Expand in Rural

Around 09 percent each of total customers are either home makers or students while majority of customers work for blue collar and clerical jobs. Income range between $20000 - $60000 make approx 40% of the lot. However, there are around 09 percent of customers who have no income source which could be a matter of concern. Whereas, we also have a few Managers, Doctor's and Lawyers as well which is positive as they earn the most.

A good number of Minivan's and SUV's can be seen in the zero claim zone.

Maximum customers having experience of 12 years. So, stability across jobs seen for our customers is a positive.

Also, a sports car claim just within a one year of providing insurance cost a claim of 85.52K, it can be seen that as the vehicle ages, the number of claims go down.

Target commercial vehicle owners especially Panel Trucks and Van

**Summary**

1. SUV's accounts for most no of cars insured, cumulative claim frequency and claimed as well
2. More Female Customers compared to male
3. More Private Vehicle Owners compared to Commercial
4. More Vehicles are used in Highly Urban/Urban region
5. Panel Trucks are the least claimed and they have no private owner, only commercial
6. Highest claim was made for Sports Car for 85.52K
7. Maximum customers are in the age group of 51 to 80 years.
8. We don’t have much Doctors as customers and also PHD studied customer count is low as well, where as High School completed are the highest.
9. We have highest no of customers who earn >100000 compared to other customers
10. There are high number of customers with zero income.
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