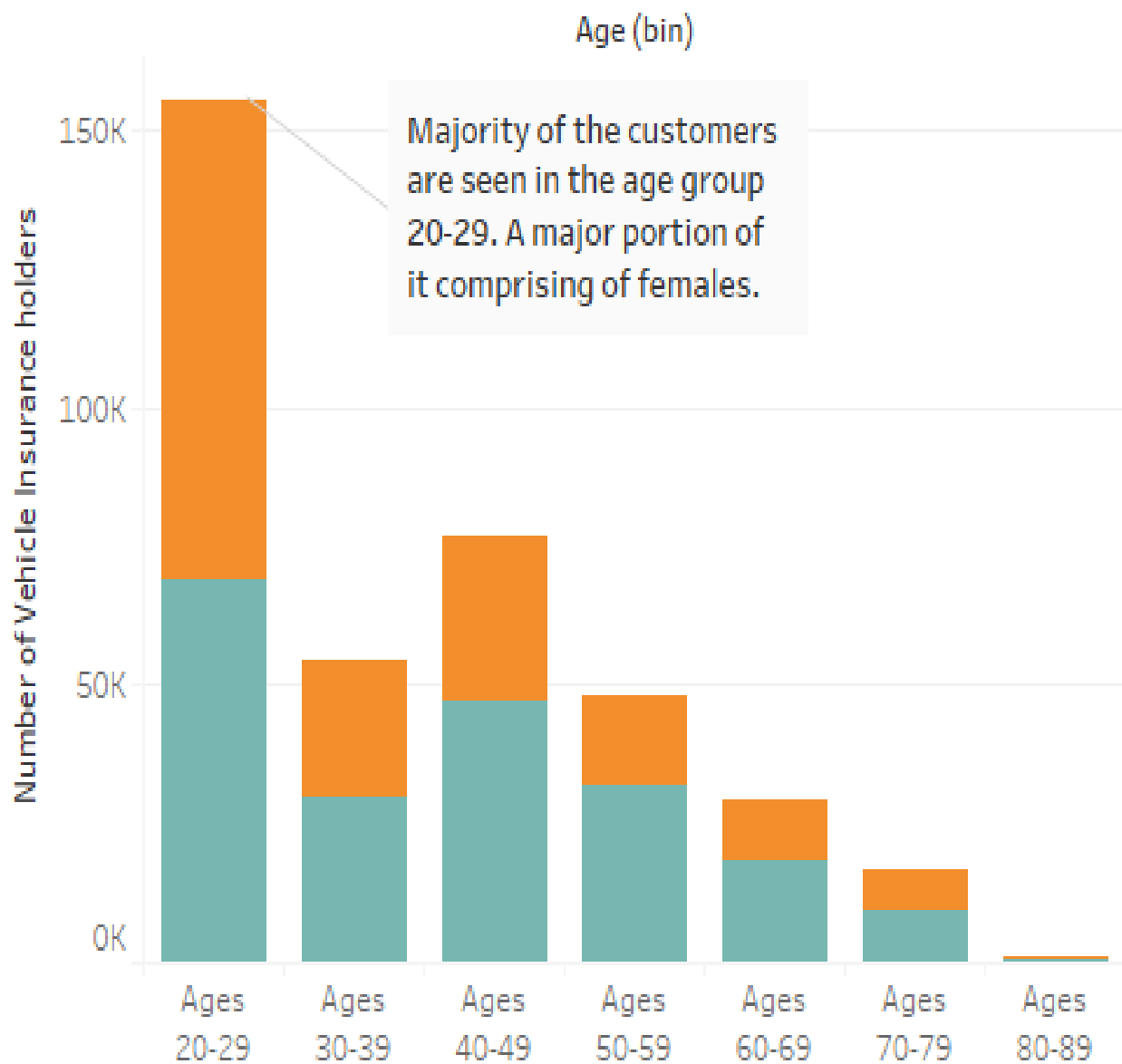


Exploratory Data Analysis for Insurance Cross Sales Prediction

Age and Genderwise Policy holders

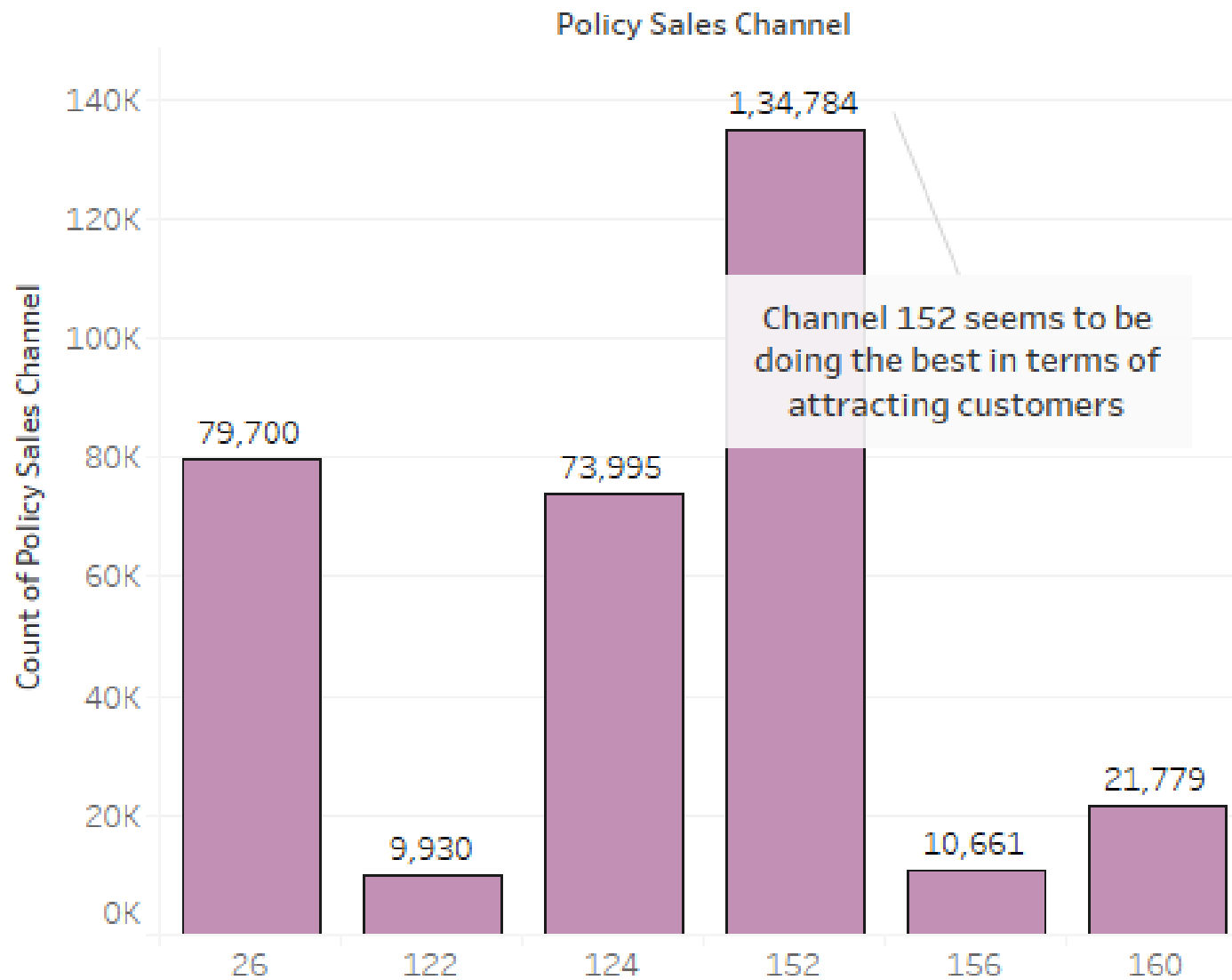


Gender

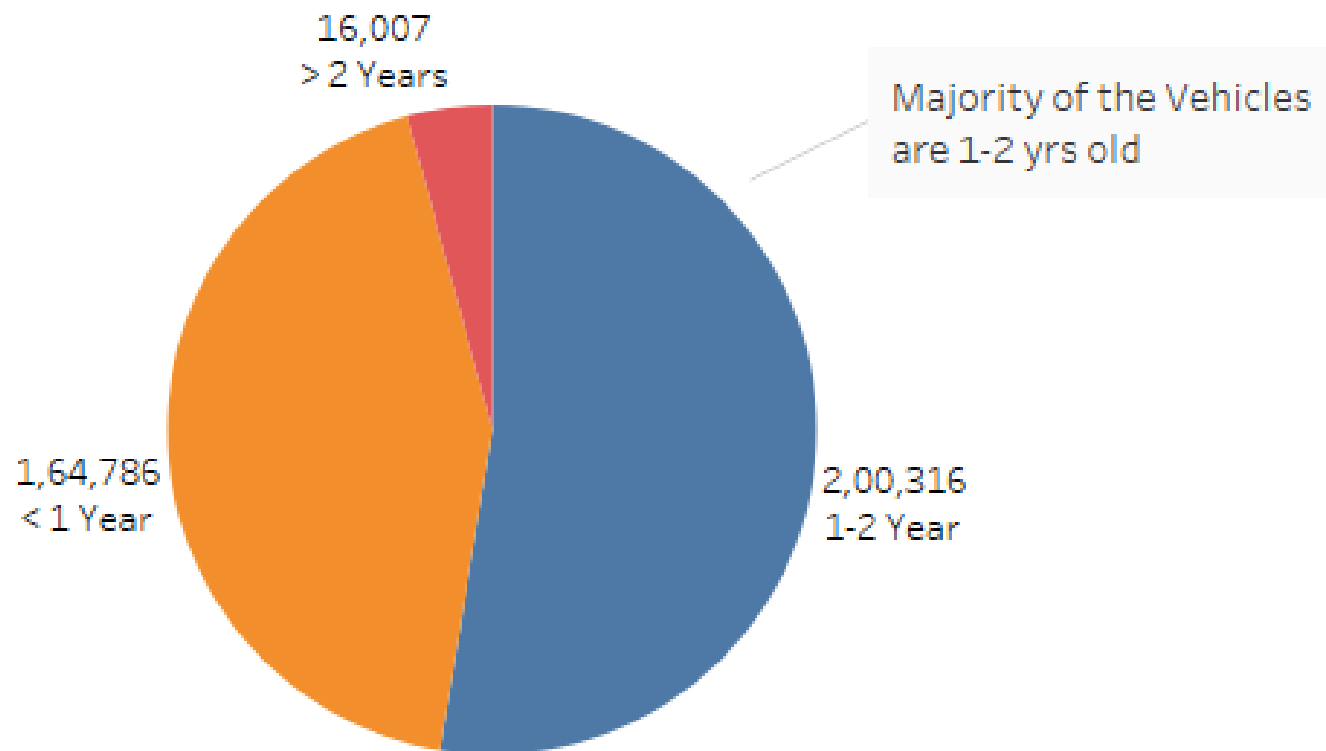
Female

Male

Channelwise policies

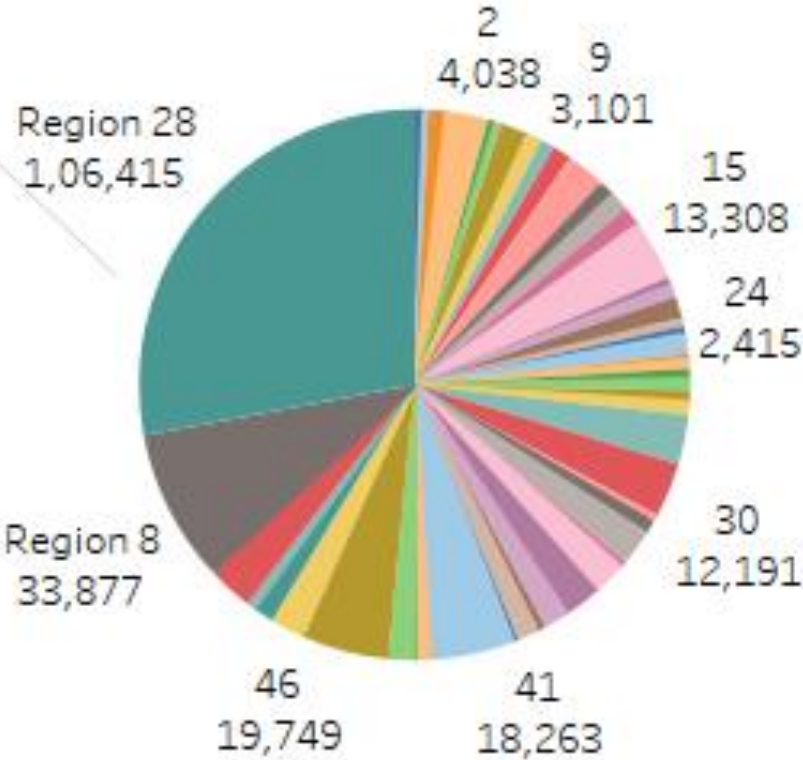


Policy holding based on ages of vehicles

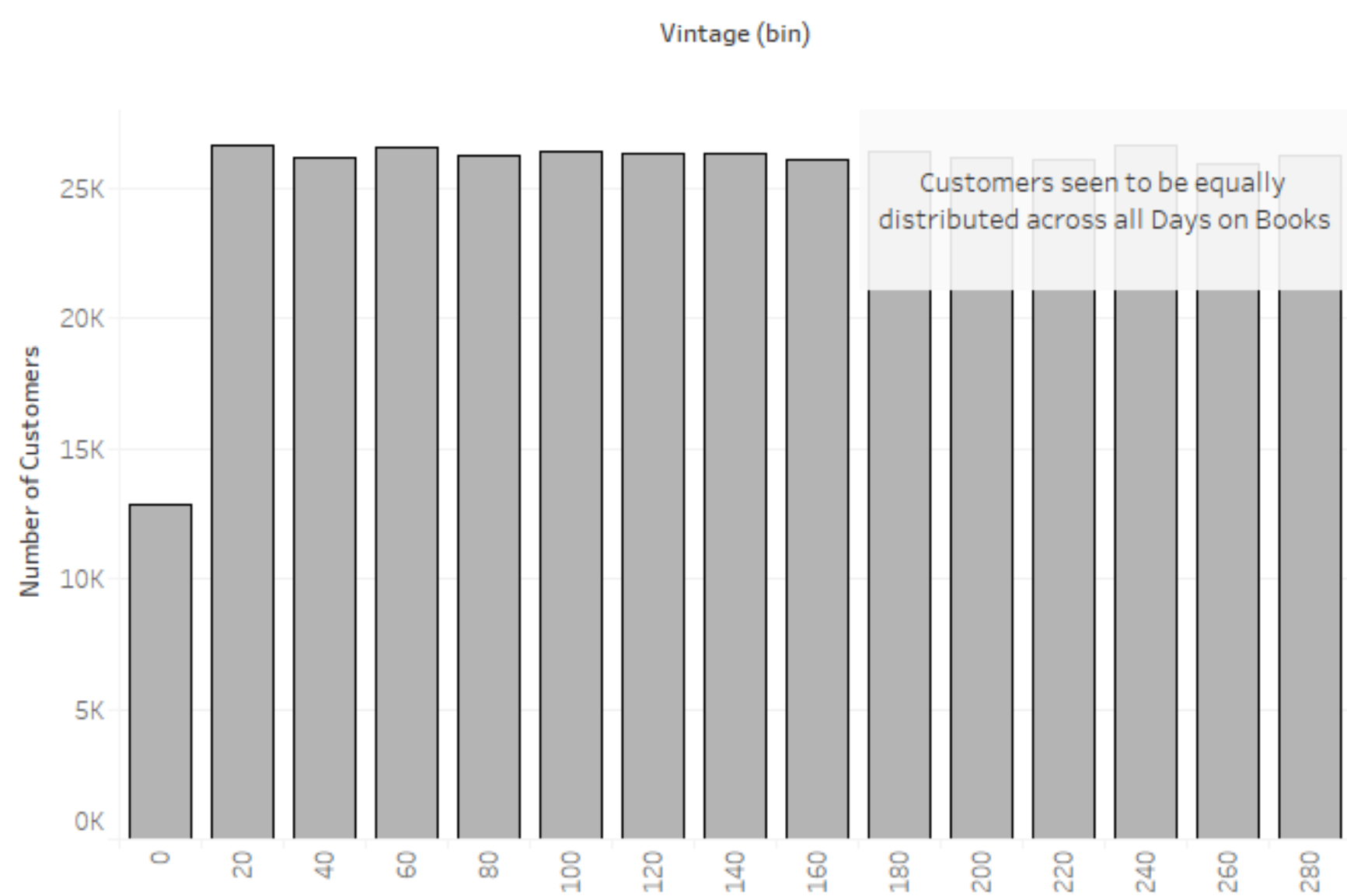


Regionwise policies

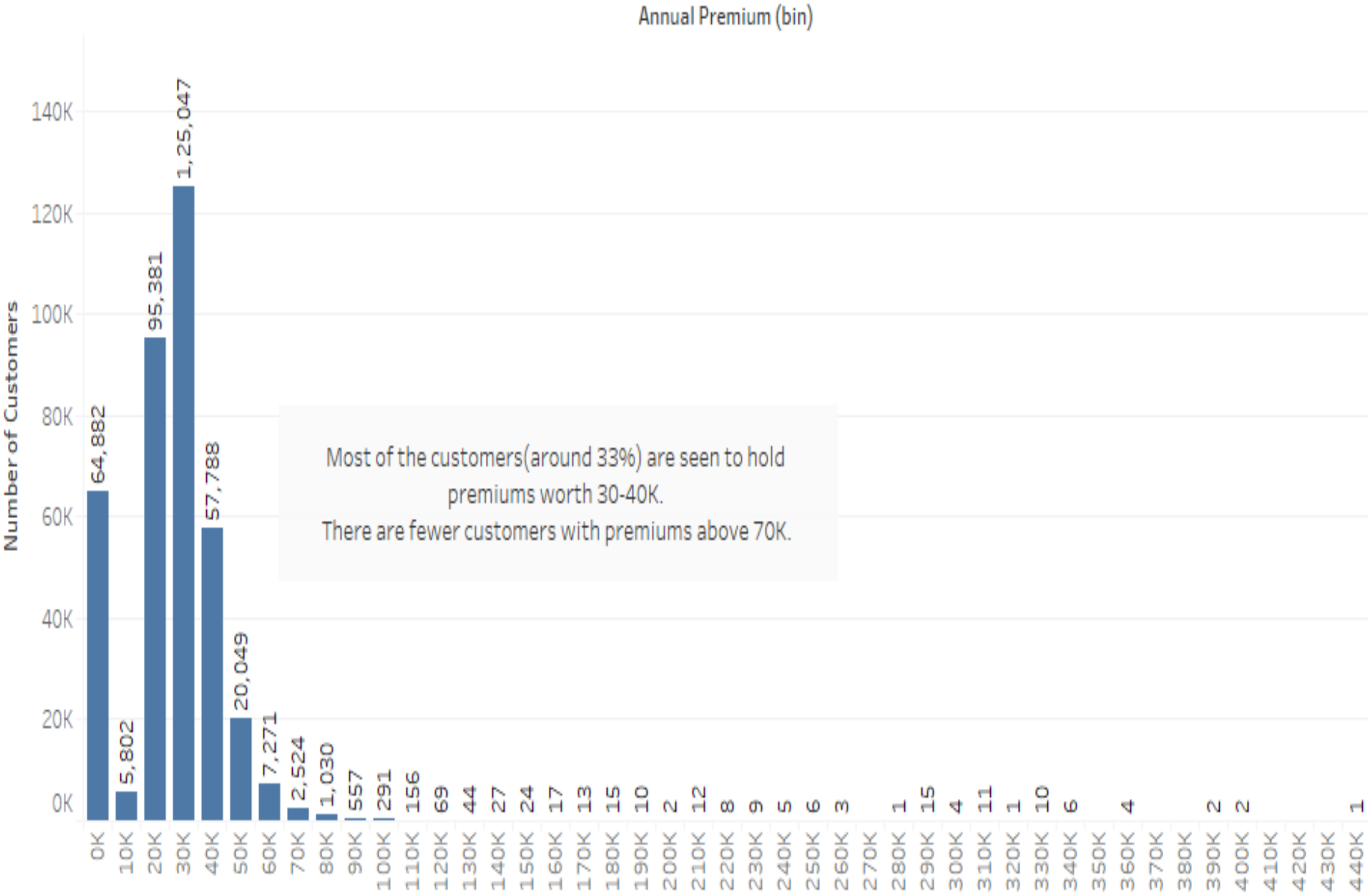
Region 28 with 27.92% policies has the highest number of policy holders



Customers based on Days on Books



Annual premium distribution



Takeaways from the EDA on the Health Insurance holders

Majority of the policy holders are seen to be of age groups 20-29. A major portion of it was also seen to be females

Channels 152, 124, 122, 26, 156, 160 are doing the best in terms of interaction with the customers

Regions 28,8,46,41,15 and 30 have the highest percentage of customer base.

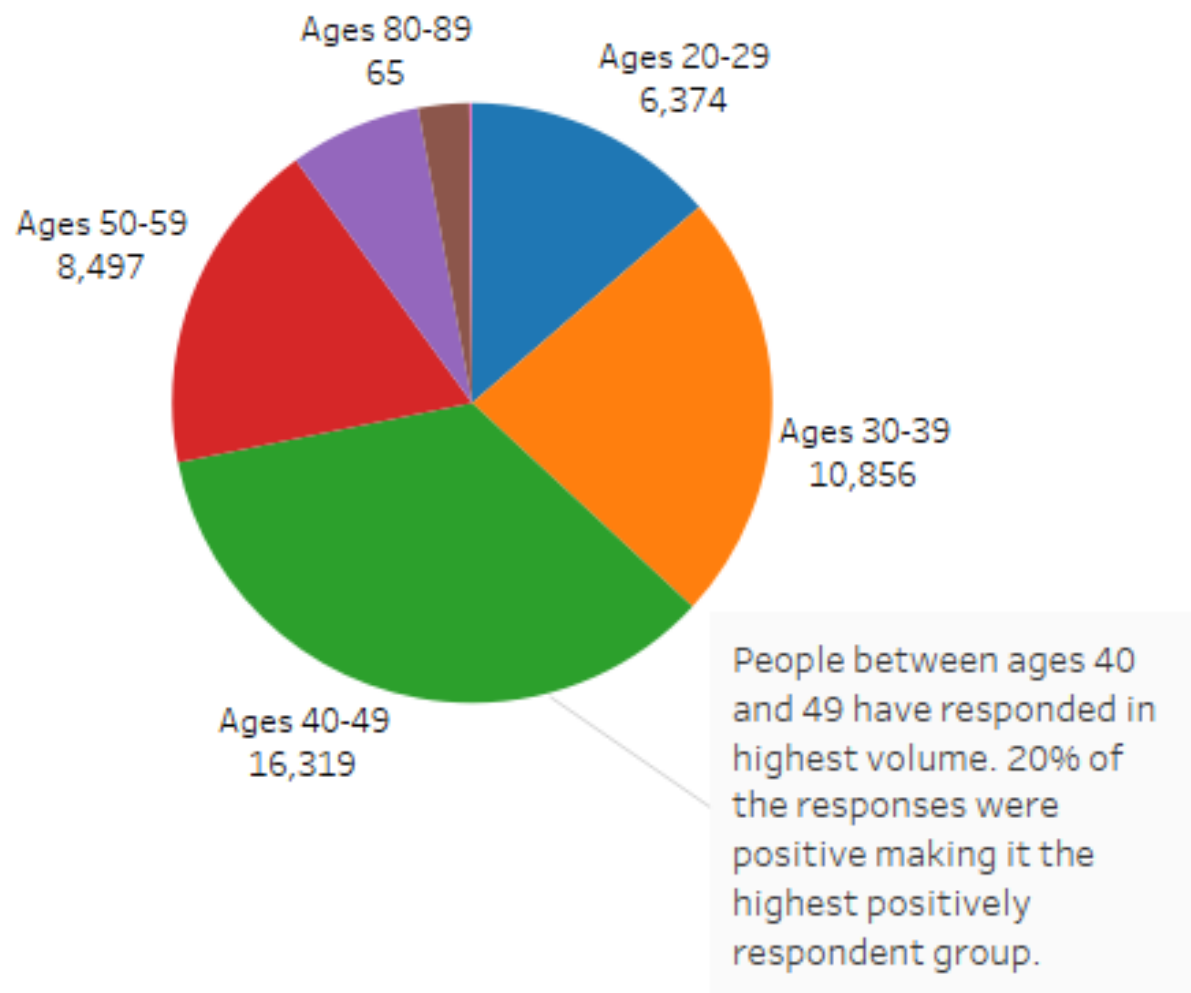
Vehicles of majority of insurance holders are 1-2 years old.

Customers have interacted with the company from 0-299 days.

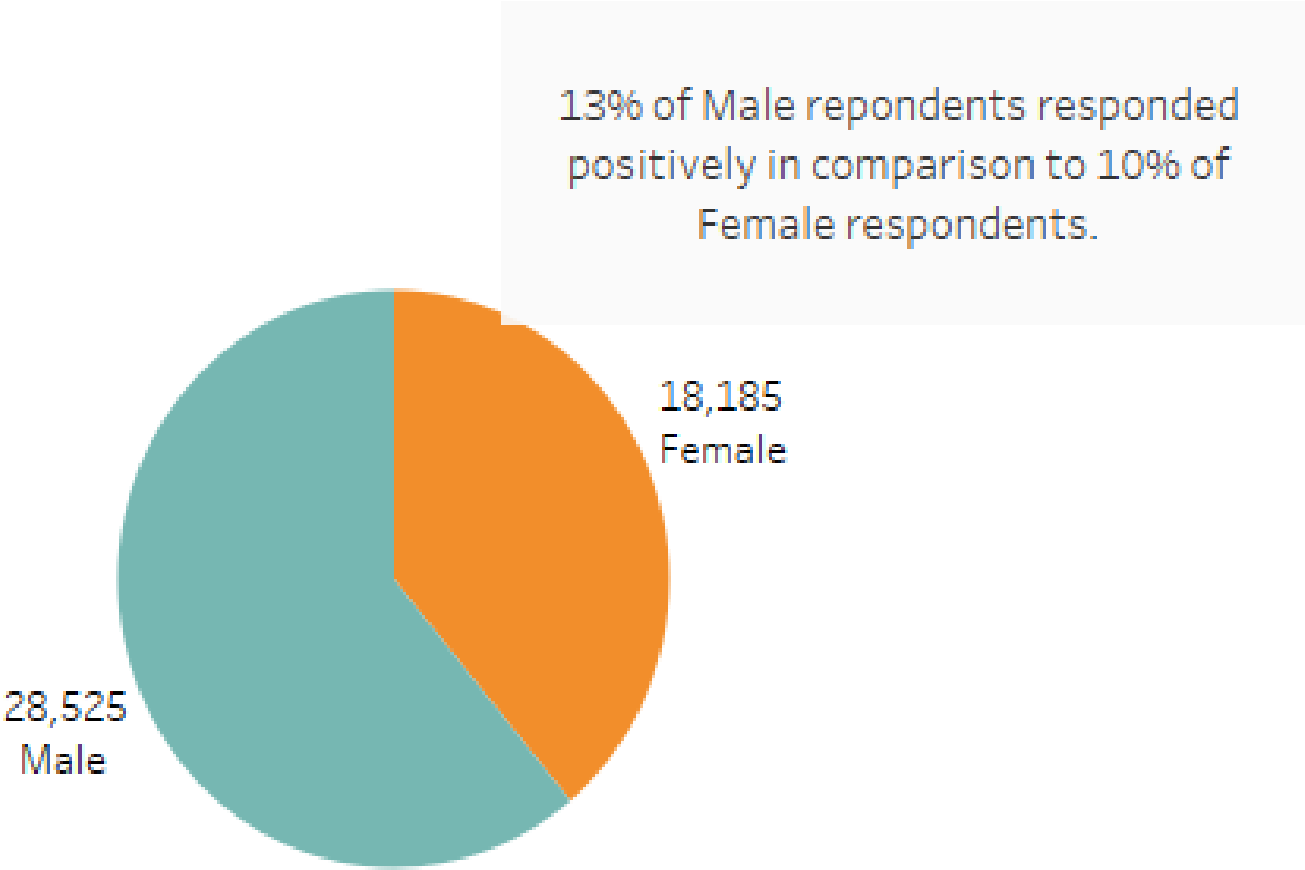
Most of the customers are paying Annual premiums less than 70K.

Exploring the Segment-wise
responses received

Cross sales achieved by age groups

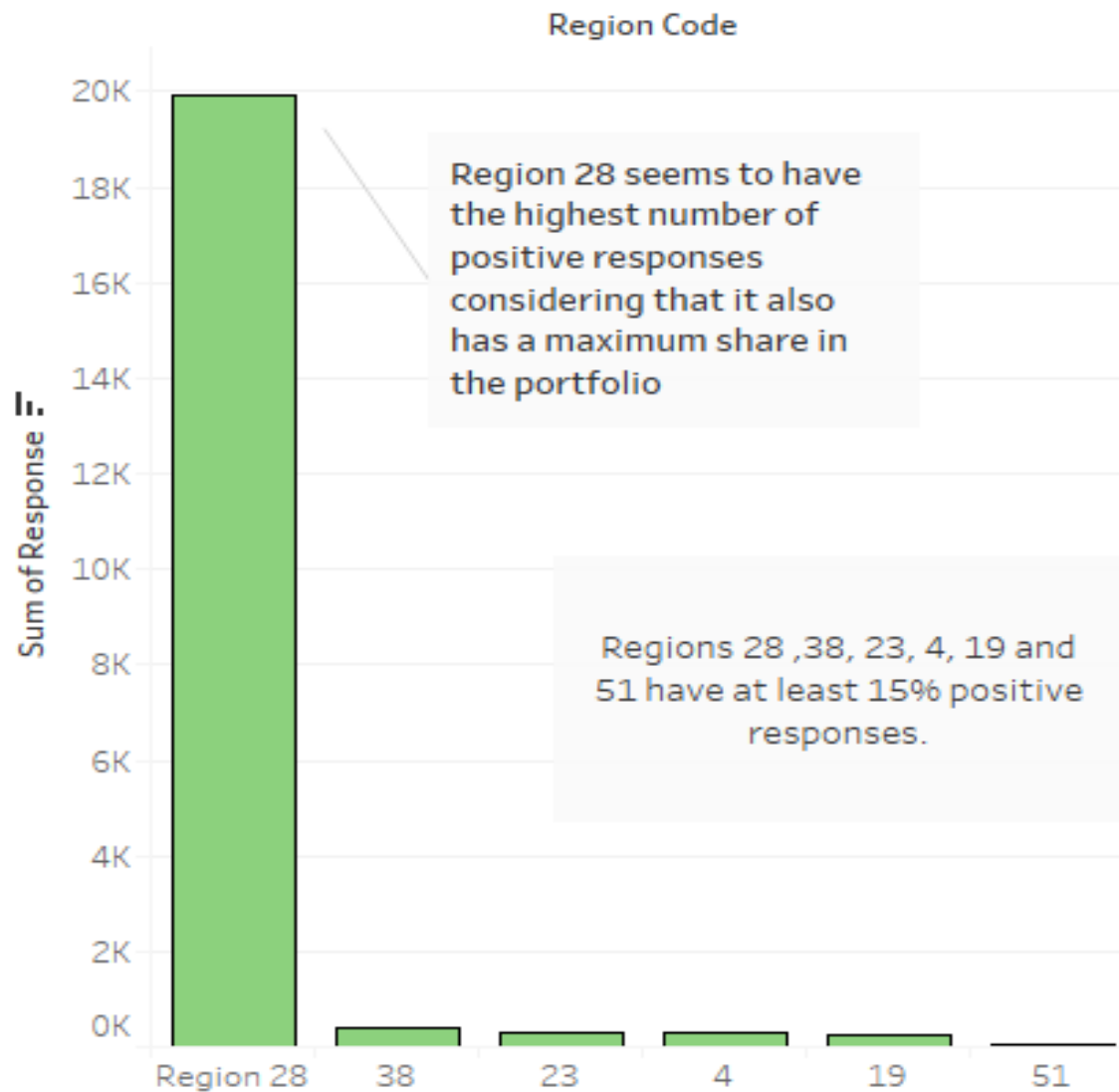


Genderwise Cross sales achieved

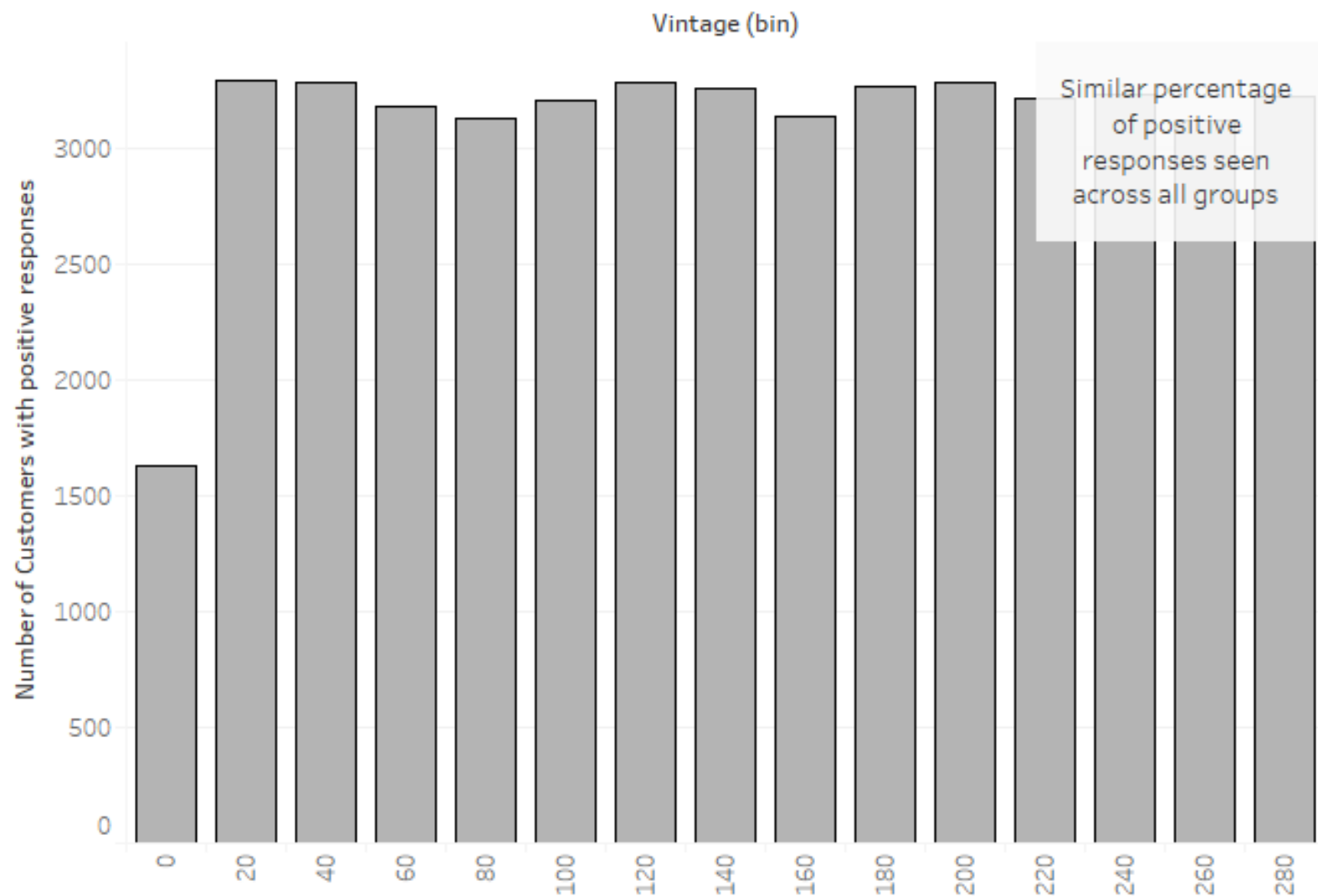


Cross sales over 15% achieved

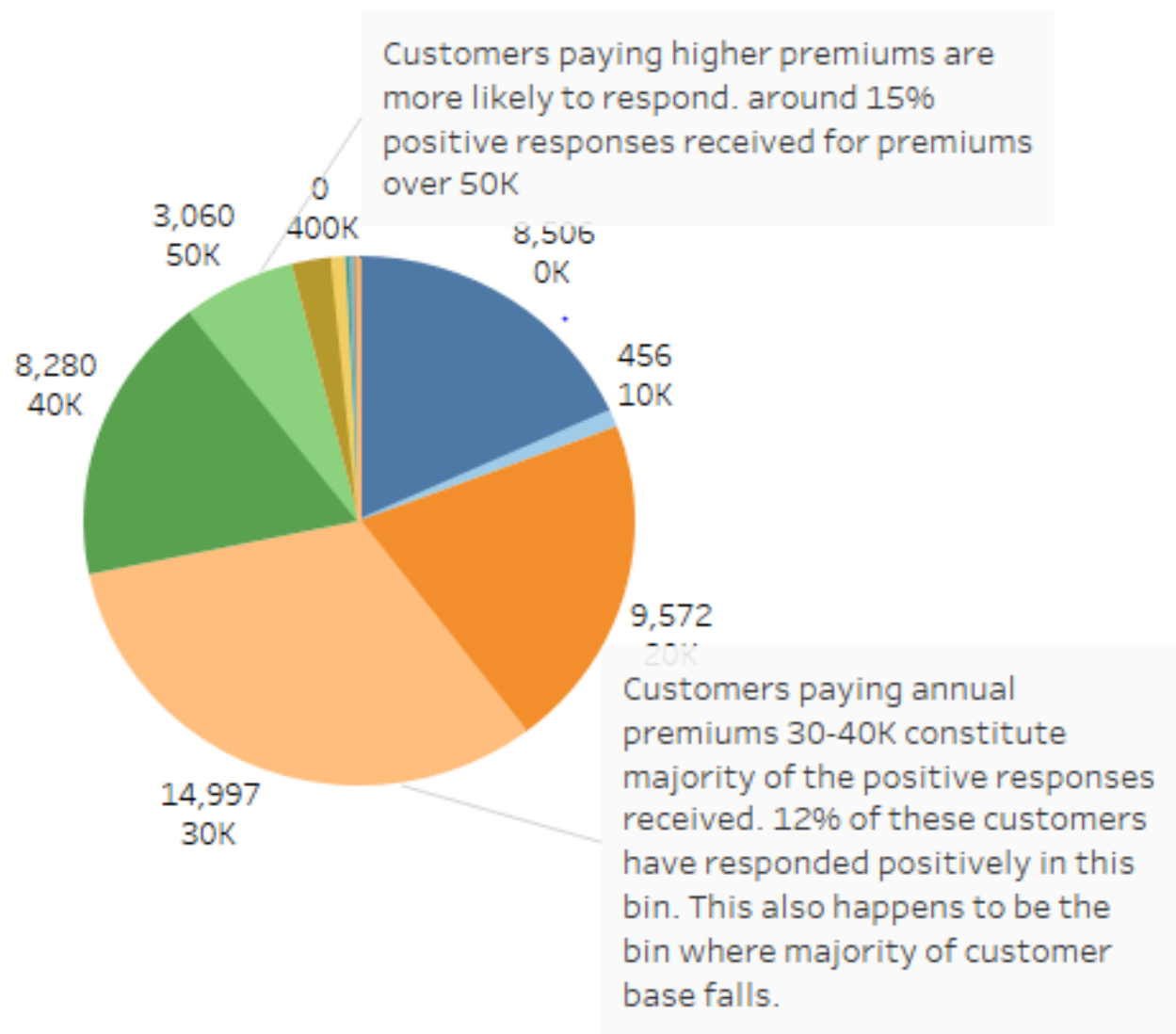
Regionwise Cross sales achieved



Responses based on Days on Books



Cross sales based on annual premium



Takeaways from the EDA on the Responses on cross sales.

20% of the Health Insurance holders aged 40-49 bought Vehicle Insurance as well.

13% of Male respondents bought the Vehicle insurance .
While only 10% of Female health insurance did the same.

Regions 28,8,46,41,15 and 30 are the most responsive for cross sales in comparison to the rest.

Customers seem to be responsive regardless of the number of days they have been on books.

People paying higher premiums are more likely to respond to cross sales request compared to the ones paying lower premiums.