**LifeSure Dashboard Specifications Document**

**1. Project Goals**

The primary goal of the LifeSure dashboard is to provide actionable insights into customer behavior, insurance preferences, and sustainability trends. The dashboard should help LifeSure achieve the following:

* **Customer Behavior Analysis**: Identify key customer demographics and their insurance preferences.
* **Sustainability Insights**: Track eco-friendly policy adoption and assess trends related to environmental concerns.
* **Policy Innovation**: Provide insights for tailoring insurance products based on factors such as age, lifestyle, and sentiment analysis.
* **Improved Customer Satisfaction**: Address pain points identified in public sentiment data.
* **Data-Driven Decision Making**: Use visualizations and interactive elements to help stakeholders make informed policy and marketing decisions.

**2. Functional Requirements**

The dashboard should include the following features:

**A. Data Sources**

* Customer demographics (age, gender, marital status, etc.)
* Insurance purchase trends (health, car, travel, etc.)
* Sentiment analysis from airline-related social media posts
* Environmental trends (CO2 emissions, temperature rise, renewable energy adoption)
* Correlation between health/lifestyle factors and insurance premiums

**B. Key Visualizations**

* **Trend Lines**: Show changes over time in customer preferences, insurance spending, and environmental impact factors.
* **Bar Charts**: Compare insurance adoption rates across different demographic groups.
* **Scatter Plots**: Display correlations between body weight, smoking status, and insurance premiums.
* **Heatmaps**: Show relationships between factors such as CO2 emissions, population growth, and climate impact scores.
* **Geographical Maps**: Illustrate regional variations in insurance adoption and accident trends.

**C. Interactivity Features**

* **Filter Options**: Users should be able to filter data by customer segment (age, marital status, travel history, etc.).
* **Drill-down Capability**: Clicking on a data point should reveal more details about that category.
* **Time Frame Adjustments**: Allow users to analyze trends over different time ranges.
* **Comparative Views**: Enable side-by-side comparisons of different customer demographics or insurance types.

**3. Dashboard Design Recommendations**

**A. Layout and Navigation**

* Use a **three-section layout**:
  + **Overview Panel**: Summary metrics and key trends.
  + **Detailed Insights**: Interactive visualizations and data breakdowns.
  + **Recommendations**: Suggested actions based on insights.
* Provide **easy navigation tabs** to switch between customer insights, policy trends, and sustainability data.

**B. Color Scheme and Visual Hierarchy**

* Use a **professional and clear color palette**, e.g.,
  + Blue/green for sustainable trends.
  + Orange/red for risk factors (e.g., high insurance premiums due to smoking/obesity).
  + Neutral shades for general demographics.
* Implement **color-coded alerts** (e.g., red for negative sentiment, green for positive engagement).

**C. Critical Metric Positioning**

* Place key performance indicators (KPIs) **at the top** for quick access.
* Use **hover-over tooltips** to provide additional information without cluttering the dashboard.
* Ensure **charts and graphs are labeled clearly** to avoid confusion.

**4. Conclusion**

This dashboard will provide LifeSure with a data-driven approach to understanding customer preferences, improving policy offerings, and aligning with sustainability goals. By making insights easily accessible through interactive and visually appealing elements, stakeholders will be better equipped to make strategic decisions.