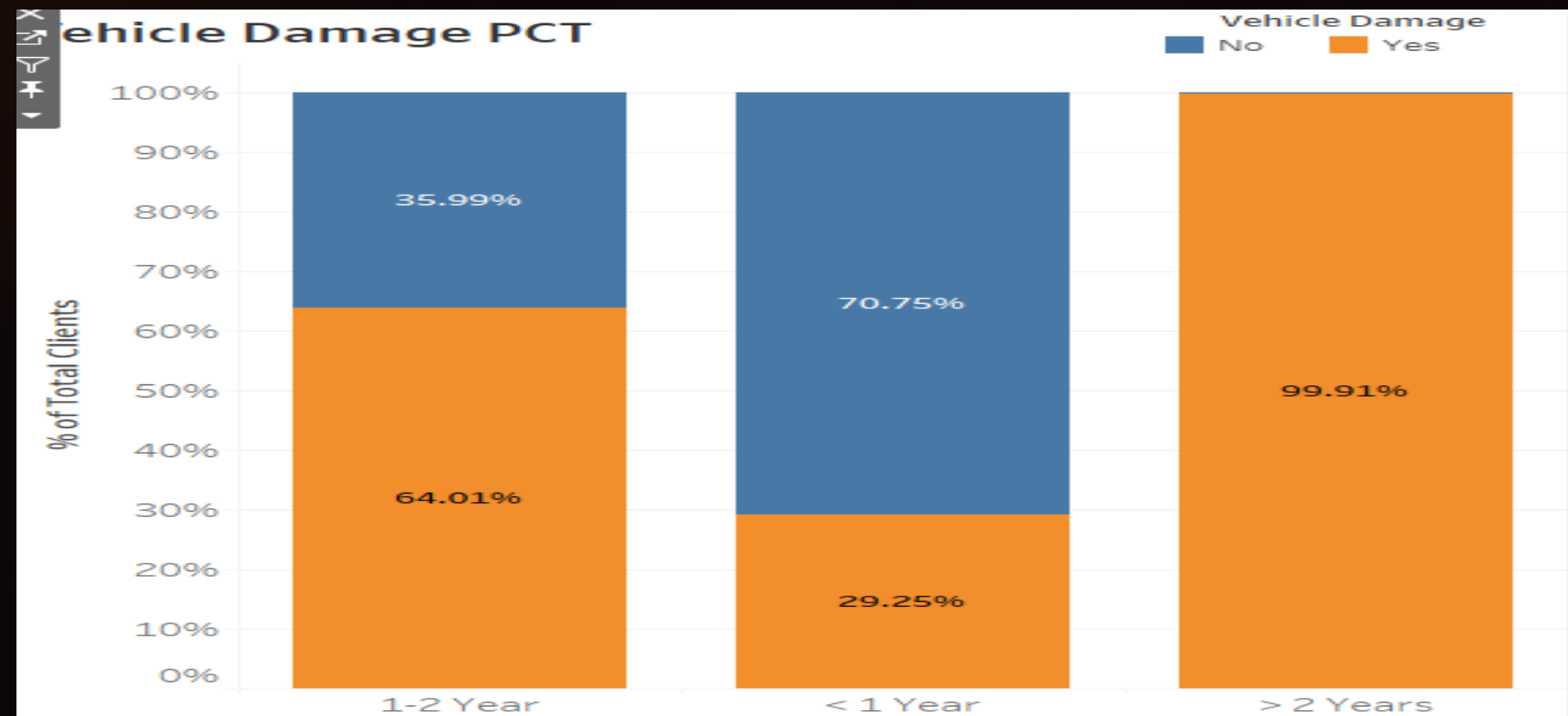
Client Demographics

Gender Distribution

The dashboard includes insights into the distribution of clients based on gender, enabling targeted marketing strategies.

Age Breakdown

The age-based analysis of clients provides valuable information for tailoring insurance products and marketing campaigns.

Geographic Spread

Understanding the geographic distribution of clients can help identify regional trends and optimize local marketing efforts.

Insurance Coverage Insights

Health Insurance Penetration

The dashboard tracks the percentage of clients who already possess health insurance, providing insights into cross–selling opportunities.

Previous Vehicle Insurance

Analyzing the percentage of clients without previous vehicle insurance can help identify untapped market segments for targeted marketing.

Interest in Vehicle Insurance

Monitoring the level of client interest in vehicle insurance is crucial for developing effective cross–selling strategies and tailoring product offerings.

| Service tax (6%) | RM33.60 |
| Stamp duty | RM10 |

Premium Insights

| 1 | 2 | 3 |

Average Premium

The dashboard tracks the average premium for clients whose vehicles have not sustained damage, providing insights into pricing strategies.

Damage Impact

Understanding the impact of vehicle damage on premiums can help identify opportunities for targeted risk mitigation and customer support.

Pricing Optimization

The premium insights can guide the development of competitive and attractive vehicle insurance offerings, driving cross-selling success.

Informed Decision-Making

Data-Driven Insights

The comprehensive dashboard provides stakeholders with a deep understanding of client demographics, insurance coverage, and interest in vehicle insurance.

Improved Performance

By leveraging the dashboard's insights, the organization can enhance its overall business performance, maximize cross–selling opportunities, and better serve its clients.

1   **2**   **3**

Targeted Strategies

Armed with these insights, stakeholders can develop and implement targeted marketing strategies to effectively cross–sell vehicle insurance products.

Empowering Stakeholders

Informed Decisions	The dashboard equips stakeholders with the necessary information to make data-driven decisions that drive business growth and customer satisfaction.
Targeted Marketing	Insights from the dashboard enable the development of tailored marketing strategies, ensuring effective cross-selling of vehicle insurance products.
Enhanced Customer Experience	By understanding client needs and preferences, the organization can deliver personalized insurance solutions that meet their evolving requirements.
Competitive Advantage	The comprehensive insights provided by the dashboard can help the organization stay ahead of the competition and capitalize on emerging market opportunities.