**Power BI Insurance Claims Analysis Dashboard**

**Project Overview**

This project analyzes insurance claims data for PRISM Insurance Pvt. Ltd. using Power BI. The dashboard provides key insights into premium amounts, coverage, claims, policy types, customer feedback, and policyholder activity.

**Key Insights from the Dashboard**

**Business Metrics**

* **Total Premium Amount:** $5.97 million
* **Total Coverage Amount:** $600.33 million
* **Total Claim Amount:** $16.90 million
* **Claims Status Breakdown:**
  + Rejected: 4,400 claims
  + Settled: 3,400 claims
  + Pending: 2,300 claims

**Policy Type Analysis**

* **Top Policy Types by Premium Amount:**
  + Travel Insurance: $2.5 million
  + Health Insurance: $1.2 million
  + Auto Insurance: $1.0 million
  + Life Insurance: $0.7 million
  + Home Insurance: $0.6 million
* **Coverage Amount by Policy Type and Status:**
  + Highest Settled Claims: Travel Insurance ($8.61 million)
  + Highest Pending Claims: Health Insurance ($2.76 million)

**Customer Demographics**

* Equal gender distribution: 5,000 male, 5,000 female policyholders
* Age group segmentation:
  + Young adults: Higher claim count
  + Elderly: Higher claim amounts

**Customer Feedback Sentiment Analysis**

* **Positive Feedback:**
  + 54 customers rated service as "Excellent"
  + Common feedback highlights: Helpful service, fast processing, good coverage options
* **Negative Feedback:**
  + 39 customers rated service as "Needs Improvement"
  + Common concerns: Slow claims process, lack of transparency, customer service issues

**Data Sources**

* Insurance policy details, including customer ID, policy number, start and end date, and premium amount
* Claims data, including claim number, status, coverage amount, and claim amount
* Customer feedback data, including sentiment analysis and satisfaction levels

**How to Use This Dashboard**

1. Open the Power BI report file or PDF report
2. Explore different visualizations and insights:
   * Filter claims by status, policy type, and gender
   * Analyze premium, coverage, and claim amounts
   * View customer feedback sentiment analysis
3. Use interactive elements to gain deeper insights

**Tools and Technologies Used**

* **Power BI Desktop** for data modeling and visualization
* **DAX (Data Analysis Expressions)** for custom calculations
* **ETL (Extract, Transform, Load)** for data cleaning and transformation
* **Data visualization techniques** including KPI metrics, bar charts, heat maps, and sentiment analysis