Power BI Final Project

Auto Insurance Claims 2024 Business Problem

* How does the total claim relate to the coverage level and policy type?
* Does the sales channel used affect the number of claims or the total claim amount?
* identify who is more likely to purchase specific policy types or make claims
* What factors are most associated with the frequency of claims?
  + (location, vehicle class, marital status)
* How does the customer's lifetime value correlate with factors like their employment status, education, or vehicle class?
* Does the vehicle class and size affect a claim's cost?

Presentation

* Introduction to the topic to our “customer” and how we can use this dataset to resolve their business problem
* demonstrate the critical information within the dataset and explain our technical process in curating the different tables using Excel and Power bi
* Go through the steps of data preparation and strategy
* Showcase 5 business questions using visualizations alongside Dax operations
* Explain: What would be the business impact if they were to understand our technical approach?
* Better Assess Claim Frequency and Cost since we can Identify factors that influence the likelihood and cost of claims
* We are analyzing the patterns of complaints to improve customer service, address common issues, and increase customer satisfaction.
* We are categorizing customers into groups to improve targeted marketing and services.