



Key Highlights



37,542

Customer Served



34%

Insurance to Income Ratio



\$1,878M

Insured Amount

0.5

Avg. Claim per Customer

\$98,036

Avg. Claim Amount Per Claim

28%

Claim Ratio

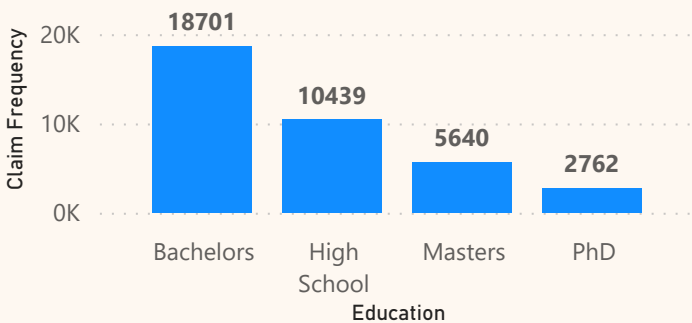
\$518M

Claimed Amount

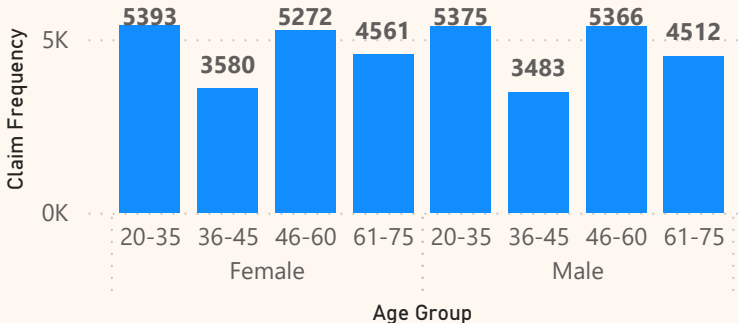


Customers Demographics

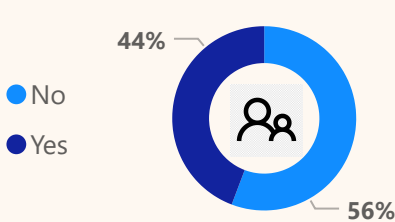
Gender Based Claim Frequency



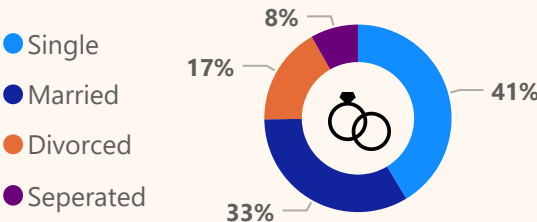
Customers Age Group & Gender



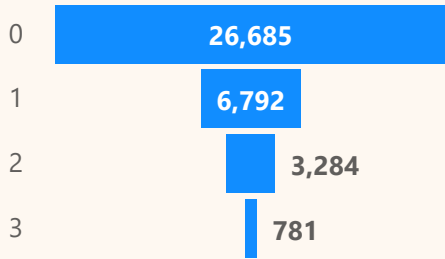
Parents



Marital Status

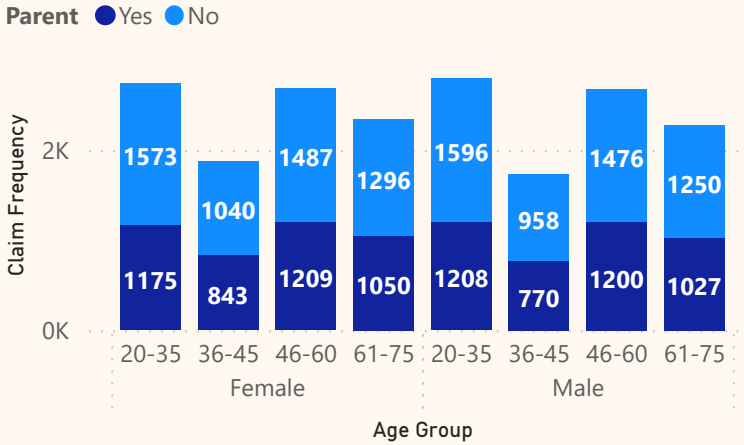


Parents with Driver Kids

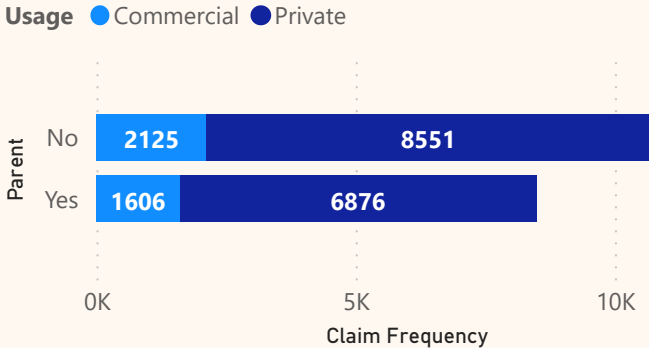


Claim Analysis

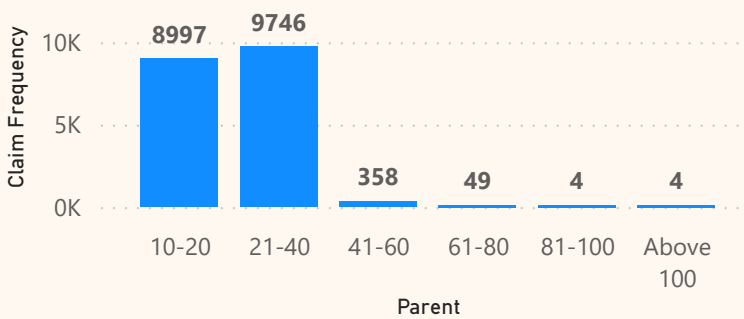
Gender & Age Based Claim Frequency



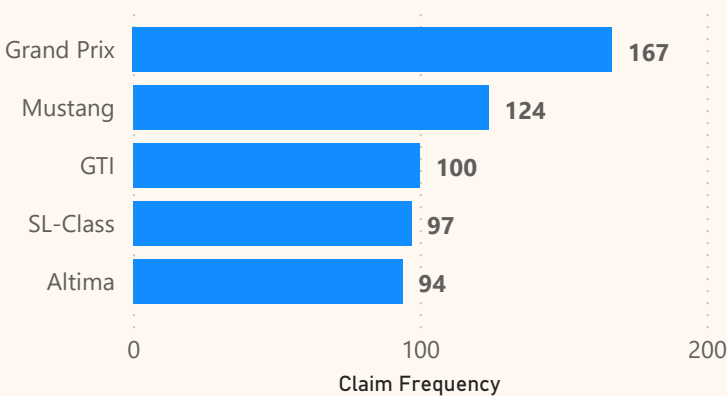
Claims w.r.t Car Usage



Claims w.r.t Car Age



Top 5 Claimed Car Models

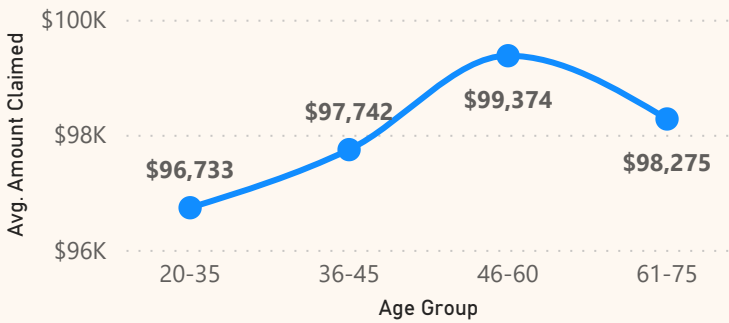


Financial Analysis

Top 5 Claimed Car Models

Car Model	Claim Ratio	Claim Frequency	Amount Claimed
Grand Prix	35%	167	\$12,264,512
Mustang	32%	124	\$12,165,358
Corvette	22%	84	\$11,445,437
Camaro	28%	93	\$8,612,146
Ranger	28%	86	\$8,596,596
Total	29%	554	\$53,084,050

Avg. Claim Amount w.r.t Customer Age



Insights & Recommendations

Insights:

- Average claim amount increases with the age of customers.
- Parents with 3 kids drivers have highest average claim amount.
- Customers spent 34% of their total household income on car insurance.
- Only 28% of the customers claimed their insurance.
- Around 50% of the claims are by new car owners.
- Grand Prix is the most claimed car model having highest claim ratio of 35%.
- Private cars were mostly insured.
- In all customer age groups, non-parents were more proactive in getting their cars insured.
- Insurance claim trend was similar for male and female of respective age groups.

Recommendations:

- Design personalized insurance packages for parents & older cars.
- Improve insurance policies to reduce the average claim amount.
- Additional revenue stream can be initiated by sharing the data & pin-pointing the hotspot areas of cars (which were claimed mostly) with car manufacturers.