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# DATA VISUALIZATION PROJECT IN TABLEAU

## CAR CLAIM INSURANCE DATA SET

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# INSTRUCTIONS

Please use the following datasets- **(Car Claim Insurance.xlsx)**

Grading Criteria

* Insights/Findings (25%) Make sure you articulate your insights in the story caption.
* Story layout (25%) The story must be logical and address a specific purpose and audience.
* Usability/Elimination of Visual Clutter (25%) Do ensure your story is interactive (Use of filters Parameters, Actions, etc) and the overall view contains minimal clutter (Appropriate selection of Colours, size, tooltips).
* Appropriate chart / Table selection (25%) Your selection of charts needs to aid in cognition.

# Data Description

ID Id of customer

KIDSDRIV Total No of kids the car driver has

BIRTH Date of birth

HOMEKIDS No of kids the driver has at home

YOJ Year in which the car owner applied for the car insurance policy

INCOME Income

PARENT1 If car owner has his parents

HOME\_VAL Value of the house owned

MSTATUS Marital status

GENDER Gender

EDUCATION Education level

OCCUPATION Occupation level

TRAVTIME Travel time taken taken in minutes(On an average)

CAR\_USE Purpose of using the car

BLUEBOOK What is the worth of the car

CAR\_TYPE Car type

OLDCLAIM Previous claim

CLM\_FREQ How often claimed

CLM\_AMT Currentl Claimed amount

CAR\_AGE Age of car

URBANICITY Where the car is being driven primarily

# DATA ANALYSIS IN TABLEAU

Please find the link to project in Tableau below –

[**https://public.tableau.com/shared/4RXMPCYRF?:display\_count=y&:origin=viz\_share\_link**](https://public.tableau.com/shared/4RXMPCYRF?:display_count=y&:origin=viz_share_link)

Summary of findings is given below -

Insurance companies can identify the high-risk customers based on the following decision tree -

**By Gender, Age** - Mostly people aged between 50-80 have higher claims. Occupation and Education is significant in identifying the high-risk category in Males and Females. Overall this data depicts Females have total claim amount higher than the Males category.

**By Education / Occupation** - These reveal a different finding that the those employed in Blue Collar jobs and Professional jobs has higher claims. Further drill down reveals those with High school and less than high school education level have higher claims under these occupation categories.

**By Gender and Car Type** - **Females** have claims in SUV and Sports vehicle types compared to males. While **Males** have higher claims in Van, MiniVan, Pickup, and Panel Truck vehicle types.

**By Family** - People under high income category and who do not have parents or kids have higher claims both under married and not-married categories.

**By YOJ** - The highest claims are made during **8th to 13th year after purchase.** The data follows a normal distribution

**By Location** - The claims are higher in **Urban/Highly Urban** locations, compared to cars driven in the Rural locations.

**By Car Use** - **Commercial Vehicles** have higher claims compared to Private Vehicles

**By Car Type** - **Sports and SUV Vehicles** in private use category have higher claims. In commercial vehicles almost **Van and SUV Vehicles** have higher claims

Premium may be revisited based on risk profile, age of the car, and age of insurer.